



1, 2 y 3 de
AGOSTO 2019
CDMX
Centro
citi banamex

LATINAMERICAN COFFEE SUMMIT 2019 General Program

Thursday, August 01

10:00 hrs - 18:00hrs Registration is open

11:00 hrs - 19:00hrs Expo Feria

11:00 hrs - 13:00hrs Official Inauguration

14:00 hrs - 15:00hrs Master Conference, Government of Veracruz

16:00 hrs - 18:00hrs International Panel – Theme “International
Marketing of Latin American Coffee”

Participating Countries: Mexico, Colombia,
Brasil, Panama, China

“Barista City Forum”

16:00hrs – 17:00hrs International Panel – Honduras, El Salvador
and Mexico

“Barista City Workshops”

11:00hrs – 14:00hrs Roasting

Friday, August 02

10:00 hrs - 18: 00hrs Registration is open

11:00 hrs - 19: 00hrs Expo Feria





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International Business Table

10: 00hrs Welcome and Presentation of SEDECOP Veracruz

Speaker: Lic. Justo Fernández Garibay

11: 00hrs China Mr. Shu Yang / Yunnan Coffee "Coffee production in China and quality standardization"

12: 00hrs China Emilio Méndez-China Latinamerican Commerce Exchange Ltd.Co "Areas of opportunity"

13: 00hrs Block Chain What is it and why is it so important?
Speaker: Rafael Saavedra

International Tasting Hall

10: 00hrs - 12: 00hrs IWCA Mexico Catalog

12: 00hrs - 14: 00hrs Cupping Colombia

2nd Coffee Forum for Young Entrepreneurs

10: 00hrs - 11: 00hrs Presentation: NESTLE / Gonzalo Contreras

11: 00hrs-12: 00hrs How to set up a specialty cafeteria

Speaker: Diana Patiño - Cafe Kumo

12: 30hrs Presentation: Business Model with Social Impact /
Citibanamex Development

16:00 hrs Prioritizing personal development / Scarlet Sánchez Reina
Int. Del Café

17:00 hs Colombia- NutriGrüp / Juan Esteban and Don Hernán
Hernan Rico

2nd National Forum of the Alliance of Women in Coffee

10: 00hrs Presentation: The Experience of Exploiting

11: 00hrs Presentation: Export Processes





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12: 00hrs Presentation: Leadership / Mery Santos
13: 00hrs Presentation: Coffee and Women 1st Part / Gisela Illescas
16: 00hrs Presentation: Coffee and Women 2nd Part / Yliana
Iruegas
17:00 hrs Women's Conversation

"Workshops Ciudad del Barista"

11: 00-14: 00 and from 16-00 - 18:00 Barismo
11:00 -14: 00 and 15:00 - 18:00 The Art of Tasting
10:00 - 12:30 and from 15:30 - 18:00 Roasting
1:00 p.m. - 3:00 p.m. and 4:00 p.m. to 6:00 p.m. Machine
Maintenance
11:00 - 14:00 and 15:00 -18: 00 Latte Art & Molecular Mixology

"Barista City Forum"

10:00 - 15: 00hrs How to win barista championships
16: 30hrs - 18: 00hrs Mixology with Cold Brew: Mocktails and
Cocktails

8th Latin American Forum of Training for producers

10: 00hrs Heifer International 11: 00hrs Presentation of Brand
Solution Our Coffee by Yara / Experiences of the Yara Champion
Program Coffee / Lic. Ma Flores Camarena
12: 00hrs Case of Success Brazil - Guarany Ind. Speaker: Sylvio de
Magalhães Padilha Neto





13: 00hrs Colombia - Panorama of the current sector, and future in the short and medium term / Pablo Andrés González Lombana / COFCO

16: 00hrs PLATFORM The coffee of Mexico. NATURE HISTORY CULTURE AND DIVERSITY / Dr. Gerardo Hernández

17: 00hrs Presentation of the "Café Verde Market Intelligence" platform Speaker: Jesús García / Café y Commodities

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Saturday, August 3

10: 00hrs - 18: 00hrs Open Registration

11: 00hrs - 19: 00hrs Expo Fair

International Tasting Hall

10:00 a.m. - 12:00 a.m. (China)

2nd Coffee Forum for Young Entrepreneurs

10: 00hrs Presentation: Planning for business owners / Mery Santos

11: 00hrs Presentation: How to make a Marketing plan / Blanca Castro

12: 00hrs Presentation: The power of Social Networks / Luz María Osuna

"Workshops Ciudad del Barista" Cost \$ 1,000.00 pesos per workshop

11:00 - 14:00 and 15:00 to 17:00 Barismo Workshop

11:00 -14: 00 and 15:00 - 18:00 The Art of Qatar

15:00 - 17:00 Toasted

11:00 - 14:00 Machine Maintenance

11:00 - 14:00 and 15:00 -18: 00 Latte Art & Molecular Mixology





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"Barista City Forum" Cost: \$ 1,000.00 pesos per three days

11:00 - 17: 00hrs Advanced Brewing

8th Latin American Forum of Training for producers

10: 00hrs Block Chain for producers, why it is important

Speaker: Rafael Saavedra

11: 00hrs Commerce and innovation of Mexican cocoa

Speaker: Rogelio Pedraza

12: 00hrs "How to overcome times of coffee crisis"

Speaker: Francisco Serracín

13: 00hrs Case of Success - Colombia Ventola Coffee / Luis Felipe Trujillo

2nd National Forum of the Alliance of Women in Coffee

10: 00hrs Presentation: Coffee beyond the product

11: 00hrs Presentation: I want to organize- Where do I start?

12: 00hrs Presentation: Coffee and Cocoa as a Business Model
Alternative

1:00 p.m. Conclusions

