

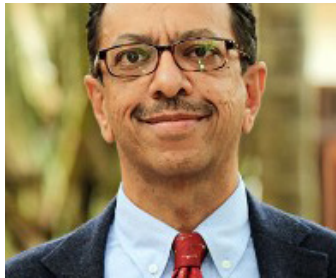









WCLF 2015 Session Information

Plenary Session





Session	Speakers	Topic and Speakers
Keynote Speech		The Future of Quality Coffee, Path and Detour George Howell President & CEO of George Howell Coffee LLC
Plenary Session 1		Embracing Core Values for a Successful Brand Brett Smith President of Counter Culture Coffee
Plenary Session 2		Importance of Branding the Origins Abdullah Bagersh Chairman of AFCA
Plenary Session 3		Cultural Values in a Cup of Coffee Jason Wang Founder and Director of Jascaffe China CO., Ltd
Plenary Session 4		Construction of a Coffee Brand Joseph Brodsky Founder and CEO, Ninety Plus Coffee

Session	Speakers	Topic and Speakers
Plenary Session 5		<p>Different Times, Different Coffee</p> <p>Ellie Hudson Director of Professional Department, SCAA</p>

Technical Session

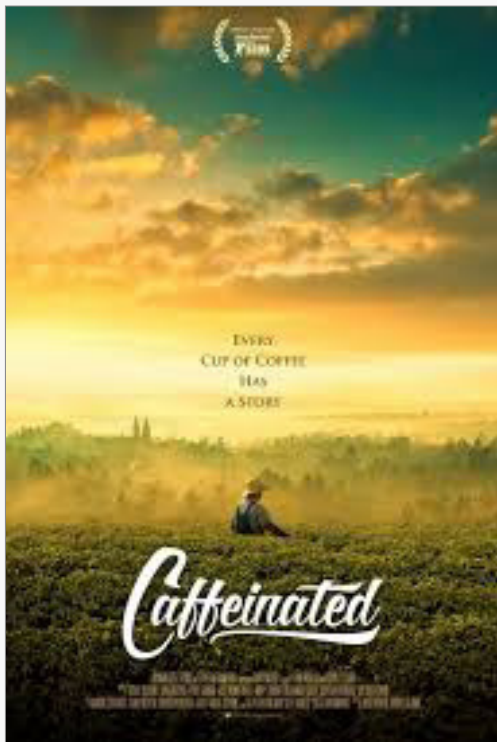
Session	Speakers	Topic and Speakers
Technical Session 1 Skill Building – Barista		<p>The Last Five Minutes – Where Everything Went Wrong</p> <p>Michael Phillips Director of Training, Blue Bottle Coffee</p>
Technical Session 2 Skill Building – Q Grading System		<p>CQI's Q Grading System and Practice</p> <p>Trish Rothgeb Founder, Wrecking Ball Coffee Roasters</p>
Technical Session 3 Skill Building – Latte Art		<p>How to Make a Cup of Good Looking Latte</p> <p>Caleb Cha WLAC 2015 Champion</p>
Technical Session 4 Skill Building – Barista		<p>Think Outside the Coffee</p> <p>Sasa Sestic WBC 2015 Champion</p>

Technical Session

Session	Speakers	Topic and Speakers
<p>Technical Session 5 SCAE Certificate Course – Sensory Skills</p>		<p>SCAE Sensory Skills Intermediate</p> <p>Alberto Polojac Owner, Imperator</p>
<p>Technical Session 6 SCAE Certificate Course – Brewing</p>		<p>SCAE Brewing Intermediate</p> <p>Panagiotis Konstantinopoulos R&D and Network Operation Director, Coffee Island</p>
<p>SCAE Certificate Course – Sensory Skills</p>		<p>SCAE Sensory Skills Intermediate</p> <p>Alberto Polojac Owner, Imperator</p>
<p>SCAE Certificate Course – Brewing</p>		<p>SCAE Brewing Intermediate</p> <p>Panagiotis Konstantinopoulos (R&D and Network Operation Director, Coffee Island)</p>

Cine de Cafe

Venue : Coex MEGABOX



Title : Caffeinated

Director : Vishal Solanki, Hanh Nguyen

Open Country : USA

Open date : July 24, 2015

Summary : Story of coffee from coffee beans to a cup of coffee and people who are involved in the process of making coffee. And coffee for the people who are making coffee.



Title : The Furthest End Awaits


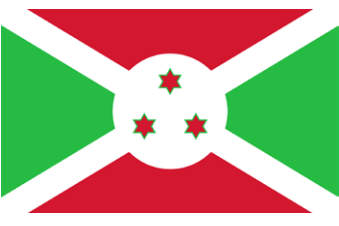



Director : Chiang Hsiu-Chiung

Open Country : Japan, Taiwan, Korea

Open date : Nov. 5, 2015

Summary : Masaki came back home after hearing her father, part with her in her youngster, has gone missing 8years ago. At home town in a deserted village on the edge of the coast, Masaki opened "Yodaka cafe" waiting her father.

World Coffee Adventure Session

Origin	Topic and Speakers	
	India	<p>Organization Coffee Board of India</p> <p>Speaker Chandrasekar Munuswamy, Researcher, Specialty Coffee Associatino of America</p>
	Brundi	<p>Organization Café du Brundi</p> <p>Speaker Augustin Manirakiza, Communication, Promotion & Marketing Manager</p>
	Colombia	<p>Organization Colombian Coffee Growers Federation</p> <p>Speaker Santiago Pardo, Director – Asia, Colombia Coffee Growers Federation</p>
	Myanmar	<p>Organization Coffee Quality Institute for Myanmar Coffee</p> <p>Speaker Andrew Hetzel, Coffee Quality and Trade Adviser CafeMakers, LLC</p>
	Ethiopia	<p>Organization African Fine Coffees Association</p> <p>Speaker Abdullah Bagersh, Chairman, African Fine Coffees Associaiton</p>
	Honduras	<p>Organization Café de Honduras (IHCAFE)</p> <p>Speaker Arnold Pineda, Executive Officer, Investigation and Research Center</p>

Re:Verb Seoul 2015

In Re:Verb Seoul 2015, global coffee leaders have speeches and discussions about branding, roasting, business model, and creation and role of barista community in crowded Korea's coffee market.

Speakers



Colleen Anunu

SCAA Director,
Fair Trade USA personal consultant,
Cornell University International Agricultural Development
Studies MA,
Prior New York Gimme! Coffee Green Buyer & Roaster



Stephen Vic

Blue Bottle Coffee Green buyer
SCAA Sustainable Advisory Committee,
Barista Guild of America,
Prior Stumptown Coffee Green Buyer & Training Director



Ben Kaminsky

Specialty Consultant,
Prior ritual Coffee Quality management director,
U.S. Cup Tasters Championship (USCTC) Champion for
3 consecutive years (2009–2011)



Isabela Raposeiras

상파울루 커피랩 로스터리 카페 대표,
전 브라질 바리스타 챔피언



Alex Bernson

Benchworks LLC CEO (media&consumer service consultant),
Current Baristahustle.com Editor, Prior Sprudge.com Editor