



REGIONAL CONFERENCE

WIPO/.....
ORIGINAL: ENGLISH
DATE: OCTOBER 4, 2021

**REGIONAL CONFERENCE ON ADDING VALUE TO COFFEE
PRODUCTION WITH INTELLECTUAL PROPERTY**

organized by
the World Intellectual Property Organization (WIPO)

NOVEBER 10 and 11, 2021

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, November 10, 2021

Note: All Times are in Central European Time.

- 01:30 - 02:00 a.m. Opening of Zoom Webinar (to enable participants for logging in)
- 02:00 - 02:05 a.m. **Opening Remarks**
- Mr. Andrew Ong, Director, Division for Asia and Pacific, World Intellectual Property Organization
- 02:50 - 02:30 a.m. **Introductory Reports: Trends in the global coffee market and the role of specialty coffee**
- Mr. Carsten Fink, Chief Economist, IP and Innovation Ecosystems Sector, World Intellectual Property Organization
- 02:30 - 3:00 a.m. **Introductory Reports: State of the coffee industry and differentiated market opportunities**
- Mr. Andrew Hetzel, coffee adviser, International consultant for the Division for Asia and Pacific, WIPO (Kailua-Kona, Hawaii, USA)
- 03:00 - 03:50 a.m. **Session 1 Presentations: Developing intellectual property in coffee production**
- Value of geographical indications and intangibles in coffee, developing origin brands to enhance coffee value.
 - Moderated Q&A
- Speakers:
- Luis Samper, 4.0 Brands (Bogota, Colombia)
- 03:50 - 04:00 a.m. **Coffee Break**
- 04:00 - 05:00 a.m. **Session 2 Panel: Improving Production Quality and Gender Equity in Coffee**
- National grading standards
 - High value auctions
 - Gender in Coffee, Increasing value for women
- Speakers:
- Blanca Castro, International Women's Coffee Alliance (Guatemala City, Guatemala)
 - Darrin Daniel, Alliance for Coffee Excellence (Portland, Oregon, USA)

- Mario Fernandez, Specialty Coffee Association (Portland, Oregon, USA)

05:00 a.m. **End of Day 1**

Thursday, November 11, 2021

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07:30- 08:00 a.m. Opening of Zoom Webinar (to enable participants for logging in)

08:00-09:00 a.m. **Session 3** **Panel: brand, story, and relationship in coffee that create stakeholder value**

- **Storytelling: lore for intangible value addition**
- **Consumer brand development and promotion**
- **Case Studies**

Speakers:

- Pacita Chit Juan, Manila, Philippines
- Sara Morrocchi, Vuna Coffee (Amsterdam, Netherlands)

09:00- 09:50 a.m. **Session 4** **Panel: Using technology and processes, and certifications, to increase productivity and traceability**

- **Innovation t in coffee genetics**
- **Fairtrade certification**
- **New technologies in origin traceability**

Speakers:

- Stephen Hurst, Mercanta Coffee (London, UK)
- Kraig Kraft, World Coffee Research (Paris, France)
- Molly Olsen, CEO, Fairtrade Australia and New Zealand

09:50-10:00 a.m. **Coffee Break**

10:00- 11:00 a.m. **Session 5** **Exploring Technical Cooperation on Intellectual Property for Specialty Coffee in the Asia Pacific Region**

- **Presentation on existing programs and activities on Geographical Indications and other IP Tools for Coffee**

- **Moderated discussion on the Contours of Possible Technical Cooperation Activities for 2022**

Speakers:

- Stéphane Passeri, international consultant (Bangkok, Thailand)
- Luis Samper, 4.0 Brands (Bogota)

11:00 a.m.

Closing

Mr. Andrew Ong, Director, Division for Asia and Pacific, WIPO

Adding Value to Coffee Production with Intellectual Property

Representatives of governments, intermediaries, coffee associations, non-governmental organizations, international organizations, donors agencies, as well as private sector actors are warmly invited to the virtual conference to explore opportunities offered by the use of intellectual property in coffee production and marketing, and its untapped potential in the APAC region with coffee industry experts, private stakeholders, and development professionals.

The world runs on coffee and worldwide consumption is expected to keep growing. Coffee is the most important raw material after crude oil and the global coffee market was valued over US dollars 102.15 billion in 2019, expected to reach over US dollars 155 billion by 2026.

Worldwide, the coffee industry provides livelihood to some 125 million people, among which twenty-five million smallholder farmers producing 80 percent of the world's production. Coffee grows mainly in the tropics and trades internationally in US dollars, making it an important and sustainable export contributing significantly to the GDP of many developing countries.

The global market for coffee consumption has thus matured in recent decades, creating niche segments offering price premiums for uniquely desirable characteristics. Certifications, branding, trademarks, geographic indications, traceability systems, and unique patented processes all contribute to value addition in a thriving differentiated, or "specialty," segment of the coffee trade.

Asian and Pacific (APAC) coffee policy has historically prioritized productivity improvements to gain market share, with less emphasis on differentiation to increase value. In recent years, this has led to an underrepresentation of APAC coffees in the highest value and fastest-growing consumer markets. Furthermore, concentration on high volume commodity exports places millions of regional smallholder producers at a disadvantage in direct competition with comparatively few large and efficient coffee agribusinesses exporters in Brazil, the world's largest coffee producer.

The panel will present thought-provoking ideas, strategies, and case studies from around the world. Participants will leave these sessions with a better understanding of global coffee market dynamics and how to better position themselves to take advantage of emerging opportunities and earn more from coffee production using intellectual property.

Participants will have the opportunity to engage the experts after the conference and explore possible initiatives with WIPO.