

**3rd World Coffee Producers Forum  
Kigali, Rwanda  
First Part (Virtual)**

**Thursday 15<sup>TH</sup> July 2021**

**THEME: Coffee Farmers' Prosperity**

**Program Overview**

**2:00 PM Rwanda Time (UTC+2) / Please check the time for your country region below**

**14:00 – 14:30: Remarkable Rwanda (Video)**

- Find out why Rwanda is ranked the second-best place to meet in Africa and why you should host your next conference or event in the land of a thousand hills
- A virtual coffee farm tour that will offer participants the opportunity to explore and discover different interesting coffee farms in Rwanda

**14:30 – 16:00: Opening Ceremony**

**Sequence 1: Opening Ceremony (30 min)**

The Opening Ceremony will launch the World Coffee Producers Forum as a key platform to continue analysing and addressing the challenges faced by the coffee farmers through joint work and cooperation with the coffee value chain and all other stakeholders.

Moderator: Mr. Claude Bizimana, CEO of the National Agriculture Export Development Board of Rwanda, NAEB

- Opening video montage of the World Coffee Producers Forum 2021
- Summit overview: Mr. Juan Esteban Orduz, Chairperson of the World Coffee Producers Forum, WCPF
- Opening address: Hon. Dr. Gerardine Mukeshimana, Minister of Agriculture and Animal Resources of Rwanda

**Sequence 2: Eminent Leaders on Development Towards Prosperity (30 mins)**

A pace-setting session involving eminent leaders discuss the sustainability of the global coffee value chain.

Moderator: Mr. Juan Esteban Orduz, Chairperson of the World Coffee Producers Forum, WCPF

Speakers:

- H. E. Hailemariam Desalegn, Former Prime Minister, Ethiopia
- H.E. Jose Maria Figueres, Former President, Costa Rica

**Sequence 3: Keynote Speaker on Coffee Farmers' Prosperity (30 mins)**

Introduced by Mr. Roberto Velez Vallejo. CEO Colombian Coffee Growers Federation

- Prof. Jeffrey D. Sachs, Ph.D.

➤ 3 Min video on the history of Coffee in Africa

### **16:03 – 16:23: Coffee Regional Updates**

- Africa (5 min) – Enselme Ghouton, President of Agence de Cafes Robusta d’ Afrique et de Madagascar
- Asia (5 min) – Anil Bhandari, Chairman, India Coffee Trust
- Latin America (5 min) – René León-Gómez, Executive Secretary, Promecafe

### **16:23 – 18:20: Panel Discussion on Coffee Farmers’ Prosperity**

Moderator: H. D. Afriyie Akoto, Minister of Food and Agriculture of Ghana

Speakers:

- Dr. Carlos Felipe Jaramillo, Ph.D., Vice President for the Latin America and the Caribbean Region, World Bank
- Jack Leslie, Chairman of the U.S. African Development Foundation, USADF
- Dr. Ines Burrus, Ph.D., CEO, Burrus Development
- Dr. Luis Felipe López-Calva, UN Assistant Secretary-General and Regional Director for Latin America and the Caribbean United Nations Development Programme
- Amir Hamza, Chairman of African Fine Coffees Association, AFCA

➤ 3 Min video on the history of Coffee in Rwanda

### **18:23 – 18:50 Closing Remarks**

- Claude Bizimana, CEO NAEB
- Amb. Solomon Rutega, Secretary General of the Inter-African Coffee Organization, IACO-OIAC
- Juan Esteban Orduz, Chairperson, WCPF
- Group Photo

### **Virtual Outings to coffee farms (Video) after**

- A video on the history of Coffee in Africa
- A video on the history of Coffee in Rwanda
- A video on the Rwandan Coffee Industry a technical presentation

**STARTING TIME BY COUNTRY / REGION (PLEASE RECONFIRM YOUR TIME)**

<b>COUNTRY</b>	<b>TIME</b>	<b>UTC</b>
RWANDA	2:00PM	UTC+2
BRAZIL (SAO PAULO)	9:00AM	UTC-3
CENTRAL AMERICA	6:00AM	UTC-6
COLOMBIA	7:00AM	UTC-5
EAST AFRICA	3:00PM	UTC+3
WEST AFRICA	12:00M	UTC
EUROPE CENTRAL SUMMER TIME	2:00PM	UTC+2
GREAT BRITAIN	1:00PM	UTC+1
INDIA (DELHI)	5:30PM	UTC+5.5
JAPAN	9:00PM	UTC+7
MEXICO	7:00AM	UTC-5
UNITED STATES EDT	8:00AM	UTC-4
UNITED STATES PT	5:00AM	UTC-7
VIETNAM	7:00PM	UTC+5