

21st African Fine Coffees Conference & Exhibition

February 23-25, 2025 - Coffee Safari Trips

Day 1: Wednesday, February 26, 2025

Time	Location	Description
8:00 AM	Registration Area	Registration Open
9:00 AM	JNICC	Exhibition Hall Opens
9:00-10:15 AM	Selous Hall	Sustainability Day by Rainforest Alliance
9:00-10:15 AM	Ruaha Hall	African Farmer Day
9:00 AM-5:00 PM	ToH Room	Regional Taste of Harvest Competition
9:00 AM-5:00 PM	Competition Area	Africa Barista Championship Day 1
10:15 AM – Coffee Break		
10:30 AM-1:00 PM	Selous Hall	Sustainability Day by Rainforest Alliance cont.
10:30 AM-1:00 PM	Ruaha Hall	African Farmer Day cont.
1:00-2:30 PM - Lunch		
2:30-5:00 PM	Selous Hall	Sustainability Day by Rainforest Alliance cont.
2:30-5:00 PM	Ruaha Hall	African Farmer Day cont.
3:00-4:30 PM	B2B Cupping Pavilion	B2B Cupping Slot 1
3:30 PM – Coffee Break		
5:00 PM	JNICC	Exhibition Hall Closes

Day 2: Thursday, February 27, 2025

Time	Location	Description
8:00 AM	Registration Area	Registration Open
9:00 AM	JNICC	Exhibition Hall Opens
9:00 AM-11:00 AM	Selous Hall	Opening Ceremony
9:00 AM-5:00 PM	ToH Room	Taste of Harvest Regional Competition
9:00 AM-5:00 PM	Competition Area	African Barista Championship Day 2
9:00-10:30 AM	B2B Cupping Pavilion	B2B Cupping Slot 1

11:00 AM - Coffee Break		
11:30 AM-1:00 PM	B2B Cupping Pavilion	B2B Cupping Slot 2
11:15 AM-12:15 PM	Selous Hall	Market Outlook 2025 by Judy Ganes, J Ganes Consulting
11:15 AM-12:15 PM	Ruaha Hall	Implementing Living Prosperous Income Through Collaborative Action Panelists: Vanúsia Nogueira, International Coffee Organisation (ICO); Celestin Mutimura GATARAYIHA, Inter-African Coffee Organisation (IACO); Susanne Uittenbogaard, SUCAFINA; Joost Backer, NewForesight, and Emong Samson, Uganda Coffee Platform/Cafe Africa Moderator: Christopher Wunderlich, ICO
12:30-1:00 PM	Selous Hall	World Coffee Producers Forum Report: Achieving Coffee Farmers Prosperity through SDG based National Coffee Sustainability Plans by Juan Esteban Orduz, World Coffee Producers Forum (WCPF)
12:30-1:00 PM	Ruaha Hall	Enhancing Coffee Quality and Value for African Growers Through Post-Harvest Innovations by Mateus Castelani Freua, Sales Manager, Pinhalense
1:00-2:30 PM - Lunch		
2:30-3:30 PM	Selous Hall	Impact of Processing on Coffee Quality: Enhancing Consistency and Value for Business Growth Panelists: Diego Botello, Penagos Hermanos y Compañía S.A.S.; Kiganda Ibrahim, Mountain Harvest and Ephrem Sebatigita, Coffee Belt East Africa Moderator: Emma Sage, Coffee Quality Institute (CQI)
2:30-3:30 PM	Ruaha Hall	Unlocking Opportunities for African Coffee Trade under AfCFTA Panelists: Mr. Peredius Makuba, Ministry of Industry and Trade, The Republic of Tanzania, AfCFTA National Implementation Committee for Tanzania; Mr. Kamungele Kambale Kisumba, Tsonga; Dr. Rozy Rana, Dormans Coffee Limited; and Ms. Leah Ayoub, Equity Bank Tanzania Moderator: Frederick Kawuma, African Coffee Ambassador
3:00-4:30 PM	B2B Cupping Pavilion	B2B Cupping Slot 3
3:30 PM - Coffee Break		
3:45-5:00 PM	Selous Hall	The New Coffee Reality: Maximizing Business Opportunities Amid Record-Breaking Prices Panelists: Maja Wallengren, SpillingTheBean Coffee News & Analysis, Kenneth Barigye, Mountain Harvest, and Philip Schluter, Covoya Moderator: Abdallah Bagersh, BAGERSH S.A.

3:45-5:00 PM	Ruaha Hall	De-Risking Coffee Trade in Africa Panelists: Mr. Shabaan Maregesi, CRDB Bank plc; Mr. Christopher Mwalugenge, NMB Bank Plc; Mr. Jeremy Mpalampa, Kyagalanyi Coffee Ltd, Uganda; and Dr. Aikande Kwayu, Bumaco Insurance & Cafe Africa Tanzania Moderator: Jeremy Lefroy, Café Africa
5:00 PM	JNICC	Exhibition Hall Closes
6:00-9:00 PM	Four Points by Sheraton Dar es Salaam New Africa	Policy Dinner (Invitation only)

