

PROGRAMME SCHEDULE - DAY 1 (7th Oct, 2009)

Inauguration Function

17-00 hrs - 18-35 hrs

Exhibition Inauguration

17-00 hrs - 17-20 hrs - Kalinga Hall

Festival Inauguration

17-20 hrs - 18-35 hrs - Grand Ballroom

Dignitaries:

Shri Anand Sharma

Hon'ble Union Minister for Commerce and Industry, Government of India

Shri B.S. Yeddyurappa

Hon'ble Chief Minister, Government of Karnataka

Dr. Nestor Osorio

Executive Director, International Coffee Organisation (ICO)

Shri G.V. Krishna Rau, IAS

Chairman, Coffee Board of India

Shri V.G. Siddhartha

Chairman, Café Coffee Day

Shri M.H. Ashraff

Managing Director, Tata Coffee Ltd.

Shri Anil Kumar Bhandari

Convener & Coordinator, IICF 2009

Indian Barista Championships & IICF 2009 Latte Art Competitions

18-30 hrs Onwards - Convention Hall

Inaugural Reception

18-45 hrs Onwards - Magadh Hall



PROGRAMME SCHEDULE - DAY II (8th Oct, 2009)

Theme I: Coffee Vision 2020

9.30 hrs – 11.30 hrs

Chair: Mr. G. V. Krishna Rau, IAS
Chairman, Coffee Board of India

Speakers:

Overview of the World Coffee Market

Dr. Nestor Osorio,
Executive Director, International Coffee Organisation

Global Coffee Scenario by 2020

Mr. Neil Rosser
Managing Director, NKG Statistical Unit

Market Place of 2020: Coffee Club Network

Mr. Carlos Henrique Jorge Brando,
Director, P & A International Marketing

11.30 hrs – 12.00 hrs - **Coffee Break**

Theme II: Coffee Market in India

12.00 hrs – 13.30 hrs

Chair: Mr. Sanjay Khajuria
Vice President - Corporate Affairs, Nestle India Ltd.

Speakers:

Coffee Consumption in India – Trends and Attitudes

Mrs. Roop Rashi
Director (Finance), Coffee Board of India

Coffee Chain Phenomenon

Mr. Alok Gupta
Director, Café Coffee Day

Exciting Opportunities for Stand-alone Café

Mr. Ranbir Mansingh,
Coffee Specialist, Free Lance Consultant

The Indian Coffee Market: A Wonderful Opportunity

Mr. Luca Maulini,
Business Intelligence & Planning Manager, Lavazza SpA

13.30 hrs – 14.30 hrs - **Lunch**



PROGRAMME SCHEDULE - DAY II (8th Oct, 2009)

Theme III: Sustainability in Coffee Farming

14.30 hrs – 16.00 hrs

Chair: Mr. M.H. Ashraff, Managing Director, Tata Coffee Ltd.

Speakers

Coping with Climate Change

Mr. G. V. Krishna Rau, IAS
Chairman, Coffee Board of India

Mechanization for Sustainable Coffee Production

Mr. Carlos Henrique Jorge Brando,
Director, P & A International Marketing

Sustainable Farming Technologies

Mr. Edouard Bault,
Sustainability Manager,
ECOM Indonesia

16.00 hrs – 16.30 hrs - Coffee Break

16.30 hrs - Visit to Exhibition

18.00 hrs - Awards Function

Dignitaries:

Shri S. V. Ranganath, IAS

Chief Secretary to the Government of Karnataka

Mr. Nils Erichsen,

President, Specialty Coffee Association of Europe, (SCAE)
Managing Director, MAHLKÖNIG GmbH & Co. KG



PROGRAMME SCHEDULE - DAY III (9th Oct, 2009)

Theme IV: Art & Science of Roasting and Brewing Technology

9.30 hrs – 11.30 hrs

Chair: Mrs. Sunalini Menon,
Chief Executive, Coffeelab Pvt. Ltd.

Speakers:

Flexibility in Roasting

Mr. Björn Jönsson, Area Sales Manager, PROBAT-Werke

Advances in Brewing Technologies

Mr. Flavio Urizzi, Export Manager / Key Accounts Manager,
C.M.A. SPA 'ASTORIA'

Panelists:

Panel Discussion on Brewing and Roasting

Mr. Donald W. Jensen, President & CEO, Bridgetown Coffee Company

Mr. C.P. Chandan, Partner, Cothas Coffee

Mr. C.G. Keshava Rao, Proprietor, Bharath Mechanical Co.

Mr. Björn Jönsson, Area Sales Manager, PROBAT-Werke

Mr. Flavio Urizzi, Export Manager / Key Accounts Manager,
C.M.A. SPA 'ASTORIA'

11.30 hrs - 12.00 hrs – **Coffee Break**

Theme V: Packaging for Coffee

12.00 hrs – 13.30 hrs

Chair: Mr. Ramesh Rajah,
President, Coffee Exporters' Association

Speakers:

Advances in Packing Machinery

Mr. P. Dasgupta,
Group Leader - Packaging Devp (Foods)
Hindustan Unilever Ltd.

Improvements in Packaging Material

Mr. S.N. Venkat Prahlad,
C.E.O, M/s. S.N.P. Associates

The Role of Art & Design in Coffee Packaging

Ms. Ashwini Deshpande,
Director, Elephant Strategy + Design

13.30 hrs – 14.30 hrs - **Lunch**

Theme VI: Coffee & Health: New Findings

14.30 hrs

Prof. Dr. P. C. Kesavan,
Distinguished Fellow, M. S. Swaminathan Research Foundation

Coffee all the way

15-15 hrs

Day III (10 October 2009) - **IICF Connect**

