



SCTA Forum and Dinner 2024, Basel October 3rd- 4th

Fueling the Future

New Demands...New Supply?

Day 0: October 2nd

13:30 – 17:30 SCTA Next Gen – Private Educational Program & Aperó (Basel Marriott Hotel)

The SCTA Next Gen is offering an exciting educational program on coffee trading prior to the start of the SCTA Forum in Basel. For more information, please contact nextgen@sc-ta.ch

Day 1: October 3rd

11:00 – 11:10 Official Opening of the 15th SCTA Forum and Dinner event,

Join us for the official opening of the 15th SCTA Forum and Dinner, where Cyrille Jannet and Kaspar Sutter will offer insights to set the tone for an impactful and forward-thinking event.

Welcome speech by **Cyrille Jannet**, Vice-President, SCTA

Opening remarks by **Kaspar Sutter**, Head of the Department of Economic, Social Affairs and the Environment, Basel-Stadt

11:10 – 11:30 Keynote “Beyond Compliance to Performance”: An interview with Philipp Navratil, CEO, Nespresso

Join us for a keynote interview with Philipp Navratil, CEO of Nespresso, to explore evolving consumer demand and Nespresso's sustainability efforts. The conversation will highlight how the company is addressing regulatory changes and advancing regenerative agriculture through initiatives like the AAA program and Reviving Origins. This session will provide valuable insights into the strategies Nespresso is employing to meet the challenges of the coffee industry and the implications for the future of high-quality coffee globally.

Keynote speaker: **Philipp Navratil**, CEO, Nespresso

Moderator: **Dean Sanders**, Chief Enterprise Officer, Anthesis

11:30 – 12:30 Panel 1: The CEO Dialogue: Shaping supply and demand through economic shifts

CEOs of major roasters, traders and other Industry leaders discuss the economic outlook, the changes in the coffee industry and strategies to turn changes into opportunities. We will explore how leaders are seeing opportunities in the fast-evolving coffee sector and the need to balance supply with new types of demand.

- **Philipp Navratil**, CEO, Nespresso
- **Germán A. Bahamón**, CEO Colombian Coffee Growers' Association
- **Teddy Esteve**, CEO, ECOM
- **Michelle Burns**, Executive Vice-President, Starbucks
- **Jean-Marie Paugam**, Deputy Director General, WTO

Moderator: **Dean Sanders**, Chief Enterprise Officer, Anthesis

12:30 – 14:00 Lunch Break

13:00 – 13:50 EUDR Lunch & Learn – EUDR compliance solutions 1 (Sydney Room)

This interactive Lunch & Learn session will include a panel and presentations on specific technical solutions aimed at preparing our industry for EUDR compliance and other forthcoming regulations affecting our global supply chains.

- **Marcos Matos**, CEO, Brazilian Coffee Exporters Council (CECAFE)
- **Marcelo Pimenta**, General Director AgriBiz Unit. SERASA
- **Toby Brandon**, Chief Operating Officer, ICE Benchmark Administration
- **Thomas Vaassen**, Co-Founder and CEO, Meridia

Moderator: **Hannelore Beerlandt**, Coffee and Food Market Expert. Facilitator in the CPPTF of the ICO, Technical Working Stream on Policies of Importing Countries.

14:00 – 14:45 Panel 2: Next Gen Sustainability Contest

In our mission to shape the future of coffee, the SCTA Next Gen Sustainability Contest 2024 invites passionate coffee professionals to present their innovative sustainability initiatives, aligned with the theme 'Fueling the Future' of the SCTA Coffee Forum & Dinner, focusing on areas such as regenerative agriculture, the next generation of coffee producers, and the integration of cutting-edge technology within the industry.

- **Carole Hemmings, Technoserve:** Vetiver wetland: a simple and economical technique for the treatment of coffee wastewater in Peru
- **Marcela Jaramillo, Local Partners:** Regenerative transformation through bio-factories in Colombia
- **Louisa Marie Truss, Elucid:** GROW: Good Health to Promote Coffee Farmer Resilience in Uganda

Moderator: **Dean Sanders**, Chief Enterprise Officer, Anthesis

Co-moderator: **Max Schneider**, Coffee Trader, Hacofco

14:45 – 15:00 Coffee Break

15:00 – 16:00 Panel 3: Is the logistics crisis over? How prepared are we to respond to the next one?

Amidst unprecedented global supply chain challenges and unpredictable logistics crises, our panel of shipping and logistics experts come together to discuss the intricacies of transporting coffee, a unique cargo with its own set of challenges and opportunities. Drawing from recent crises, they offer insights and practical suggestions to enhance resilience against future obstacles.

