



17th SCTA FORUM 2026 THEME & PROGRAMME

PERFORMANCE UNLOCKED:

Winning and Leading In the New Coffee Economy

Montreux, 1-2 October 2026

MAIN PROGRAMME: MILES DAVIS MAIN AUDITORIUM

SEMINAR SESSIONS: AGORA 5 SEMINAR ROOM

Day 1 - The Global Forces Shaping Competitive Performance

Thursday, 1 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 Global Trade Dynamics
10:00-11:15	Panel 1 - Bridging Perspectives: Public and Private Leadership in Global Trade
11:30-12:45	Panel 2 - CEO Dialogue - Leading in a New Coffee Economy: Responsibility, Innovation & Market Strategy
12:30-14:00	Lunch break
13:00-14:00	ICE CoT Seminar Session - The Industry EUDR Solution
13:40-14:50	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? <i>Film Screening & Fireside Conversation</i>
16:30-17:30	Mission of Uganda Seminar Session - Brewing Trust: Traceability, Sustainability and Value Addition in Uganda's Coffee Journey
18:30-21:30	Welcome Cocktail (All Forum Attendees – Venue: 2m2c)

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

Friday, 2 October

08:30-09:30	SSCP Seminar Session - How Public-Private Partnerships Unlock Opportunities at Origin
09:10-10:10	Panel 6 - Beyond Compliance: Are We Delivering on Human Rights Commitments?
10:15-11:15	GCP Seminar Session - From Talking the Talk to Walking the Walk: What Will It Take to Make Collective Action Work at Scale?
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
11:30-12:30	ECF Seminar Session - Shaping Europe's Coffee Regulatory Agenda
12:30-14:00	Lunch break
13:00-14:00	Nestlé & Rainforest Alliance Seminar Session - Measuring the Impact of Regenerative Agriculture Adoption at Scale
14:00-15:10	Panel 9 - The Demand Map: Global Consumer Shifts and What They Mean for the Future of the Global Green Coffee Trade
14:30-15:30	ICP Seminar Session - From Projects to Sustainable Transformation: How Can It Succeed?
15:10-15:30	Closing Session - Building the Future Together: What Comes Next?
15:45-16:45	ICO Seminar Session - Coffee's Missing Trade Numbers: The Data We Need to Shape a More Sustainable Market
18:30-02:00	Gala Dinner (Invitation Only)