

WORLD COFFEE OUTLOOK



12- 14 SEPTEMBER 2011
CROWN PLAZA ANTWERP, ANTWERP, BELGIUM



Conference Highlights

- ✓ The **ONLY COFFEE OUTLOOK** conference in the EU region, with a focus on trade opportunities, warehousing trends and financial markets
- ✓ **MARKET COMMENTARY** by leading international experts on forecast for the coffee sector
- ✓ In-depth look at the **CHANGING INTER LINKAGES** between coffee and financial markets
- ✓ Appreciate **QUALITY AND SAFETY** requirements for the EU region
- ✓ Focus on **NEW DEVELOPMENTS** in warehousing and storage
- ✓ **HIGH VALUE INPUT** from the coffee value chain participants on trading risk management in the current environment

PLUS!

Pre-Conference Workshop
12 September 2011, 9am-5pm
**COFFEE PRICE
RISK MANAGEMENT**

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Speakers Include



1. **Jose Sette**, Executive Director A.I, **International Coffee Organization**, United Kingdom
2. **Roel Vaessen**, Secretary General, **European Coffee Federation**, The Netherlands
3. **Enrico Antony**, General Manager, Romani Italy, Vice President of the **European Warehouse Federation**, Italy
4. **Judy Ganes-Chase**, President, **J. Ganes Consulting**, USA
5. **Robert Simmons**, Head of Coffee and Cocoa, **LMC International**, United Kingdom
6. **Oscar L. Schaps**, Managing Director, Global Head of Soft Commodities, **Intl Hencorp Futures, LLC**, USA
7. **Carlos H. J. Brando**, Director and Partner of **P&A Marketing International**, Brazil
8. **Kim De Coninck**, Communication Officer, **Antwerp Customs**, Belgium
9. **Joost Pierrot**, Coffee Consultant, **International Trade Centre**, Switzerland
10. **Wim Dillen**, Sr. Business Development Manager, **Port of Antwerp**, Belgium

www.worldcoffeeoutlook.com

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SWISS COFFEE
TRADE
ASSOCIATION



SUPPORTING MEDIA PARTNERS:



On the back of a hugely successful Asia International Coffee Conference (AICC) Coffee Outlook series in Vietnam, IBC now brings to market the first **World Coffee Outlook**, the ONLY trade focused event of its kind in Europe.

Set in Antwerp, the world's largest warehousing center for coffee, **World Coffee Outlook** offers opportunities for networking and information exchange between roasters, retailers, producers, traders, warehouse owners and other stakeholders in the coffee supply chain.

17 YEARS OF DEMONSTRATED SUCCESS

2000+

PARTICIPANTS TO DATE AND COUNTING!

The 2 day programme offers up to the minute insights on the global situation in production, consumption, price fluctuation, increasing demand for sustainable and certified coffee, and other topical issues confronting the industry.

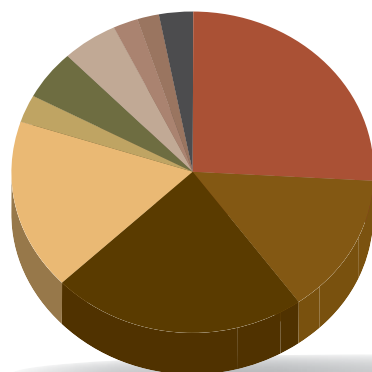


Why attend

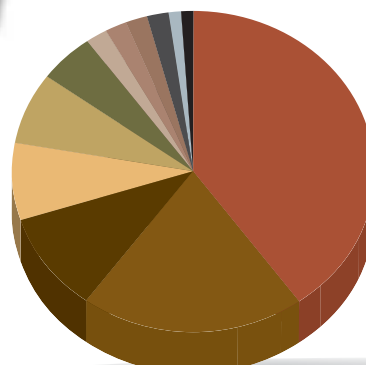
- 1 Spot new business opportunities in the world's largest coffee consuming region
- 2 Establish new business relationships with traders and exporters / importers from all over Europe
- 3 Assess market movements and the resultant impact on your coffee trade strategy
- 4 Debate Coffee Price analysis with experts, and how it should shape your risk management strategy
- 5 Examine changing trends in warehousing and storage, and the crucial impact on your supply chain
- 6 Take the opportunity to visit and evaluate the various coffee warehousing facilities in the storage hub of the region