- **Jahn Widmer**, CFO/CIO, Commodity Supplies
- **Matteo Bianchi**, Procurement Logistics Manager, Lavazza
- **Kevin Furley**, Head of Supply Chain, Volcafe
- **Yves Bellini**, Regional Procurement Senior Manager, Nestrade
- **Marcelo Loredó**, LATAM to Europe Trade Manager, Hapag Lloyd

Moderator: **Dean Sanders**, Chief Enterprise Officer, Anthesis

16:00 – 17:00 Coffee Break & Espresso Martini Hour

16:10 – 17:00 EUDR Aperó - EUDR compliance solutions 2. (Sydney room)

Continuing the interactive Lunch & Learn session with this EUDR Apro Hour in the afternoon, featuring and panel discussion and presentations on specific technical solutions aimed at preparing our industry for EUDR compliance and other forthcoming regulations affecting our global supply chains.

- **Allison Kopf**, CEO, TRACT
- **Isabel van Bemmelen**, Senior Business Developer, Rabobank ACORN, Rabobank, Acorn
- **Kevin Lardner**, Key Account Manager, Rainforest Alliance
- **Susanne Emonet**, CEO, Farmer Connect

Moderator: **Hannelore Beerlandt**, Coffee and Food Market Expert. Facilitator in the CPPTF of the ICO, Technical Working Stream on Policies of Importing Countries.

18:30 – 21:00 Cocktail reception at Volkshaus

Day two: October 4th

10:00 – 11:00 **Panel 4: New demands... and new supply?**

What will the coffee sector look like in 2030? Traders, roasters, and industry experts reflect on the dynamic landscape of the global coffee trade and impact of increasing regulatory pressures on procurement strategies and how this might re-shape the traditional supply chain dynamics, providing a vision for the types of coffee supply chains required for future success of our industry.

- **Pavan Adarsh**, VP Coffee Research, OFI
- **Steve Pollard**, Coffee Market Analyst, Marex
- **Carlos Costa**, Chief Commercial Officer, Hedgepoint
- **Carlos Mera**, Senior Commodity Analyst, Rabobank
- **Corinna Oelaro**, Head of Commodity Research and Price Risk Management, Nestrade

Moderator: **Dean Sanders**, Chief Enterprise Officer, Anthesis

11:00 – 11:15 **Coffee Break**

11:15 – 12:30 **Panel 5: Rethinking Sustainability: A Debate on the Future of the Coffee Sector**

In this engaging debate, we discuss the effectiveness of current sustainability initiatives in the coffee industry, examining what exactly we are sustaining with the current initiatives, and how we might want to redefine our definitions of sustainability for a more inclusive, prosperous and resilient future for all.

- **Monica Rubiolo**, Head of Trade Promotion, SECO
- **Roberto Alonso Vega Alfaro**, VP Global Coffee Agronomy, R&D and Sustainability, Starbucks
- **Olivier Laboulle**, Global Head of Coffee Sustainability and Social Impact, LDC
- **Tony Mugoya**, CEO, Uganda Coffee Farmers Alliance
- **Philippe Schneuwly**, CEO, Swisscontact

- **Antonie Fountain**, Managing Director, The VOICE Network

Moderator: **Dean Sanders**, Chief Enterprise Officer, Anthesis

Co-moderator: **Andrea Olivar**, Strategy and Quality Director Latin America, Solidaridad

12:30 – 14:00 Lunch Break

13:00 – 13:50 EUDR Lunch & Learn – EUDR compliance solutions 3 (Sydney Room)

This interactive lunch presentation will cover various projects and technical solutions aimed at preparing our industry for EUDR and other forthcoming regulations affecting our global supply chains.

- **David Browning**, CEO. Enveritas
- **Dr Norbert Schmitz**, Managing Director, 4C Services GmbH / GRASS
- **Nanne Tolsma**, Business Development Director, Sateligence
- **Andrea Bruestle**, Advisor for Sustainable Agricultural Supply Chains at Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Moderator: **Hannelore Beerlandt**, Coffee and Food Market Expert. Facilitator in the CPPTF of the ICO, Technical Working Stream on Policies of Importing Countries.

14:00 – 15:10 Panel 6: Coming to terms with the new terms of engagement: The New Compliance Landscape

Industry representatives analyze the shifting compliance landscape, highlighting strategies for navigating new regulations and industry standards, while answering the question of how these challenges can be turned into opportunities for sector level progress and development.

- **Dr Valerie Berset Bircher**, Ambassador, Deputy Head Swiss Labour Directorate, Head of International Labour Affairs, State Secretariat for Economic Affairs.
- **Eileen Gordon**, Secretary General, ECF
- **William Murray**, CEO, NCA
- **Robert Byaruhanga**, President, Uganda Coffee Federation
- **Marcos Matos**, Hands-on CEO, CECAFE

Moderator: **Dean Sanders**, Chief Enterprise Officer, Anthesis

15:10 – 15:20 Closing Remarks & End of panel sessions

18:30 – 19:45 Cocktail Reception Forum Area Congress Center (invitation only)

20:00 – 23:00 Gala Dinner (invitation only)

20:15-20:30

Address by Mr Nicolas A. Tamari, SCTA President

23:00 – 2:00 Open Bar Lounge (invitation only)