Day 3: Friday, February 28, 2025

Time	Location	Description
7:00-9:00 AM	Mkomazi Hall	IWCA Breakfast *This is a paid event and requires registration*
8:00 AM	Registration Area	Registration Open
9:00 AM	JNICC	Exhibition Hall Opens
9:00-10:15 AM	Selous Hall	Panel: Agile Data in Action Panelists: Elena Serfillippi, Committee on Sustainability Assessment (COSA); Jeanine Niyonzima-Aroian, JNP Coffee; and Jacob Hall, Aid Data Moderator: Andy Hodges, COSA
9:00-10:00 AM	Ruaha Hall	Maximizing Coffee Washing Station Profits: Results from Field Experiments on Pulper Calibration, Cherry Ripeness, and Fermentation Techniques by Paul Stewart, TechnoServe
10:00-10:15 AM	Ruaha Hall	Farmers First: Sustainable Solutions for a Resilient Coffee Sector by Stephen Kithuka, Solidaridad East and Central Africa
9:00-10:30 AM	B2B Cupping Pavilion	B2B Cupping Slot 1
10:15 AM - Coffee Break		
10:30-11:30 AM	Selous Hall	From Resilience to Recognition: Addressing the Gender Data Gap in Coffee Panelists: Dr. Erika Koss, A World In Your Cup Consulting, Linda Mugaruka, Coffee Consultant & YETU QAHWAH Moderator: Elizabeth Mbau, Tchibo
11:30-11:45 AM	Selous Hall	The 21st Century Express Logistics Solution for Coffee by Fanueal Samson, DHL Express
10:30-11:00 AM	Ruaha Hall	Meet the Demand to Buy Direct: Tools to Trade with Roasters and Grow in the Global Market by Gilles Brunner & Luiza Pereira Furquim, Algrano

11:15 AM-1:00 PM	Ruaha Hall	Part I: Empowering Collaboration for EUDR Compliance and Sustainability
11:30 AM-1:00 PM	B2B Cupping Pavilion	The Best of Taste of Harvest
11:45 AM-12:15 PM	Selous Hall	ConSenso: A Connected Coffee Plantation to Support the Industry in Addressing the Impact of Global Warming by Massimo Battaglia, Accademia del Caffè Espresso
12:30-1:00 PM	Selous Hall	Maximizing Impact per Cup: Why Social Return on Investment (SROI) is the Missing Ingredient in Coffee Sustainability Programs by Theresa Frank, HereWeGrow
1:00-2:30 PM	Mkomazi Hall	AFCA Annual General Meeting (w/lunch)
1:00-2:30 PM - Lunch		
2:30-5:00 PM	Ruaha Hall	Part II: Empowering Collaboration for EUDR Compliance and Sustainability
5:00 PM	JNICC	Exhibition Hall Closes
7:00 PM onwards	Bravo Coco Beach	Closing Dinner and Award Ceremony

Workshop Schedule Only - All 3 Days

Please note that all workshops require registration in advance.

Day/Time	Location	Description
Feb 26th 8:00-11:00 am	Bagamoyo Room (First Floor)	Price Risk Management: Beginner to Intermediate by Judith Ganes <i>***Please note that this is a paid workshop.</i>
Feb 26th 2:30-5:30 pm	Bagamoyo Room (First Floor)	Price Risk Management: Intermediate to Advanced by Judith Ganes <i>***Please note that this is a paid workshop.</i>
Feb 27th 11:00 am-1:00 pm	Bagamoyo Room (First Floor)	Simplifying Coffee Exporting in EAC Through Public-Private Collaboration by ITC MARKUP II Project
Feb 27th 11:30 am-1:00 pm	Mkomazi Hall (Ground Floor)	Branding, Marketing, and Packaging in the Coffee Sector by ITC MARKUP II Branding and Marketing Expert Ms. Rita Mchaki
Feb 27th 2:30-5:00 pm	Bagamoyo Room (First Floor)	Inside the Roastery: Meet roasters, learn how they buy and grow your business in Europe and the USA by Algrano
Feb 27th 3:00-5:00 pm	Mkomazi Hall (Ground Floor)	How Process Optimization Based on Lean can Transform your Coffee Business and Enhance Quality and Food Safety Compliance by ITC MARKUP II Project
Feb 28th 9:00-11:00 am	Bagamoyo Room (First Floor)	Principles of coffee trading and export management covering elements of purchasing and sales, pricing and price risk management, P&L management, and logistics SESSION 1 - by ITC MARKUP II Project, delivered by Mr. Robert Waggwa Nsibirwa, Africa

		Coffee Academy and Mr. Ishak Lukenge, Kampala Domestic Stores
Feb 28th 9:30-11:00 am	Taste of Harvest Room (First Floor)	What is Ferment? And Other Fermentation Questions by Emma Sage, Coffee Quality Institute <i>***Please note that this is a paid workshop.</i>
Feb 28th 11:00 am-1:00 pm	Bagamoyo Room (First Floor)	Principles of coffee trading and export management covering elements of purchasing and sales, pricing and price risk management, P&L management, and logistics SESSION 2 - by ITC MARKUP II Project, delivered by Mr. Robert Waggwa Nsibirwa, Africa Coffee Academy and Mr. Ishak Lukenge, Kampala Domestic Stores

OPENING CEREMONY

MC: Halila Mbowe

Time	Description
9:00 AM	Open Remarks by Mr. Gilbert Gatali, Executive Director, AFCA
	Speech by Mr. Primus Kimaryo, Director General, Tanzania Coffee Board
	Speech by Mr. Amir Hamza, Chairman of the Board, AFCA
	Speech by Professor Auleria Kamuzora Chairman of Tanzania Coffee Board
	Guest of Honor

Chairperson, TCB (Professor Auleria Kamuzora)

Guest of Honor, Deputy Minister, David Silinde