Who will you meet



BY INDUSTRY	
Trader	26%
Roaster	14%
Importer / Exporter	23%
Warehousing / Storage / Ports	17%
Testing & Certification	3%
Banking & Finance	5%
Exchanges	5%
Consultants / Specialists	2%
Government / Industry Body	2%
Shipping	3%



BY COUNTRY	
Belgium	40%
Germany	20%
Switzerland	10%
Vietnam	8%
Singapore	7%
United Kingdom	5%
Indonesia	2%
Africa	2%
Spain	2%
Italy	2%
India	1%
Colombia	1%

Day One ● 13 September 2011, Tuesday

0800 ☕ Welcome Coffee and Registration

0850 Welcome from the Organizers

0855 Opening Remarks from the Chairman



Oscar L. Schaps, *Managing Director, Global Head of Soft Commodities, Intl Hencorp Futures, LLC, USA*



Supply & Demand in the European Union

0900 Demand and Consumption Trends in the European Region

- Supply / Demand position
- Key consumption trends
- Outlook for Arabica and Robusta markets
- Emerging trade opportunities



Jose Sette, *Executive Director A.I, International Coffee Organization, United Kingdom*

0930 The Law, The Label and The Confused Consumer

- Label overload: 'everything but the kitchen sink'
- Food Information to Consumers legislation; will origin/provenance labelling become mandatory for coffee?
- Health Claims legislation; positive evaluation by EFSA of three coffee/caffeine health claims - what are the next steps?
- The label as vehicle of consumer education



Roel Vaessen, *Secretary General, European Coffee Federation, The Netherlands*

1000 Coffee Markets of the Future

- Will the big players such as Brazil, Colombia and Vietnam continue domination?
- Alternative markets - will Ethiopia, Tanzania and Indonesia concentrate exclusively on specialty and quality coffee?
- Increasing consumption and fluctuating yield - how will markets be impacted?



Yves Tombeur, *Managing Director, Supremo SA, Belgium*

1030 ☕ Q&A followed by Refreshment Break

European Supplier Nation Updates

- Production outlook for 2011-12
- Key developments that will influence production
- Challenges in coffee production and exports

1115 Brazil



Judy Ganes-Chase, *President, J. Ganes Consulting, USA*

1145 Africa and Colombia



Robert Simmons, *Head of Coffee and Cocoa, LMC International, United Kingdom*

1215 Coffee Prices – Cause and Effect

- How far are coffee prices still influenced by supply and demand?
- Can prices be attributed to a change in consumption habits?
- Will high prices cause production to expand sufficiently or reduce demand?
- Paradigm shift in consumer behavior, and consumption trends impacting coffee markets
- Surviving price hikes in an uncertain economic climate

PANEL DISCUSSION

Judy Ganes-Chase, *President, J. Ganes Consulting, USA*

Robert Simmons, *Head of Coffee and Cocoa, LMC International, United Kingdom*

Oscar L. Schaps, *Managing Director, Global Head of Soft Commodities, Intl Hencorp Futures, LLC, USA*

Roel Vaessen, *Secretary General, European Coffee Federation, The Netherlands*

1300 Lunch



Coffee and Financial Markets

1400 Tackling Volatility



Andrea Thompson, *Head of Analysis and Research, CoffeeNetwork, Northern Ireland*

1430 Involvement of Long-Only Index Funds in Commodities Market

- Factors driving the interest of commodity funds
- Outlook for investment capital inflow
- What to expect in 2011-12



Eric Nadelberg, *Senior Vice President, Investments, Prudential Bache Commodities, LLC, USA*

1500 ☕ Q&A followed by Refreshment Break

1545 The Currency War Impact on Coffee Price Movements

- Currency wars and effect on coffee producing countries
- A new floor for coffee prices
- Brazilian production and NY Coffee Exchange prices
- Ensuring long-term competitiveness in coffee



Carlos H. J. Brando, *Director and Partner of P&A Marketing International, Brazil*

1615 Effects of International Speculation on the Coffee Trading Business

- Who is speculating?
- Why?
- How does it affect the coffee trading business on a daily basis from producer, exporter, importer and roaster point of view.



