



# 16<sup>th</sup> SCTA Forum & Dinner 2025

## UNITY IN COMPLEXITY

### *Building a Smart and Connected Future*

*October 2-3, Basel, Switzerland*

#### Day 0 - Wednesday, October 1<sup>st</sup>

13:30 – 17:30 **SCTA Next Gen Educational Program & Apéro** (Ticketed event – advance booking required. Limited seats available.)

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](mailto:nextgen@sc-ta.ch)

#### Day 1 - Thursday, October 2<sup>nd</sup>

08:00 – 18:00 **Check-in & Registrations (Open All Day)**

08:30-10.00 **ICE CoT - An EUDR Solution (Sydney room – Breakout Session)**

This workshop will provide an insight into the full functionality of the ICE Commodity Traceability Platform (ICE CoT) and how it supports users in demonstrating compliance with EUDR. The ICE CoT platform supports users to upload farm and supply chain information, performs legality checks and provides risk assessment and risk mitigation measures as well as submitting due diligence statements. This comprehensive platform supports users with EUDR requirements and other traceability needs. Join this session to learn more about ICE CoT and how you can become a member.

10:30 – 11:00 **Official Opening of the 16<sup>th</sup> SCTA Forum and Dinner event (Main Auditorium)**

Join us for the welcome remarks from **Cyrille Jannet**, Vice-President of SCTA, introducing this year's theme—**“Unity in Complexity: Building a Smart and Connected Future.”** Our special guest, **AMECA**, the world's most advanced humanoid AI robot, will join on stage to offer a brief look at human–AI collaboration and what it could mean for coffee. A concise, high-energy opener to set the tone for two days of insight, debate, and connection.

- Cyrille Jannet, Vice-President, SCTA

- Ameca (Engineered Arts) — humanoid AI robot

**11:00 – 11:30    Keynote Address (Main Auditorium): Christian Dussey, Director General, Swiss Federal Agency for Crisis Management, Diplomacy and Security**

With a distinguished career at the intersection of international crisis management, geopolitical risk management, and security, DG Dussey brings a unique, high-level perspective on how institutions, industries, and societies can remain resilient in an increasingly complex and unpredictable world.

In his keynote, DG Dussey will draw on lessons from global crisis response and public sector leadership to explore how we manage systemic risk, safeguard supply chain integrity, and respond to shifting geopolitical and regulatory landscapes. His reflections will offer valuable insights into how industries like coffee — operating across borders and across cultures — can navigate uncertainty while remaining committed to purpose, performance, and long-term impact.

- Keynote speaker: Christian Dussey, Director General, Swiss Federal Agency for Crisis Management, Diplomacy and Security
- Moderator: Dean Sanders, Chief Enterprise Officer, Anthesis

**11:30 – 12:45    Panel 1 (Main Auditorium): CEO & Leadership Dialogue: Navigating Unprecedented Uncertainty with Unprecedented Agility**

In an era of relentless change and unprecedented uncertainty, agility is the operating system of leadership. Senior leaders from across the coffee value chain will share how they're de-risking amid price swings, regulatory changes, and rising contract exposure—while keeping teams aligned and partners engaged. The discussion explores balancing speed with governance, scenario planning, data-driven forecasting, and strengthening relationships under pressure. Expect a thought-provoking exchange on the non-negotiables the sector can rally around and the moves positioning firms for the next upturn.

**Panelists:**

- Trishul Mandana, Managing Director - Coffee Division, Volcafe
- David Behrends, Managing Partner & Head of Trading, Sucafina
- Ariel Coelho, CEO, StoneX Switzerland SA
- Flavia Barbosa P. da Costa, CEO, Exportadora de Café Guaxupé
- Ben Clarkson, Global Head - Coffee Platform, Louis Dreyfus Company
- Moderator: Dean Sanders, Chief Enterprise Officer, Anthesis

**12:30 – 14:00    Lunch Break**

**13:00 – 14:00 Lunch & Learn Workshop Day 1: The Disruptors Are Coming – Innovation with Purpose – Social Impact in Action (Sydney room – Breakout Session)**

A fast-paced session spotlighting bold ideas driving social impact in coffee — from farmer empowerment to business reinvention. Short pitches are followed by a panel discussion exploring how these innovations can reshape the social fabric of the coffee value chain. Expect candid insights, inspiring stories, and tangible solutions.

