

Presented by \_\_\_\_\_, Head of Finance and Administration  
and Head of Operations a.i., ICO

07:30 09:30 Registration

08:30 09:30 Welcome coffee

09:30 10:15

- Welcome and Introduction, \_\_\_\_\_, CEO, Fiera Milano
- Welcome, \_\_\_\_\_, President, Comitato Italiano del Caffè (CIdC)
- Opening remarks, \_\_\_\_\_, Executive Director, International Coffee Organization (ICO)
- Welcome, \_\_\_\_\_, Italian Minister of Agriculture and Forestry

10:15 10:30 'Pleasure, health and sustainability: the three virtues of coffee', \_\_\_\_\_, Chairman, ICO Promotion and Market Development Committee

Moderator: \_\_\_\_\_ Milan Correspondent, Financial Times

10:30 11:30

- An overview of the coffee sector in Brazil, \_\_\_\_\_ Executive Director, Brazilian Coffee Exporters Council (CeCafé)
- \_\_\_\_\_, CEO, Nestlé Nespresso
- \_\_\_\_\_, Vice-President and member of the Board of Luigi Lavazza SpA
- Roundtable discussion

11:30 12:15 Coffee break

12:15 13:00

- \_\_\_\_\_, Chairman, Board of Trustees, Hanns R. Neumann Stiftung
- \_\_\_\_\_, Executive Director, Specialty Coffee Association of America (SCAA), Chairman, Private Sector Consultative Board of the ICO
- 'The Road to Addis Ababa – the 4<sup>th</sup> World Coffee Conference', \_\_\_\_\_, Minister of State, Ethiopia

13:00 14:30 Lunch break

- 14:30 15:00 'Paradigms of the Coffee Culture: the link between coffee and pleasure, a global trend',  
, Future Concept Lab
- 15:00 15:20 'The Japanese way of enjoying coffee',  
Coffee Association (AJCA), Chairman, All Japan
- 15:20 15:40 'Enhancing the pleasure of coffee through knowledge: The IAO Italian Coffee School A successful example of public-private cooperation',  
( and ), IAO

- 15:40 15:45 'Presentation of ISIC activities',  
Committee Chair, ISIC Communication
- 15:45 16:05 'Overview of coffee and health science',  
Associates and member of ASIC Board, President, Coughlin &
- 16:05 16:35 Coffee break
- 16:35 16:40 Introduction,  
, ITV news science correspondent, United Kingdom
- 16:40 17:05 Cognitive Decline,  
Medical Research, France, French National Institute for Health and
- 17:05 17:30 Cardiovascular Health,  
Community, University of Milan, Italy, Department of Clinical Sciences and
- 17:30 17:50 Roundtable discussion with speakers of this session  
Moderator: , ITV news science correspondent, United Kingdom
- 17:50 18:10 Coffee and Health the case of Italy  
Presentation of the activities and programmes carried out by the Italian Promotional Committee over the last few years and results,  
President, Coffee Promotion Consortium (CPC)
- Short break
- 18:40 19:30 'La cantata del caffè' by  
, performed for the first time in
- Walk to EXPO Milan
- 20:00 21:30 Reception, kindly hosted by CEO of Ilycaffè and  
Vice-President of Lavazza SpA, USA Pavillion at EXPO Milan. Chef Carlo Zarri will showcase his coffee-inspired dishes.

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13:15 13:30 'Sustainability in the North American coffee market', , National Coffee Association USA (NCA)

13:30 15:00 Lunch and walk to EXPO Milan

15:00 15:45 Oxfam's 'Coffee4Change' fundraising initiative and presentation of Oxfam's views on sustainability, , Director, Oxfam Italia  
Presentation of the report 'The way forward: Accelerating Gender Equity in Coffee', , Coffee Quality Institute (CQI)

15:45 16:00 Global Coffee Forum wrap up and closing remarks, , CEO, Illy SpA

16:00 16:30 Official declaration of the International Coffee Day

- , Executive Director, ICO
- , Chairman of the ICO Promotion and Market Development Committee
- , President, Comitato Italiano del Caffè (CIdC)