Gregory Dupuis, *Managing Director, N. V. Coffeeteam S. A., Belgium*

1645 Developments in the NYSE Liffe Robusta Coffee Contract



Peter Blogg, *Head of commodity Product Management, NYSE LIFFE, United Kingdom*

1715 Q&A followed by Close of Day 1

1730 Networking Cocktail Reception

Day Two ● 14 September 2011, Wednesday

0830 ☕ Welcome Coffee and Registration

0900 Opening Remarks from the Chairman



Coffee Warehousing and Logistics

0910 **Working with LIFFE for Coffee Warehousing Operations**

- Key regulatory requirements to be aware of
- Updated developments for traders regarding quality, packaging and food safety
- Challenges and restrictions



Enrico Antony, *General Manager, Romani Italy, Vice President of the European Warehouse Federation, Italy*

0940 **Port of Antwerp: Its' Importance as an European Hub & Creator of Value throughout the Coffee Supply Chain**



Wim Dillen, *Sr. Business Development Manager, Port of Antwerp, Belgium*

1010 **European Union Coffee Import Regulations**

- Key regulatory requirements to be aware of
- Updated developments for traders regarding quality, packaging and food safety
- Challenges and restrictions



Werner Nader, *Managing Director, Eurofins Global Control GmbH, Germany*

1040 ☕ Q&A followed by Refreshment Break

1125 **Customs procedures to meet needs of International Trade and Logistics**



Kim De Coninck, *Communication Officer, Antwerp Customs, Belgium*

1155 **Enhancing Green Coffee Quality for the Market**

- Increasing quality of green coffee
- Enhancing the valor of roasted coffee



Roberto Pedini, *Product Manager, Petrocini Impianti Spa, Italy*

1225 **Cargo Insurance and Risk Management for Coffee Traders**

- Marine Cargo insurance for coffee traders
- Developments in the market



Walle Romjin, *Account Manager – Commodity Trade, AON Risk Solutions, Netherlands*

1255 Q&A followed by Lunch



Sustainability, Standard Setting & Future Trends

1400 **Trends in the Trade of Sustainable Coffees**

- Statistics on Organic; Fairtrade; UTZ; Rainforest Alliance; 4C
- What are the trends?
- How to achieve synergy instead of label competition?



Joost Pierrot, *Coffee Consultant, International Trade Centre, Switzerland*

1430 **Sustainable Coffee and the Nescafe Plan**

Senior Representative, Nestle, Switzerland

1500 **4C Association – Uniting Efforts to Increase the Sustainability Baseline**

- Shaping the development of a sustainable coffee sector
- The platform for committed stakeholders
- Baseline standard and verification system
- Starting point to step up to all other sustainability certification standards
- Addressing broader sustainability issues



Melanie Rutten-Sulz, *Executive Director, 4C Association, Germany*

1530 ☕ Q&A followed by afternoon tea

1615 **Industry, Not Consumers, Drive(s) Change in Sustainability**

- How to make sustainability mainstream: case study Dutch coffee market
- How to increase involvement of industry in certified coffee supply development
- How to involve civil society in awareness raising



Paul Zuiderbeek, *Market Development Manager, UTZ Certified, The Netherlands*

1645 **Demand Trends for Specialty Coffee in Europe**



Michael Wheeler, *Specialty Coffee Association of Europe (SCAE), United Kingdom*

1715 Q&A followed by Close of Conference

“ **AICC has always been a very informative and helpful event for anyone in the coffee business, be it manufacturing, trading, wholesale or retail. I have been attending AICC for 2 years and last year was again a fantastic conference!** ”

GLORIA JEANS COFFEES INTERNATIONAL

PRE-CONFERENCE WORKSHOP • 12 September 2011, Monday

Coffee Price Risk Management

Price volatility is one of the major concerns in the global commodity market, particularly in the case of coffee. For exporters it is a source of uncertainty in regard to export earnings and creates difficulties in carrying out effective sales policies. For importers, particularly roasters, price volatility makes it difficult to control production costs. For traders and stock holders volatility may affect profit margins, making their activities more speculative and often less attractive.

This workshop will offer practical inputs for dealing with price volatility. Discussion topics will include:

- Key Price Risk Management Concepts
- Overview of Risk Management Tools
- How to build a Risk Management Program
- Strategies from Exporter, Trader and Importer perspectives
- Practical application and case studies

Workshop Leader



Oscar L. Schaps, *Managing Director,*
Global Head of Soft Commodities,
Intl Hencorp Futures, LLC, USA



COMING UP!

17TH ASIA INTERNATIONAL COFFEE CONFERENCE

COFFEE OUTLOOK

7-9 DECEMBER 2011 • HO CHI MINH CITY, VIETNAM

Supported by  **VIETNAM COFFEE & COCOA ASSOCIATION**



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The **World Coffee Outlook** offers a captive audience of influential executives and stakeholders from the regional and international coffee business. Maximize your ROI in this rare opportunity and showcase your leadership, products, innovation and service excellence.

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