1st ASEAN COFFEE INDUSTRY DEVELOPMENT CONFERENCE

ASEAN COFFEE FEST
"Into the World of Coffee Lovers"

THE FUTURE OF ASEAN COFFEE INDUSTRY

World's Leading Coffee Experts

Exploring Chiang Mai through the Lens of Coffee
“Chiang Mai Coffee Hub”

14-17 February 2019
Chiang Mai International Exhibition and Convention Centre

Hosted by
Organized by
Co-Hosted by
Partnership by
The 1st ASEAN Coffee Industry Development Conference is the greatest opportunity to meet coffee experts across the globe, especially from well-known corporates and various coffee associations. The conference perfectly combines fresh academic knowledge with upcoming marketing trends of coffee as well as hands-on experiences from experts and their perspectives towards our future of the ASEAN coffee industry.

With interesting conference topics under the theme of “Coffee Industry Sustainability in ASEAN”, delegates will be more enlightened about overall development of coffee cycle; from the plantation to the production. The 5 sub-themes are highlighted as follows:

<table>
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<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Agriculture</td>
<td>ASEAN Environmental Challenge and Coffee Productivity</td>
<td>Factory &amp; Co-Products</td>
<td>Innovation for Increasing Coffee Industry Efficiency</td>
<td>Trade Policies in ASEAN and New Competitiveness in Coffee</td>
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<tr>
<td>Trade &amp; Investment</td>
<td>Coffee Consumption and Trade in ASEAN</td>
<td>ASEAN Community &amp; Partnership</td>
<td>ASEAN Coffee Alliance – Collective Impact for Sustainable Coffee Communities</td>
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### Objectives

1. To support the implementation of Thailand’s “Coffee Strategies of 2017-2021” by
   - Promoting cooperation among ASEAN countries for the development of coffee production and processing technologies
   - Promoting cooperation among organizations from public sector and private sector where academic institutes, entrepreneurs and farmers in ASEAN countries are included, to collectively analyze and develop the inclusive development plan for ASEAN coffee industry from the upstream sector to the downstream sector
   - Promoting innovative and up-to-date knowledge to maximize the value and productivity of ASEAN coffee in sustainable and efficient ways
   - Promoting the good image and quality of local coffee products with international standards

2. To create business opportunities for ASEAN coffee industries from the upstream sector to the downstream sector on the regional academic platform.

### Target Delegates and Visitors

Approximately 1,000 participants consist of executives, practitioners, researchers, academics from public sector and private sector including academic institutes related to ASEAN coffee industry

### Highlights of Event

#### Academic & Business Conference

1.1 Plenary Session
   - Keynote speeches and ASEAN dialogue by coffee professionals and influencers from the global and regional societies

1.2 Panel Discussion
   - This discussion consists of the representatives of public sector, president of coffee associations as well as speakers aiming for constructive discussion, concerning how to address key challenges of the Thailand coffee industry by policies and the opportunities and the development of the ASEAN coffee industry in the future

1.3 Research Presentation
   - The oral presentation and poster presentation from researchers across the region

#### Exhibition

2.1 Government Exhibition
   - Present the on-going coffee development projects of government agencies and non-profit associations
   - Provide information and promote Thailand’s “Coffee Strategies for 2017-2021”
   - Provide comprehensive information on coffee business in ASEAN
   - Provide participants consultation for coffee business development in ASEAN

2.2 Trade Exhibition
   - More than 50 local and ASEAN regional trade exhibit booths aiming for innovation showcase and regional business matching

#### 1st ACID Brewers Cup Championship & Latte Art Cup Championship

The regional coffee contest and barista competition inviting certified coffee professionals in ASEAN to be the judges and inviting international and domestic entrepreneurs in the region to participate in this event
Global Coffee Production at Risk

By Dave A. D’haeze Ph.D.,
Regional Manager of Hanns R. Neumann Stiftung Asia Pacific
- Overview of global supply & demand
- Zoom in on Asian coffee production/demand (Thailand, Philippines, Indonesia and Vietnam) & positioning of ASEAN coffee production on a global scale
- Comparison of the main Asian coffee producers in terms of current and potential production
- Vulnerability of coffee production with a focus on climate change and the effects for the producer
- Potential solutions to revive coffee production and practical examples
- Return on investment of a typical coffee project and extrapolation to the Thai coffee sector

Thai Coffee Growers and the Effort of Sustainable Growing

By Mr. Prayoon Songprasert
Chairman of Thai Coffee Grower Association, Thailand
- Robusta market demanding
- Thai coffee growers’ skills and coffee quality sustainable development

Indonesia Coffee and its Sustainability

By Mr. A. Syafuddin
Specialty Coffee Association of Indonesia, Indonesia
- An Ideal geographical location for coffee plantations
- Environmental challenge management in small-holder farm
- Coffee productivity by improvement of production and processing techniques

Overview of Coffee Research and Development in Thailand Past to Present

By Professor Pongsak Angkasit Ph.D.,
Royal Project Foundation and Chiang Mai University, Thailand
- Origins of Thai Arabica coffee plantations
- Significant research on Thai Arabic coffee development in present and future

Mechanized Coffee Plantation in Lao PDR

By Mr. Pavin Panichponpun
R&D Manager, Pakson Highland Co., Ltd., Thailand
- Laos and its coffee geography
- Land Preparation for Mechanized Coffee field concept
- Mechanized equipment for large coffee plantation
- The outcome of innovation input to production process toward productivity

Innovations for Increasing Coffee Industry Efficiency

By Mr. Luong Van Tu
President of Vietnam Coffee and Cocoa Association, Vietnam
- Overview (local market consumption, export and instant coffee markets)
- Methods or technologies for targeted coffee production and quality control

