

EXPLORE BUSINESS OPPORTUNITIES IN THE COFFEE INDUSTRY

Coffee

CONGRESS

2011

Brought to you by the
**GSC CHAMBER OF COMMERCE
AND INDUSTRY, INC.**
In cooperation with



Philippine Coffee Board, Inc.

July 11-12, 2011
KCC Events & Convention Center
KCC Mall of Gensan
General Santos City



Contact: Ms. Bench G. Tacumba of GSCCCII at 554 6108



Message

We would like to congratulate the General Santos City Chamber of Commerce and Industry for organizing the Coffee Congress so that producers and processors can all come up with one vision: to promote Philippine Coffee.

We thank you for taking the initiative to get all coffee enthusiasts to meet each other in Mindanao, an area which is still the biggest producer of coffee in the country.

We hope that our joint efforts will give our industry the much-needed support so that private and public sectors can work together for the continued interest in coffee production.

Mabuhay!

PACITA U. JUAN
Co-Chair & President
Philippine Coffee Board, Inc.



Message

To the participants, guests, speakers, coffee industry stakeholders and connoisseurs, Chamber of Commerce members in Gen. Santos City and fellow advocates in the chamber movement throughout the country, thank you for your interest and support to the first ever COFFEE CONGRESS 2011 here in Gen. Santos City. Your presence is inspiration enough for us all here at the GenSan Chamber of Commerce. Magandang GenSan Po Sa Inyong Lahat!

From the seed to the cup, coffee will continue to be a favorite drink of this generation — all because of your eagerness and love to grow it, nurture it, prepare it and serve it.

As president of the Gen. Santos City Chamber of Commerce and Industry, Inc., I am elated to have you all with us in this mission of propelling competitiveness and industry development not only in this region but throughout the country. Together, we will move on forward in creating our country's competitive advantage locally and globally. Are you ready for the world? Are you ready for the world?

Thank you for being one with us! Kape Tayo!

JAN CED
President
Gen. Santos City Chamber of Commerce & Industry, Inc.



Message

Once a brainchild in one coffee party, now a Coffee Congress 2011 brewing in its entirety.

Knowing the unlimited potentials of coffee in this area, I am positive that this event will go a long way. Our main objective is to contribute to the national effort towards increasing coffee production and exploring opportunities for would-be entrepreneurs to engage in businesses related to the coffee industry. As the market players meet, the participants will be given the opportunity to learn and share cutting-edge technologies in coffee production and coffee cupping, including the best practices in the coffee business. It is also a time for networking and forging business partnerships among participants, exhibitors, franchisers and successful coffee entrepreneurs.

To all our partners, speakers, guests and participants, thank you for being with us! Your General Santos City Chamber of Commerce and Industry, Inc. is and will always be here as your business partner and coffee friend.

BENCH G. TACUMBA

Executive Director

Gen. Santos City Chamber of Commerce & Industry, Inc.

Event Objectives

COFFEE CONGRESS' main objective is to contribute to the national effort towards increasing coffee production and exploring opportunities for would-be entrepreneurs to engage in businesses related to the coffee industry:

- Convening key business leaders from the commercial and industrial sectors, and enlist top management commitment to implement coffee sustainable programs at the enterprise level;
- Strengthening partnerships and broadening alliances with various stakeholders in the private sector, government, civil society, academe and other organizations; and
- Promoting greater visibility for innovative approaches and sustainable solutions to the coffee industry.

Unique Characteristics

- It focuses solely on the coffee industry from the business perspective of enterprises in the commercial, industrial, social entrepreneurs and business organization sectors:
- It provides participants with the opportunity to learn/share cutting edge technologies in coffee production and coffee cupping, and best practices in the coffee business;
- It also provides the opportunity for networking and forging business partnerships among participants, exhibitors, franchisers and successful coffee entrepreneurs.

Attendees

COFFEE CONGRESS 2011 is expected to draw conference participants, exhibitors, speakers, and representatives from media and the following sectors:

- Coffee farmers
- Credit companies and bank institutions for coffee loans
- Coffee suppliers, coffee shop owners and entrepreneurs
- Government agencies
- Business Organizations
- Academic institutions
- Industry associations

Plenary Sessions

Top-notch speakers from the Philippine Coffee Board, Inc. and respected coffee entrepreneurs from the local industry will discuss various topics that will surely catch your interest:

DAY ONE: July 11, 2011, from 1pm

- Session 1: OVERVIEW OF THE COFFEE INDUSTRY: ITS CHALLENGES AND OPPORTUNITIES by Mr. Nicholas Matti, Chair, Philippine Coffee Board
- Session 2: COFFEE FARMING: LIBERICA (Barako), ROBUSTA and EXCELSA by Dr. Alejandro Mojica, Research Director, Cavite State University
- Session 3: CRACKING THE BUSINESS OPPORTUNITY FOR CIVET COFFEE by Mr. Fred Fredeluces, COO, Greentropics Coffee Enterprise
- DINNER AND BUSINESS FELLOWSHIP
- Session 4: SUCCESS STORIES AND BUSINESS PROSPECTS

An ABS-CBN Special Presentation
Featuring General Santos City as an
Investment Haven

Coffee Stories in General Santos City

DAY TWO: July 12, 2011, from 9am

- Session 5: STARTING UP AND MANAGING A COFFEE SHOP BUSINESS
Ms. Leticia Du, Owner, Generals' Brew
- Session 6: MARKETING YOUR OWN COFFEE BRAND AND SELLING SPECIALTY COFFEE
Ms. Chit Juan, Author, Barako: The Big Bean
- Session 7: COFFEE CUPPING AND BLENDING-ROASTING
Mr. Manny Torrejon, Owner, Continental Associated Food Products Export, Inc.
- Session 8: BUSINESS OPPORTUNITIES IN COFFEE SUPPLIES AND PARAPHERNALIA
Ms. Liz Teng, Coffee Leader, Organo Gold International Manila
- Session 9: EMERGING CAREERS AND OPPORTUNITIES IN THE COFFEE INDUSTRY
Mr. Glen Anthony Soco, President and CEO, Coffee Dream

OPEN FORUMS -- Moderated open forums will be conducted at the end of each session to provide venue for participants to raise queries to the speakers.

BUSINESS DINNER -- Hosted by the GSC CHAMBER OF COMMERCE AND INDUSTRY, the BUSINESS DINNER provides a relaxed venue for participants to expand their network and explore new business opportunities.

Coffee Showcase

The "Coffee Showcase" is an exhibition of the COFFEE INDUSTRY on the products and services that offers an exclusive opportunity for sponsors and exhibitors to:

- Connect with businesses, investors, and other key decision makers in one location
- Showcase your best products to customers, stakeholders and prospective clients
- Build new partnerships and alliances

CONTACT US SOON! Be a part of the YAMAN GENSAN'S first COFFEE CONGRESS!

For interested SPONSORS & DELEGATES please contact Edna at gschamber@gmail.com or call 083-554-6108. For interested EXHIBITORS please contact Bench at gschamber@gmail.com or call 0939 2866733.

*There's a reason the
General Santos City
Chamber of Commerce & Industry, Inc.
was named Most Outstanding Chamber
in Mindanao for 5 years.*



We mind your business.

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