




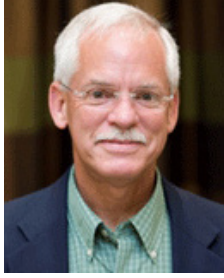






WCLF 2014 Session Information

Plenary Session





Session	Speakers	Topic and Speakers
Keynote		Key issues in the Sustainability of the Global Coffee Industry Robério Oliveira Silva Executive Director, International Coffee Organization
Plenary Session 1		Creative Development and Future of Espresso Market Andrea Illy Chairman & CEO, illycaffè S.p.A
Plenary Session 2		Coffee Leaf Rust Effect and the Future of Specialty Coffee Ric Rhinehart Executive Director, Specialty Coffee Association of America
Plenary Session 3		Stumptown as a Sustainable Business Model— from the People to Practice practice Matt Lounsbury Vice President, Stumptown Coffee Roasters
Plenary Session 4		The History of Coffee : Black Puddle Water, Gift of the Gods, or Just a Berry? Mark Pendergrast Author of 'Uncommon Grounds'

Session	Speakers	Topic and Speakers
Plenary Session 5		Resilience in the Coffeelands Rick Peyser Senior Relationship Manager, Coffee & Cocoa Lutheran World Relief

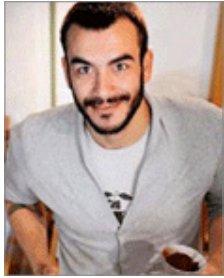



Asia Session

Session	Speakers	Topic and Speakers
Asia Session 1 Korea		Korea Coffee Market Status and Trend Myung-Kyu Ann President, CoffeeMyungga Co., Ltd.
		Aspects of Coffee Producing Area and the Direct Trade in Korea Pil Hoon Seu CEO, Coffee Libre
		Korea's coffee market moves the coffee market in Asia Mi Ran Oh President, LA Healing Coffee Roasters
Asia Session 2 Japan		Japan Coffee Market Status and Sustainable Development Katsuhiko Hasegawa President, Specialty Coffee Association of Japan

Asia Session

Session	Speakers	Topic and Speakers
Asia Session 3 India		Robusta – Quality and Sustainability – From an Indian Perspective Sunalini Menon CEO, M/S. COFFEELAB LIMITED, BANGALORE
Asia Session 4 China		China Coffee Market Insight and Trends Xu Lu General manager of cocoa and coffee department, China Tea Co., Ltd
Asia Session 5 China		Overseas Expansion to China Coffee Market Ja Sang, Shin Chairman, Maan creative co.,ltd.
Asia Session 6 Malaysia		The Coffee Aroma in Malaysia. An emerging market Dato Seri Chia Kwnag Chye Consultant, Prime Consulants Sdn Bhd









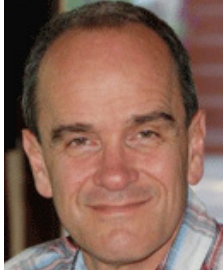

Technical Session




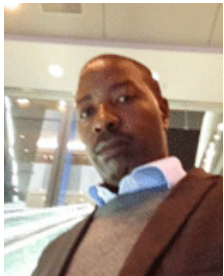


Session	Speakers	Topic and Speakers
Technical Session 1 Skill Building – Brewing		Manual brewed coffee presentation and demonstration by using various kinds of equipment Stefanos Domatiotis Barista Trainer, TAF
		Stumptown cold brewed coffee presentation and demonstration Matt Lounsbury Vice President, Stumptown Coffee Roasters
Technical Session 2 Skill Building – Cupping		Acidity – Coffees Most Misunderstood Component Susie Spindler Executive Director, ACE (Alliance for coffee excellence)
		Acidity – Coffees Most Misunderstood Component Sherri Johns Sherri Johns Cup of Excellence Head Judge, ACE (Alliance for coffee excellence)

Technical Session

Session	Speakers	Topic and Speakers
Technical Session 3 Skill Building – Barista		Why it's important for Baristas to understand about producing countries Hidenori Izaki Barista, Maruyama Coffee co., Ltd
Technical Session 4 Certificate Course		SCAE Sensory Skills Intermediate Asli Yaman Chief Roast Master, Soyuz Coffee Roasting
		SCAE Green Coffee Intermediate Jon Wilassen Director, Coffee Solution and Coffee Evolution

World Coffee Adventure Session

Session	Origin		Session	Topic and Speakers
Session 1		India		<p>Coffee of India and Quality assurance</p> <p>Jawaid Akhtar Chairman, Coffee Board of India</p>
Session 2		Honduras		<p>Characteristics of coffee – culture in Honduras and Quality assurance</p> <p>Mario Ordoñez Assistance General Manager, IHCAFE</p>
Session 3		Guatemala		<p>Guatemalan Coffees – Revealing the provenance of high quality coffee</p> <p>Miguel Medina Vice-Chairman, Guatemalan Coffees</p>
				<p>Guatemalan Coffees – Revealing the provenance of high quality coffee</p> <p>Juan Antonio Silvestre Cupper, Guatemalan Coffees</p>
Session 4,5		Ethiopia		<p>Coffee of India and Quality assurance</p> <p>Willem Boot CEO, Boot Coffee</p>
				<p>Upcoming Ethiopian New Harvest</p> <p>Samuel Demisse President, KEFFA COFFEE</p>

Session	Origin		Session	Topic and Speakers
Session 6		Columbia		<p>Columbia Land of Diversity</p> <p>Henry Martinez Green Coffee Manager, FNC</p>
Session 7		Burundi		<p>Burundi coffee and its Profile</p> <p>Augustin Manirakiza Marketing Manager, INTERCAFE BURUNDI</p>
Session 8		Costa Rica		<p>Costa Rica: Our Eight Coffee Regions</p> <p>Mario Arroyo Marketing Director, ICAFE</p>