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**CAFÉ CRAWL ...& MORE!**

6th Edition | AAMCHI MUMBAI | 19-23 Jan 2016



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# SKILL-BUILDING WORKSHOPS

The IICF 2016 Skill Building workshop is a space where you can immerse yourself in the world of coffee with some world-renowned coffee specialists as they host informative talks, tastings, demos and hands-on sessions. These workshops will have something for everybody- an Amateur, Coffee Professional, a Connoisseur or anyone who wants to experiment with Coffee!

## DAY 1 - 19TH JANUARY 2016

10.00 am - 12.30 pm	01.30 pm - 03.30 pm	04.00 pm - 06.00 pm
<b>Workshop 1</b> <b>The Art and Science of Roasting : 'Basic Level'</b>  <b>MR. STEPHAN DIEDRICH</b> M/s. Diedrich Roasters	<b>Workshop 2</b> <b>Brewing of Coffees:</b> <b>'Tasting the nuances of Coffees around the world through Technology'</b>  <b>MR. SIMON GREEN</b> M/s. Bunn-O-Matic	<b>Workshop 3</b> <b>The Art and Science of Cappuccino: 'Milk Texturing and Latte Art'</b>  <b>MR. CALEB CHA</b> M/s. CMA

## DAY 2 - 20TH JANUARY 2016

10.00 am - 12.30 pm	01.30 pm - 04.30 pm
<b>Workshop 4</b> <b>The Art and Science of Roasting: 'Intermediate to Advanced Level'</b>  <b>DR. STEFAN SCHENKER, MR. MARCO KELLER, MR. CHRISTOPH ZIEGLER</b> M/s. Buhler AG Uzwil	<b>Workshop 5</b> <b>Cooking with Coffee</b>  <b>CHEF HEMANT MATHUR</b> Michelin Starred Chef New York

## DAY 3 - 21ST JANUARY 2016

09.30am - 12.00 noon

**Workshop 6**  
**The Art and Science of Roasting: 'Advanced Level'**  
  
**MR. ROBERT HEISTERKAMP, PROBAT, Germany**  
**MR. RAM CHETHAN, PROBAT KAAPi India Pvt, Bangalore**

## WORKSHOPS TARIFF

	Till 18th Jan 2016		Spot Registration	
	₹	\$	₹	\$
Per Workshop	2000	60	2500	85





# INTERNATIONAL CONFERENCE

The International Conference brings together the top decision makers, movers and shakers to give market insight and provide networking opportunities. The sessions led by Industry experts will give attendees the most up-to-date news on key industry issues, new opportunities to increase revenues and take advantage of emerging market trends.

## DAY 3 - 21ST JANUARY 2016

### IICF 2016 INAUGURAL CEREMONY

05:00 pm - 07:00 pm

- Welcome Address** : **Mr. Anil Kumar Bhandari**, President, India Coffee Trust  
Vice - President, IICF 2016 Steering Committee
- Overview of the Indian Coffee Industry** : **Ms. Leena Nair**, IAS, Chairman, Coffee Board  
Chairman, IICF 2016 Steering Committee
- Address by Guest of Honour** : **Mr. Roberio Oliveira Silva**, Executive Director,  
International Coffee Organisation (ICO)
- Address by Chief Guest** : *To be announced shortly*

## DAY 4 - 22ND JANUARY 2016

### SESSION 1: OPENING PLENARY SESSION

09.30 am - 10.30 am

- Opening Remarks** : **Mr. Ramesh Rajah**, Convener- Conference Committee, IICF 2016
- Keynote Address (1)** : **Mr. Robério Oliveira Silva**, Executive Director, ICO
- Keynote Address (2)** : **Mr. Harish Bhat**, Member, Group Executive Council, Tata Sons

### SESSION 2: TRENDS IN COFFEE CONSUMPTION

10.30 am - 11:45 am

- Chair** : **Ms. Pragma Sharma**, Category Head- Coffee, Hindustan Unilever Ltd.
- Consumer & Innovation Trends in Coffee** : **Ms. Tanvi Savara**, Consumer Insight Analyst, Canadean
- Production trends and practices in various Countries** : **Mr. Carlos Mera**, Senior Commodity Analyst, Rabobank
- Evolution of Indian Coffee Market** : **Mr. Rajkamal Sharma**, Head of Exports, Nestle India Ltd.

