

FOR IMMEDIATE RELEASE

World Coffee Alliance (WCA) announces confirmed speakers at WCA CROSS TALK SERIES 2021 Virtual Event - “TRANSFORMING SMEs INTO DIGITAL COFFEE ENTERPRISES THROUGH INNOVATION: What is the game plan?”



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CROSS TALK SERIES
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**TRANSFORMING SMEs INTO DIGITAL COFFEE ENTERPRISES THROUGH INNOVATION:
What is the game plan?**

Wednesday 23rd June 2021 3:00 pm BST (UK) / 10:00 am EDT

 Manfred Borer CEO Koltiva AG	 Dr. Steffen Schwarz Managing Director Coffee Consulate (MODERATOR)	 Dr Leonard Mizzi Head of Unit Rural Development DG DEVCO European Commission	 Robert Skidmore Chief, Sector and Enterprise Competitiveness International Trade Centre (ITC)	 José Sette Executive Director International Coffee Organization (ICO)	 Prof. Joseph Kieyah JD Chairman, CSIC Executive Office of The President, Republic of Kenya	 Lucy Jingya Fu Vice-Chairman and Secretary-General China Coffee Association (CCA)
 Isabel van Bemmelen Managing Director Progreso Foundation & Beyco	 Sierra Bayles Sustainability Manager Deloitte Consulting (MODERATOR)	 Anne Jorun Aas CEO Farmforce AS	 Daniele Tricarico Director of Insights AgriTech GSMA	 Yves R. Brehm Head of Section Value Creation and Innovation in Agriculture GIZ	 Lorenzo Giorda Global Digital Marketing Director Lavazza Group	 Juan Camilo Ramos Chief Commercial Officer Colombian National Federation of Coffee Growers (FNC)

LONDON, United Kingdom - World Coffee Alliance (WCA), a network alliance of coffee industry professionals producing critical insights including market research, due diligence reports and technical advice in the global coffee value chain will hold a Zoom virtual event **WCA CROSS TALK SERIES - “TRANSFORMING SMEs INTO DIGITAL COFFEE ENTERPRISES THROUGH INNOVATION: What is the game plan?”** on **Wednesday, 23 June 2021 3:00 pm - 5:30 pm BST (UK) /10:00 am - 12:30 pm EDT.**

Joseph de Villiers, CEO and Founder, World Coffee Alliance (WCA) said “The gathering of these global leaders including **Koltiva AG, Beyco (Progreso Foundation), European Commission (EU), International Coffee Organization (ICO), International Trade Centre (ITC), Sr. Advisor to President Kenyatta Of Kenya, China Coffee Association (CCA), GSMA, GIZ, Colombian National Federation of Coffee Growers (FNC), Lavazza Group and Farmforce AS** is an important one as we face great



challenges in the coffee sector especially following the Covid-19 pandemic. Big questions will be asked on whether Digital Transformation will play a crucial role and can shape the economic recovery worldwide”.

The Keynote will be delivered by **Manfred Borer**, CEO, Koltiva AG, Inspirational Speech by **Isabel van Bemmelen**, Managing Director, PROGRESO and BEYCO. Panel One will discuss about **DIGITAL TRANSFORMATION: A CHIMERA OR REALITY?** and will be moderated by **Dr. Steffen Schwarz**, Managing Director, Coffee Consulate, and confirmed speakers include **Dr. Leonard Mizzi**, Acting Director of Planet and Prosperity and Head of Unit Rural Development, DG DEVCO European Commission, **Jose Sette**, Executive Director, International Coffee Organization(ICO), **Robert Skidmore**, Chief, Sector and Enterprise Competitiveness, International Trade Centre (ITC), **Prof. Joseph Kieyah JD**, Chairman of Coffee Sub-Sector Reforms Implementation Standing Committee (CSIC) and Senior Adviser to President Uhuru Kenyatta of Kenya, **Lucy Jingya Fu**, Vice-Chairman and Secretary-General, China Coffee Association (CCA).

Panel Two will be headed by **Sierra Bayles**, Sustainability Manager from Deloitte Consulting and will discuss about **ENABLING DIGITAL ENVIRONMENT AND DEMOCRATISATION OF DATA**. Confirmed Speakers include **Daniele Tricarico**, Director of Insights, AgriTech, **GSMA**, **Yves R. Brehm**, Head of Section, Value Creation and Innovation in Agriculture, **GIZ**, **Lorenzo Giorda**, Global Digital Marketing Director, **Lavazza Group**, **Juan Camillo Ramos**, Chief Commercial Officer, **Colombian National Federation of Coffee Growers (FNC)**, and **Anne Jorun Aas**, CEO, **FARMFORCE AS**.

“I hope that this event will help us understand how we can promote digital transformation that can provide solutions that are practicable, inexpensive and sustainable whilst we flesh out some of these basic issues like living wage and coffee price through a meaningful dialogue” De Villiers added.



World Coffee Alliance is a network alliance of coffee industry professionals providing critical insights including market research, due diligence reports and technical advice in the global coffee value chain. Our mission is to help create a sustainable business environment, by working closely with the stakeholders in the coffee industry by advising them on how to adopt best practices, utilize cutting-edge technology and help build a community that can tackle climate change. www.worldcoffealliance.com



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Roast magazine is an award-winning bi-monthly technical trade magazine dedicated to the success and growth of the specialty coffee industry. Roast addresses the art, science and business of coffee roasters by covering the issues most important to them with high quality editorial focused on the technical aspects of coffee.

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