

Regional Conference on adding value to coffee production with Intellectual Property

1- November 10, 2021

The State of the Coffee Industry and Differentiated Market Opportunities

Speakers: Mr. Andrew M. Ong, Director, Division for Asia and Pacific, World Intellectual Property Organization (WIPO), Geneva

Speaker: Mr. Andrew Hetzel, Coffee Adviser to WIPO, Kailua-Kona, Hawaii, United States of America

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The Value of Geographical Indications and Intangibles in Coffee, Developing Origin Brands to Enhance Coffee Value

Speaker: Mr. Luis Samper, International Consultant, Bogota, Colombia

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National Grading Standards, High Value Auctions and Gender in Coffee, Increasing Value for Women

Speakers: Ms. Blanca Castro, Independent Coffee Consultant, International Women's Coffee Alliance, Guatemala City

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Speaker : Mr. Darrin Daniel, Coffee Specialist, Alliance for Coffee Excellence, Portland, Oregon, United States of America, USA

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Speaker : Mr. Mario Fernandez, Coffee Specialist, Specialty Coffee Association, Portland, Oregon, USA

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2- Tuesday, November 11, 2021

Ethical Coffee Certification: What it means and why it Matters

Speaker: Ms. Molly Harriss Olson, Chief Executive Officer (CEO), Fairtrade Australia and New Zealand, Melbourne, Australia

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Brand, Story and Relationship in Coffee that Create Stakeholder Value

Speakers: Ms. Pacita Chit Juan, Manila, Philippines

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Ms. Sara Morrochi, Vuna Coffee, Amsterdam, The Netherlands

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Using Technology and Processes and Certifications to Increase Productivity and Traceability

Speakers: Mr. Stephen Hurst, Coffee Specialist, Mercanta Coffee, London, United Kingdom

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Mr. Kraig Kraft, Agroecologist, World Coffee Research, Paris, France

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Exploring Technical Cooperation on IP for Specialty Coffee in the Asia Pacific Region

Speakers: Mr. Stephane Passeri, International Consultant, Bangkok, Thailand

Mr. Luis Samper and Mr. Giulio Zanetti, International Consultant, Nice, France

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