### SESSION 3: ADVANCES IN COFFEE

12:00 noon - 1.30 pm

- Chair** : **Mr. G.V.Krishna Rau**, Advisor to the Government of AP and Former Chairman of Coffee Board
- Advances in Coffee Processing Technologies** : **Dr. Stefan Schenker**, Head of Business Unit, Coffee M/s. Buhler AG Uzwil
- Controlling Roasting Chemical Transformation** : **Mr. Fernando Fernandes**, Executive Director, Cia Lilla de Maquinas Ind. e Com
- Coffee and Health** : **Dr. Marino Petracco**, Senior Research Scientist, illycaffè
- Technological Advances** : **Dr. V. Balamurugan**, Senior Development Manager, Hindustan Unilever Ltd.

### SESSION 4: COFFEE | CINEMA | CONVERSATION

05:00 pm - 07:00 pm

- Opening Remarks** : **Mr. Rajkumar Hirani \***, Film maker
- Panelists** : **Mr. Vishal Solanki**, Film maker, Caffeinated  
**Mr. Sudhir Srinivasan**, Columnist, The Hindu  
**Ms. Anna MM Vetticad\***, Film critic and Journalist  
**Industry Panellist**



## DAY 4 - 22ND JANUARY 2016

Contd...

### IICF 2016 AWARDS CEREMONY

6.00 pm onwards

**Chief Guest** : **Ms. Rita Teotia\***, IAS, Secretary, Ministry of Commerce & Industries, Department of Commerce, Government of India

**COFFEE BREAK: 11:45 AM – 12 NOON | LUNCH: 1.30 pm – 2.30 pm**

## DAY 5 - 23RD JANUARY 2016

### SESSION 5: KEYNOTE SESSION

9.30 am - 10.30 am

**Opening Remarks** : **Mr. Ramesh Rajah**, Convener- Conference Committee, IICF 2016  
**Session Chair** : **Mr. Pradeep Singh Kharola**, IAS, Additional Chief Secretary, Department of Tourism - Government of Karnataka  
**Keynote Address (3)** : **Mr. Rajani Ranjan Rashmi\***, IAS, Additional Secretary, Ministry of Commerce & Industries, Dept. of Commerce, Government of India

### SESSION 6: SPOTLIGHT ON COFFEE START-UPS

10.30 am – 12 noon

**Moderator** : **Mr. C P Chandan**, Partner, Cotha Associates  
**Panellists** : **Mr. Matt Chitharanjan**, Co-Founder, Blue Tokai  
**Mr. Kunal Ross**, Founder & Managing Director, The Indian Bean  
**Mr. Ashish Dabreo**, Founder, Flying Squirrel  
**Mr. Amuleek Singh**, Founder, Chai Point  
**Mr. Harold Pereira**, Founder, True South  
**Mr. Anup Kuruvilla**, Mentor, One Crowd

### SESSION 7: NEW IDEAS IN COFFEE

12.15 pm – 1.30 pm

**Chair** : **Mr. Sanjiv Sarin**, Managing Director & CEO, Tata Coffee Ltd.  
**Sustainability in Coffee** : **Mr. Per Bogstad**, Senior Manager Markets Transformation, UK, Ireland, India; Rainforest Alliance  
**Climate Change and Impact on Coffee** : **Dr. Mario Cerutti**, Director, Lavazza S.p.A , Italy  
**Presentation of Research on White Stem Borer** : **Dr. Shannon B. Olsson**  
 Head, Naturalist-Inspired Chemical Ecology (NICE)- NCBS, Tata Institute of Fundamental Research, Bangalore  
**Remote Sensing for Coffee Mapping Drone Technology** : **Dr. Uday Raj**, Director, Regional Remote Sensing Centre, ISRO  
**Drone Technology** : **Mr. Jaisimha Rao**, Founder, Tartan-Sense

