

Organised by



Government of India



IBSA Coffee FESTIVAL August 4-5 2021

Supported By



INDIA
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FORUM

COFFEE • COUNTRY • COLLABORATION



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Strategic Partners



Event Partner



About: IBSA Summit 2021

The India-Brazil-South Africa (IBSA) Trilateral Cooperation Forum is a unique platform which brings together India, Brazil and South Africa, three large democracies and major economies from three different continents, facing similar challenges. All three partners are developing, pluralistic, multi-cultural, multi-ethnic, multi-lingual and multi-religious nations. IBSA is committed to inclusive sustainable development, in pursuit of the well-being for their citizens and those from the other developing nations.



The 6th IBSA Summit is scheduled to be held in the month of September – 2021 in India.

IBSA Coffee Festival 2021



Coffee is an important commodity in all the three countries and, as a precursor to IBSA summit, the Government of India has decided to hold IBSA Coffee Festival with a Theme - Coffee, Country & Collaboration. The swift spread of COVID-19 came as a heavy blow to the coffee sector like every other industry. The Conference at IBSA Coffee festival will throw light on its impact and deliberate on solutions and opportunities in these three countries.

The IBSA Coffee Festival is scheduled on August 4th - 5th, 2021 and the live conference will be held virtually, between 4:00 PM to 8:30 PM IST. The virtual Coffee Festival also includes a Coffee plantation tour on both these days.

organizer: Government of India

The Government of India has decided to hold the IBSA Coffee Festival through Coffee Board, Ministry of Commerce and Industry, as a pre-cursor to the summit meet. The Coffee Festival is in virtual mode and is scheduled to be held from 4th - 5th August 2021.



The Coffee Board of India, under auspices of Ministry of Commerce is the prime mover of Coffee sector in India. The activities of the Board are broadly aimed at; Enhancement of productivity, quality and Export promotion in achieving higher value returns to Indian Coffee.

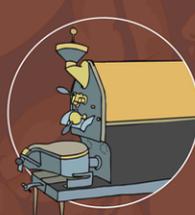


Event spectrum

CONFERENCE



EXHIBITION



VIRTUAL PLANTATION TOUR



Event objectives

Trilateral collaboration between India, Brazil and South Africa.

The event is conceptualized to be an Ideal platform for Knowledge sharing, Technology Transfers and Business Development by bringing global thought leaders to converge at this Coffee Festival, share insights on the latest global trends and vision for the future.

- Create a platform for serious business interactions for the sector specific industry
- To address issues that will make the industry future ready
- Highlight the importance of sustainable coffee ecosystem

IBSA-Event Schedule



Day 1	Inauguration of IBSA Coffee Festival / Expo / Conference
Day 2	Conference / Expo / Virtual Plantation Tour / Valedictory

Conference

The two-day conference will focus on four key themes, viz., Global Coffee Market and Outlook for India, Brazil & South Africa, Coffee Production, Quality & Processing Technologies, Promotion of Coffee Consumption and Innovations in Coffee Value Chain. Each thematic session will have eminent speakers from across IBSA countries as well as the International Coffee Community. Live virtual conference will have presentations by leaders and interactive panel discussions from the Coffee Community.

Conference Programme

Programme	Indian Standard Time (IST)
Day 1 - August 4, 2021	
Session - I - Inaugural Ceremony /Keynote Address	4:00 PM - 4:45 PM
Session – II -Global Coffee Market and Outlook for India, Brazil & South Africa	4:45 PM - 6:25 PM
Session – III - Coffee Production, Quality & Processing Technologies	6:45 PM - 8:15 PM
Day 2 - August 5, 2021	
Session – IV - Promotion of Coffee Consumption	4:00 PM - 6:00 PM
Session – V - Innovations in Coffee Value Chain / Valedictory	6:00 PM - 8:30 PM

Guests for Inaugural Ceremony:

HE Mr. Jaideep Sarkar, IFS, High Commissioner of India, Pretoria, South Africa
HE Mr. Suresh K. Reddy, IFS, Ambassador of India, Brasilia, Brazil
HE Mr J S Ndebele, High Commissioner Extraordinary and Plenipotentiary of South Africa, New Delhi, India
HE Mr. André Aranha Corrêa do Lago, Ambassador of Brazil, New Delhi, India
Mr. Jose Sette, Executive Director, International Coffee Organization (ICO), London
Mr. Diwakar Nath Misra, IAS, Joint Secretary (Plantation), Department of Commerce, Govt. of India
Mr. M.S Boje Gowda, Chairman, Coffee Board, Department of Commerce, Govt. of India
Dr. K G Jagadeesha, IAS, CEO & Secretary, Coffee Board, Department of Commerce, Govt. of India
Mr. N N Narendra, IFS, Director of Finance, Coffee Board, Department of Commerce, Govt. of India

August Presence:

Mr. Anil Kumar Bhandari, President, India Coffee Trust (ICT)
Mr. Leonardo Ananda Gomes, President, India Brazil Chamber of Commerce
Mr. Nicolas Rueda, President, CECAFÉ - Brazilian Coffee Exporters Council
Dr. G.S. Mahabala, Vice Chairman, Coffee Board, Department of Commerce, Govt. of India
Dr. Surya Prakash Rao N, Director of Research, Coffee Board, Department of Commerce, Govt. of India

Session Moderators:

Mr. Anil Kumar Bhandari, President, India Coffee Trust
Mr. Ramesh Rajah, President, Coffee Exporters Association of India.
Dr. Philippe Vaast, Scientific Advisor at the Permanent Representation of France for FAO-IFAD-WFP in Roma, Italy
Mr. I B Bopanna, Coffee Planter, Kodagu, India

Speakers at Conference:

Mr. Jose Sette, Executive Director International Coffee Organization (ICO), London
Dr. Vanusia Nogueira, Executive Director, Brazil Specialty Coffee Association
Dr. P G Chengappa, Former Vice Chancellor, UAS, Bangalore and National Professor of ICAR

Mr Jake Easton, Co-Chairman, African Fine Coffee Association, South Africa
Dr. Peter Baker, Science Director, Climate Edge Ltd, United Kingdom
Mrs. Sunalini Menon, President, Coffeelabs India Ltd, India
Mr. Rafael Vinhal, Coffee Grower, Cerrado Mineiro, Brazil
Dr. Manuel Díaz, General Manager, ONA Consultores
Mr. Carlos Brando, President of P&A Marketing Company
Mr. Jonathan Robinson, Bean There Coffee Company, South Africa
Mr. Vikram Khurana, Director, Kaapi Solutions, India
Mr. James Watson, Executive Director, Beverage Research Rabobank, New York, USA
Mr. Luis Henrique Albinati, Director, Minasul cooperative, Brazil
Ms. Suchi Nijhawan, Chief of Sustainability, EKA Ltd, India



Exhibition

The IBSA Coffee Festival 2021 will showcase the entire Coffee Value Chain, where the expo draws global leading coffee professional, producers, retailers and companies - from corporate leaders to CEOs to manufacturers and retailers, producers around the world, representing every growing region, and passionate individuals and connoisseur from every walk of life within the coffee industry. They will further connect with millions of coffee enthusiasts virtually.

Why Exhibit?

Tradeshow at IBSA will give value for participants and will help them

- Build their brand
- Increase awareness about their Products & Services
- Generate sales leads
- Identify channel partners
- Launch new products
- Get instant feedback

Multi-dimensions

- The event is focused on Coffee industry
- Active Participation from these three countries & International Delegates across the globe
- Representation from different stakeholders from the Coffee Industry

Profile of Visitors

- Country representatives / Delegates/ Policy Makers
- High-profile delegates from India, Brazil, South Africa and other Countries
- C Level and Top management of leading corporates and Industry
- Bureaucrats, Policy Makers and Heads of PSUs
- Technocrats, Start-ups, Young Innovators
- Leading businessmen, traders from across sectors
- Representatives of leading Multinational Companies



Virtual Plantation Tour

The virtual plantation tour will have everything for a curious coffee aficionado as well as for a connoisseur of fine taste. The plantation video tour will have a first-hand experience of learning and understanding the nuances of shade-grown Indian Coffee in great detail. Besides discovering the myriad varieties and different blends while experiencing the tradition of hospitality that goes with the coffees of India.

Association Partners



For more details contact:

IBSA COFFEE FESTIVAL 2021 Secretariat:
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Login to connect virtually on August 4 -5, 2021 from 3pm onwards
www.ibsacoffeefestival2021.webcnevents.com