**Panelists:**

- Esteban Ordoñez Simmonds, Chief Commercial Officer, Colombian Coffee Growers Federation (FNC)
- Anita Aerni, Executive President (Board Chair), Swiss Sustainable Coffee Platform (SSCP)
- Volker Meyer-Lücke, CEO & Co-Founder, ALRIGHTY Caretrade Coffee
- Samuel Knauss, CEO & Co-Founder, Elucid Social
  
- Moderator: Dean Sanders, Chief Enterprise Officer, Anthesis

**14:00 – 14:15 Coffee Break**

**14:15 – 15:15 Panel 2 (Main Auditorium): Next Gen Sustainability Contest - Collaboration for a Sustainable Future**

Marking its third edition, the SCTA Next Gen Sustainability Contest showcases bold, innovative ideas from emerging coffee professionals, highlighting how the next generation is driving collaboration and resilience across a complex and evolving sector.

**14:15-15:45 4C Workshop (Sydney room – Breakout Session)**

**15:15– 15:30 Coffee Break**

**15:30 – 16:30 Panel 3 (Main Auditorium): Compliance vs. Performance - Does a Level Playing Field Drive or Hinder Progress?**

An interactive panel and workshop exploring how companies can turn evolving compliance requirements into drivers of performance, value creation, and competitive advantage.

**Panelists:**

- Eileen Gordon, Secretary General, European Coffee Federatoin (ECF)
- Aik Hoe Lim, Director - Trade and Environment, World Trade Organization (WTO)
- Anna Zampa, Sustainable Commodities Lead, World Economic Forum / Tropical Forest Alliance
- Toby Brandon, Chief Operating Officer, ICE Benchmark Administration
- Michael Jackisch, Head of Soft Commodities Desk - Commodity Trade Finance, BIC-BRED (Suisse) SA

- Moderator: Dean Sanders, Chief Enterprise Officer, Anthesis

16:45-17:45 **ICO Workshop (Sydney room – Breakout Session)**

18:30 – 21:00 **Thursday Evening Cocktail reception** (Open to All Forum Attendees – Forum Pass required, no ticket sales on site)

## Day 2 - Friday, October 3<sup>rd</sup>

08:30-09:30 **FNC Breakfast (Sydney room – Breakout Session) - Advance booking required**

Hosted by the **Federación Nacional de Cafeteros de Colombia (FNC)**, this morning presentation shares up-to-date insights into the latest developments in Colombian coffee. **Advance booking needed**, for more information please contact [info@sc-ta.ch](mailto:info@sc-ta.ch)

10:00 – 11:00 **Panel 4 (Main Auditorium): Tariffs Are Beautiful... or Are They? Supply & Demand Dynamics in the Face of a New World Order**

A thought-provoking panel discussion exploring how shifting trade policies and tariffs are reshaping traditional supply and demand dynamics in the global commodities sector.

### Panelists:

- William (Bill) Murray, President & CEO, National Coffee Association USA (NCA)
- Manuela Czinár (PhD), Head of Soft Commodities Research, Macquarie Group
- Ana Wilks, Global Head of Research, Neumann Kaffee Gruppe
- Jonathan Hepburn, Counsellor - Agriculture and Commodities Division, World Trade Organization (WTO)
- Thijs Geijer, Senior Economist Food & Agri and Team Lead Global Sector Research, ING Netherlands
- Marcos Antonio Matos, Hands-on CEO, Brazilian Coffee Exporters Council - CECAFE
- Moderator: Dean Sanders, Chief Enterprise Officer, Anthesis

**10:00-11:00 Turning Collaboration into Impact - Swiss Platform for Sustainable Coffee (SSCP) (Sydney room – Breakout Session)**

How can public–private partnerships drive real change in coffee? The SSCP brings companies, government, civil society, and research together to strengthen sustainability and resilience. Through two funding windows—Seed Funding and Collaborative Impact Projects—SECO co-finances initiatives that turn ambition into action. This session spotlights what works, with SSCP members and partners sharing practical lessons on collaboration that delivers tangible results for a more sustainable coffee value chain.

