



REGIONAL CONFERENCE

**WIPO/EIE/GE/21/INF/1
ORIGINAL: ENGLISH
DATE: OCTOBER 19, 2021**

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

organized by
the World Intellectual Property Organization (WIPO)

NOVEMBER 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 to log in)
- 02:00 – 02:05 a.m. Opening remarks:

Mr. Andrew M. Ong, Director, Division for Asia and Pacific,
World Intellectual Property Organization (WIPO), Geneva
- 02:05 – 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, WIPO
- 02:30 – 3:00 a.m. Introductory Reports: State of the coffee industry and differentiated
market opportunities

Andrew Hetzel, coffee adviser to 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 questions and answers
Speaker: Mr. Luis Samper, International
Consultant, 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: Ms. Blanca Castro, International
Women’s Coffee Alliance (Guatemala
City, Guatemala)
Mr. Darrin Daniel, Alliance for Coffee
Excellence (Portland, Oregon, USA)
Mr. 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 to log in)
- 08:00 – 08:30 a.m. Session 3 **Presentation: Ethical coffee certification – what it means and why it matters**
Speaker: Ms. Molly Harriss Olson, CEO, Fairtrade Australia and New Zealand (Melbourne, Australia)
- 08:30 – 09:10 a.m. Session 4 **Panel: Brand, Story, and relationship in coffee that create stakeholder value:**
 - Storytelling: lore for intangible value addition
 - Consumer brand development and promotion
 - Case StudiesSpeakers: Ms. Pacita Chit Juan, (Manila, Philippines)
Ms. Sara Morrocchi, Vuna Coffee (Amsterdam, Netherlands)
- 09:10 – 09:50 a.m. Session 5 **Panel: Using technology and processes, and certifications, to increase productivity and traceability:**
 - Innovations in coffee genetics
 - New technologies in origin traceabilitySpeakers: Mr. Stephen Hurst, Mercanta Coffee (London, UK)
Mr. Kraig Kraft, World Coffee Research (Paris, France)
- 09:50 – 10:00 a.m. Coffee Break
- 10:00 – 11:00 a.m. Session 6 **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 2022Speakers: Mr. Stéphane Passeri, International Consultant (Bangkok, Thailand)
Mr. Luis Samper, International Consultant, Bogota, Colombia
Mr. Giulio Zanetti, International Consultant (Nice, France)
- 11:00 a.m. Mr. Andrew M. Ong

Adding Value to Coffee Production with Intellectual Property

Representatives of governments, intermediaries, coffee associations, nongovernmental organizations, international organizations, donor agencies, as well as private sector businesses are warmly invited to the virtual conference to explore opportunities offered by intellectual property in coffee production and marketing. The two-day program will explore coffee's untapped potential in the Asia and Pacific (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 one of the most important global commodities with raw material trade valued over US \$102 billion in 2019, with an economic impact of more than \$200 billion in the United States alone.

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 matured in recent decades, creating niche segments offering price premiums for uniquely desirable characteristics. Terroir, good agricultural practices, 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.

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.