



17th SCTA FORUM 2026 THEME & PROGRAMME

Theme:

PERFORMANCE UNLOCKED:

Winning and Leading In the New Coffee Economy

Montreux, 1–2 October 2026

Day 1 — The Global Forces Shaping Competitive Performance

(Thursday, 1st October)

- 09:10 – 09:30** Official Opening: Building the Future Together
- 09:30 – 10:00** **Keynote Address** – The End of Business as Usual: Geopolitics Reshaping the Global Trade Dynamics
- 10:00 – 11:10** **Panel 1** — Bridging Perspectives: Public and Private Leadership in Global Trade
- 11:30 – 12:30** **Panel 2** — CEO Dialogue - Leading in a New Coffee Economy: Responsibility, Innovation & Market Strategy
- 12:30 – 14:00** Lunch break
- 13:50 – 14:50** **Panel 3** — Next Gen Sustainability Contest Finalist Showcase
- 15:00 – 16:00** **Panel 4** — From Bottlenecks to Flow: Rethinking Coffee Logistics in an Increasingly Volatile World
- 16:20 – 17:40** **Panel 5** — Groundswell: From Big Screen to Boardroom — Can Regenerative Agriculture Transform the Future of Coffee? *Film Screening & Fireside Conversation*
- 18:30 – 21:30** Welcome Cocktail (All Forum Attendees)

Day 2 — From Obligation to Opportunity in the New Coffee Economy

(Friday, 2nd October)

- 09:10– 10:10** **Panel 6** — Beyond Compliance: Are We Delivering on Human Rights Commitments?
- 10:20 – 11:20** **Panel 7** — EUDR in Practice: Building Systems, Not Silos
- 11:30 – 12:30** **Panel 8** — Sourcing with Purpose: The Role of Procurement in Creating Long-Term Value
- 12:30 – 14:00** Lunch break
- 14:00 – 15:00** **Panel 9** — The Demand Map: Global Consumer Shifts and What They Mean for the Future of the Global Green Coffee Trade
- 15:00 – 15:30** **Panel 10** — Building the Future Together: What Comes Next?
- 18:30 – 02:00** Gala Dinner (Invitation Only)