11:00 – 11:30 **Coffee Break**

11:30 – 12:30 **Panel 5 (Main Auditorium): Scaling Regenerative Agriculture - Can Collaboration and Tech Lead the Way?**

This interactive panel explores how collaboration and technology can drive the shift to low-carbon, regenerative agriculture — and what it takes to scale impact.

**Panelists:**

- Juan Carlos Ardila Salazar, Founder & CEO, Cafexport
- Piet van Asten (PhD), Head Sustainable Production Systems, OFI
- Mariana Lima Veloso, Coffee Producer and Commercial Director, Veloso Coffee Agrocomercial Exportadora Ltda.
- Santiago Gowland, CEO, Rainforest Alliance
- Stephanie Babin, ESG Corporate Strategy & Deployment Lead, Nestlé Nespresso SA
  
- Moderator: Dean Sanders, Chief Enterprise Officer, Anthesis

11:15 - 12:30 **EUDR Solutions – Deep Dive (Sydney room – Breakout Session)**

With the EUDR application deadline fast approaching—and some open questions still on the table—this breakout convenes leading solution providers for a concise, practical update. We'll review what has changed since last year, what they've learned from pilots and rollouts, and which solutions they're offering to help the sector meet requirements. Expect clear takeaways on data and geolocation, risk assessment and mitigation, due diligence statements, and implementation options for different company sizes—so you leave with concrete next steps to be ready.

**Panelists:**

- Thomas Vaassen, Co-Founder & CEO, Meridia
- Dr Norbert Schmitz, Managing Director, 4C Services GmbH
- David Browning, CEO, Enveritas
- Toby Brandon, Chief Operating Officer, ICE Benchmark Administration
- Marcos Antonio Matos, Hands-on CEO, Brazilian Coffee Exporters Council - CECAFE
  
- Moderator: Hannelore Beerlandt, Head of Operations, International Coffee Organisation (ICO)

12:30 – 14:00 **Lunch Break**

13:00 – 14:00 **Lunch & Learn Workshop Day 2: The Disruptors Are Coming – Environmental Innovation from Soil to Cup (Sydney room – Breakout Session)**

From soil science and plant genetics to low-impact roasting, discover cutting-edge innovations transforming coffee's environmental footprint. Short pitches and a panel discussion explore what it takes to build a more sustainable coffee future – from the ground up.

**Panelists:**

- Alex Morgan, CEO, Climate Sense
- Dr. Jennifer “Vern” Long, CEO, World Coffee Research (WCR)
- Gert Linthout, Lead Explorer, CEE
- Paul Stewart, Global Coffee Director, TechnoServe
- Moderator: Dean Sanders, Chief Enterprise Officer, Anthesis

**14:15 – 15:15 Panel 6 (Main Auditorium): Trust and Vision Under Pressure: Holding the Coffee Sector Together in Uncertain Times**

This closing panel brings together voices from finance, trade, roasting, and the international policy arena to explore how key actors are navigating short-term pressures — from market volatility and regulation to geopolitical uncertainty — while remaining focused on creating long-term value across the sector.

**Panelists:**

- Michiel Teunissen, Global Head Agri Commodities - Trade & Commodity Finance, Rabobank
- Andres Berron, Managing Director, Vice-President - Coffee & Cocoa Division, Starbucks Coffee Trading Company
- Rodrigo Costa, Head of Coffee, COFCO International
- Vanusia Nogueira, Executive Director, International Coffee Organisation (ICO)
- Manish Dhawan, President - Green Coffee, Olam
- Moderator: Dean Sanders, Chief Enterprise Officer, Anthesis

**15:15 – 15:30 Closing Remarks & End of panel sessions (Main Auditorium)**

- Dr Krisztina Szalai, Secretary General, SCTA

**18:30 – 02:00 SCTA Gala Dinner (by invitation only)**