**LUNCH & VISIT TO COFFEE EXPO: 1.30 pm - 2.30 pm**  
**VALEDICTORY CEREMONY: 3.30 pm - 4.00 pm**

## CONFERENCE TARIFF

Categories	Till 19th Jan 2016		Spot Registration		Group Rate (for 3 or more)
	₹	\$	₹	\$	
Full Delegate	7000	225	8000	250	10% Discount
Companion	4000	150	4500	150	
Single Day	3500	110	4000	130	

International Delegates - Inclusive of Service Tax



## EVENT AT A GLANCE

Day 1   19th Jan	Workshops: Basic Level of Roasting   Brewing   Milk Texturing & Latte Art	10:00 am - 06:00 pm
Day 2   20th Jan	Workshops: Intermediate to Advanced Level of Roasting   Cooking with Coffee	10:00 am - 04:30 pm
Day 3   21st Jan	Workshop: Advanced Level of Roasting IICF 2016 Inaugural Ceremony Inaugural Reception Dinner	09:30 am - 01:00 pm 05:00 pm - 07:00 pm 07:00 pm onwards
Day 4   22nd Jan	Conference Coffee   Cinema   Conversation IICF 2016 Awards Ceremony	09:30 am - 01:30 pm 02:30 pm - 04:00 pm 06:00 pm onwards
Day 5   23rd Jan	Conference Café Crawl   National Coffee Quiz Finale Valedictory	09:30 am - 01:30 pm 02:30 pm - 04:00 pm 06:00 pm onwards

## IICF 2016 OVERVIEW

The 6th edition of the much awaited **India International Coffee Festival** is upon us yet again; if you were part of IICF 2014, be rest assured 2016 will be nothing like you've ever experienced. As always is the tradition, it will host giants of the National and International Coffee Industry, Policy makers, Industry captains, Exporters, Manufacturers and host of other stakeholders of the Coffee fraternity.

IICF 2016 will be extensively covered by the National and International media and will connect the entire Coffee Industry through a series of Educative, Business & Networking and Festive Events.

Participate in IICF 2016, take a sip of current coffee developments and feel the aroma of opportunities.

## COFFEE EXPO

The glittering expo of IICF 2016 will be an opportunity for the industry to unveil:

- Outstanding coffees and blends
- Cutting edge technologies
- New products, equipment & services etc.



Note: All stalls are 9sqm(3x3) unless otherwise mentioned

Rate per Sqm: INR 9000 | USD 300

## Prominent Exhibitors at IICF 2016:

Hindustan Unilever Ltd. | Tata Coffee | Nestle India | CCL Products (India) Ltd. | Buhler  
Coffee Board | Kaapi Machines | McKinnon | Elitex Marketing Services | YARA INDIA (P) Ltd.  
Controlmatic | Swiss Pack | True South | M.K.Associates | Koya Traders & Manufacturers LLP  
Classic Synergy India Pvt Ltd | Vidya Herbs Pvt Ltd | Blue Tokai | Giesen Coffee Roasters, The  
Netherlands | Fresh & Honest Café Ltd. | Delta Technology Corp.



# Come... Celebrate with Coffee

## COFFEE | CINEMA | CONVERSATION

Catch the India premiere of Caffeinated - the new film about coffee at IICF 2016. Written and directed by Vishal Solanski and Hanh Nguyen Caffeinated is a documentary that tells the story of coffee through the perspective of people who dedicated their lives to it.



## CAFÉ CRAWL

'Café Crawl' is an organized tour for coffee lovers, taking them through some of the iconic, best known & hidden cafes in Mumbai. Register for this unique experience! Write to priyamvada.bhide@mmactiv.in. Limited entries only.



## COFFEE QUIZ

Coffee Quiz will test the 'Coffee Knowledge' of coffee enthusiasts, quizzing aficionados and the general public. This will be an all India quiz with online preliminary rounds and the finals will be held in Mumbai at IICF 2016 by a renowned quiz master. So come, once again, test your coffee buds!



## IICF 2016 ACKNOWLEDGEMENTS

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To be a Sponsor, Exhibitor, Delegate log on to [www.iicf.in](http://www.iicf.in) or email at [info@iicf.in](mailto:info@iicf.in)



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