

# BRAZIL INTERNATIONAL COFFEE WEEK PROGRAM ALL EVENTS

## CUPPING AND BUSINESS ROOM

### Oct 25

Free

- 1PM-2:30PM Cupping: Instituto Agrônômico de Campinas (Cupping Room 1)
- 3PM-4:30PM Cupping: ATeG SENAR MINAS (Cupping Room 1)
- 5PM-6:30PM Cupping: ATeG SENAR MINAS (Cupping Room 1)
- 6:45PM-8PM Cupping: 9<sup>th</sup> IMAFLORA – Rainforest Alliance Certified™ Coffee Cupping (Cupping Room 1)

### Oct 26

Free

- 8AM-11:30AM Cupping: Syngenta (Cupping Room 1)
- 1PM-2:30PM Cupping: Poço Fundo Family Farmer Cooperative - Coopfam (Cupping Room 1)
- 3PM-4:30PM Cupping: Best Fairtrade Coffee of Brazil (Cupping Room 1)
- 5PM-6:30PM Cupping: Women's Coffee Alliance - IWCA Brasil (Cupping Room 1)
- 7PM-8PM Cupping: Honey Capadócia (Cupping Room 1)

## EXHIBITION AREA – ESPRESSO DESIGN

From Oct 25 to 27 – from 11AM to 8PM – exhibition of coffee packaging and photos of coffee shops

Open to all

## MARKET INTELLIGENCE ROOM

### Oct 25

*Investment R\$ 600*

2PM-8PM ROAST LAB – a full day about roasting with professionals renowned in the Brazilian and international markets – by Coffee Lab

Program:

- 2PM – 3PM *Tasting of Roasting Styles*
- 3PM – 4:30PM *Roasting Styles*
- 5PM – 6:30PM *Roasting Equipment*

· 6:30PM – 8PM *Roasting as a Business*

## Oct 26

11AM-12PM About coffees from Caparaó and the specialty coffee market, conversation with producers and Hugo Wolff

(Closed event)

12PM-1PM Caparaó and Piatã, a meeting of origins with Hugo Wolff

(Closed event)

2PM-4PM Workshop: Mapping and monitoring coffee plantations in the state of Minas Gerais – Geoportal do Café

(Free. All invited)

4PM-5PM Historical Survey of the Matas de Minas Region

(Free. All invited)

## Oct 27

9AM-3PM Regional meeting of ABIC and Sindicafé-MG **(Closed event)**

## BARISTA ARENA

(All are invited)

Oct 25 - 2:30PM to 8PM - Qualifying Rounds of the 6<sup>th</sup> Copa Barista

Oct 26 - 12PM to 8PM - Qualifying Rounds and Quarterfinals de final da 6<sup>a</sup> Copa Barista

## COFFEE OF THE YEAR 2017 – VOTING

(All invited)

Oct 25 to 26 – 3PM to 6PM – Taste the coffees and vote for the best!

## ROASTING LAB

Oct 26

*Investment R\$ 550*

2PM-5PM Sample Roasting and How to Taste your Coffee with Eystein Veflingstad (Third Wave Coffee Consultancy, BA)

6PM-8PM Quality of the Bean and the Results in the Cup with Leonardo Bittner (Terroá Café, BA)

*Investment R\$ 300*

## IWCA BRASIL BREAKFAST – 8th IWCA BRASIL NATIONAL MEETING

Oct 26

Site: Main Auditorium

*Investment: R\$ 50 (paid at the event)*

8AM-12PM

- Official Speaker: Nadine Gasman (Representative of UN Women in Brazil)
- Launch of the Book “*Mulheres do Café do Brasil*” (Women of Brazilian Coffee)
- Presentation of the IWCA Brasil Code of Conduct
- Leadership Sofa Past, present and future of IWCA Brasil projects

## **ESPAÇO+FORTE ROOM (FAEMG SYSTEM)**

**Oct 26**

1:30PM-5:30PM International Trade in MG Seminar (Free)

Program:

- 1:30PM *FAEMG Opening*
- 2PM *Panel I: Trade liberalization and the domestic market (CNA Brasil)*
- 2:30PM *Panel II: Why export? (Apex-Brasil)*
- 3:10PM *Panel III: Analysis of potential markets (Apex-Brasil)*
- 3:50PM *Panel IV: Trade Promotion Tools (Apex-Brasil)*
- 4:30PM *Panel V: Cases of success with coffee exports. Coffee producers.*
- 5PM-5:30PM *Debate and Closing*

## **RE:VERB 2017 – SPECIALTY COFFEE SYMPOSIUM**

**Oct 27**

Site: Main Auditorium

*Investment R\$ 290*

*Simultaneous English/Portuguese translation available*

8:30AM-4PM

Program:

- 8:30AM to 9:30AM Breakfast (included with admission)
- 9:30AM to 12PM Lectures and Debates
- 12PM to 1:30PM Break for lunch (not included with admission)
- 1:30PM to 4PM Lectures and Debates

Speakers:

Talor Browne (Talor&Jørgen and Fryd, Norway)

Isabela Raposeiras (Coffee Lab, Brazil)

Emílio Lopez Dias (Cuatro M, El Salvador)

## **AWARDS**

**OCT 27**

(All invited)

4PM Coffee of The Year 2017 Awards Ceremony (Main Auditorium)

7PM 6<sup>th</sup> Copa Barista (Barista Arena)