Skilled and Quality Specialists of Coffee Industry Build the Sustainability

By Mr. Meechai Amornpatanakun
Chairman of barista Association of Thailand, Thailand
- Statistics of coffee specialists demanding across the globe
- World standard skills of coffee specialists and how to achieve the challenge?
- Innovative knowledge supports

Raising Thai Coffee Industry Standard by Empowering Farmers through Coffee Education

By Mr. Kompit Panasupon
Founder of PANA Coffee
- Thai coffee growers’ agricultural way
- Innovation to support processing and production
- Empowering farmers through coffee education

Roast Profiles around the World

By Mr. Michael de Renouard
Renouard Co., Ltd., Denmark
- Hedonic choice of coffee varietals from different origins
- Why roasters fail to get full potential out of the coffee?
- QC (quality control), roast consistency and roast design
Trade Policies in ASEAN and New Competitiveness in Coffee

Future of Thai Coffee and High Potential of ASEAN being the Regional Centre for Coffee

Coffee Consumption and Trades in ASEAN

Commitment of Starbucks on Sustainability of Coffee Industry Development particularly in Asia and the Pacific

Sustainable Marketing Supports Thai Robusta and Arabica

By Mr. Suchat Ramarch
Senior Executive Vice President, Retail Marketing, PTT Oil and Retail Business Public Company Limited
- How to develop Brand Communication strategy and how to build Café Amazon brand?
- What is the communication strategy communicating to the customers?
- How is the perception of Café Amazon brand effecting to PTT brand?
- How to develop and retain Café Amazon brand to be as the top of mine?
- How to maintain Café Amazon brand in the stage of introduction, Growth and Mature?
- What is the role of Café Amazon to support Thai coffee farmers for the sustainable growth of Thai coffee business?

ASEAN Coffee Alliance – Collective Impact for Sustainable Coffee Communities

Sustainable Connection, Idea Exchanging and Innovation Sparking of Coffee World

By Mr. Wouter de Smet
Regional Manager, Coffee Farmer Connect Zone AOA, Nestle, Thailand
- Global coffee outlook
- Challenges in the world of coffee
- Introduction of Nescafe Plan, a global initiative which creates value across the coffee supply chain with a special focus on Asia origins

By Mr. Victor Mah
President of ASEAN Coffee Association, Thailand
- Facts of ASEAN Coffee industry: Growth Potential and Constraints
- Strategic collaboration through ASEAN partnerships to build sustainable coffee industry

Delegate Registration Fee

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<tr>
<th></th>
<th>Full Registration</th>
<th>Conference Only</th>
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<tr>
<td></td>
<td>Early</td>
<td>Regular</td>
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<tr>
<td>Local Delegate</td>
<td>THB 5,000</td>
<td>THB 6,000</td>
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<tr>
<td>International Delegate</td>
<td>USD 470</td>
<td>USD 540</td>
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Remarks:
Early Bird Registration: NOW – 25 DEC 2018
Regular Registration: 26 DEC 2018 – 8 FEB 2019
On-Site Registration: 14 – 17 FEB 2019

Register HERE
14-17/02/2019

1st ACID Brewers Cup & Latte Art Championship

A four-day challenge of Brewers Cup Championship and Latte Art Championship for the Royal Trophy of Her Royal Highness Princess Maha Chakri Sirindhom

Challenge yourself at ASEAN Stage!
Registration opens at 10-20 December, 2018
(Limited Seats)

Join the Competition at www.aseancoffeecomference.com/barista_registration

For more information and become one of travelers at http://aseancoffeecomference.com/technical-tour

PARTICIPATION RATE

<table>
<thead>
<tr>
<th>Participants</th>
<th>Rate</th>
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<tbody>
<tr>
<td>International</td>
<td>USD 100</td>
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<tr>
<td>Local</td>
<td>THB 3,500</td>
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16/02/2019

Exploring ‘Chiang Mai Coffee Hub’ with the Finest Quality of Arabica Coffee

Join our special trip... to visit renowned coffee development center, observe and learn activity of coffee roaster from specialists. Even better, enjoy a blissfully calm atmosphere of Chiang Mai as well as taste cups of coffee at well-known café.

**Limited Seats Available**
THE ASEAN COFFEE FEST is ready to welcome all visitors to “the world of coffee lovers”. Experience a showcase of the latest innovation, manufacture and remarkable coffee products from renowned corporates, international and local cafe as well as ASEAN pavilions.

Meet distributors, sellers, buyers and like-minded coffee people in the ASEAN coffee industry and coffee-related businesses.

More interestingly, enjoy numerous highlights and activities, including the 1st ACID Brewers Cup & Latte Art Championship, celebrity bar and a cup tasting of the best 11 winners of 1st ACID Thailand Excellent Coffee.

Become seller of an international level and expand your business horizon! Register as exhibitor at www.aseancoffeefestival.com/exhibition

Who should participate as Exhibitor?
- Green Beans & Coffee Community Enterprise
- Agricultural Tech & Equipment
- Coffee Machine & Equipment
- Instant Coffee & RTD Coffee
- Café Coffee Shop Franchise
- Coffee related Products
- Coffee Institute
- Syrup & Milk Product
- Beverage & Bakery

Who should visit?
- Academic & Researchers
- Agriculturists
- Café & Restaurant Owners/Entrepreneurs
- Coffee related Organizations/Associations
- Baristas & Coffee Lovers
- Distributors, Exporters, Importers, Packers & Roasters
- Suppliers & Services
- Coffee Magazine
- Beverage & Bakery

Contact Information

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