

As at 8 February 2010

## WORLD COFFEE CONFERENCE

**Provisional programme**  
**Convention Centre**  
**Westin Camino Real Hotel**  
**14 Calle 0-20, Zona 10, Guatemala City, Guatemala**

**26 – 28 February 2010**

<b>Thursday, 25 February</b>		<b>Room</b>	<b>Open to</b>	<b>Note</b>
10:00	Press conference	Press Room Las Ceibas	Press	
<b>Friday, 26 February</b>		<b>Room</b>	<b>Open to</b>	<b>Note</b>
09:00 – 13:30	Registration	Registration area La Ronda	Conference participants	
10:00	Inauguration of exhibition	Los Lagos		
11:00 – 12:00	Briefing with Executive Director, Anacafé, speakers and moderators	Las Ceibas II	Restricted: Conference speakers and moderators	
<b>13:00 – 14:00</b>	<b>Lunch break</b>	<b>Los Lagos y Jardines</b>		
14:00 – 16:00	Opening Ceremony/ Welcome speeches	Gran Salón Real	Conference participants	
19:00	Reception hosted by President Colom	Palacio de la Cultura	Conference participants/ invited guests	Dress code: Formal (evening/cocktail dress / dark suit)
<b>Saturday, 27 February</b>		<b>Room</b>	<b>Open to</b>	<b>Note</b>
09:00 – 13:00	Session 1: Economic sustainability – the economics of production	Gran Salón Real	Conference participants	
<b>13:00 – 14:30</b>	<b>Lunch break</b>	<b>Los Lagos y Jardines</b>		
14:30 – 18:00	Session 2: Economic sustainability – the economics of demand	Gran Salón Real	Conference participants	
20:00 -	Gala party (50 <sup>th</sup> anniversary of Anacafé)	Anacafé headquarters Calle 0-50, Zona 14	Conference participants/invited guests	Dress code: Formal (evening dress / dark suit)
<b>Sunday, 28 February</b>		<b>Room</b>	<b>Open to</b>	<b>Note</b>
09:00 – 09:45	Session 2 : Economic sustainability – the economics of demand	Gran Salón Real	Conference participants	
09:50 – 11:25	Session 3: Environmental sustainability	Gran Salón Real	Conference participants	
11:30 – 13:00	Session 4: Social sustainability	Gran Salón Real	Conference participants	
<b>13:00- 14:30</b>	<b>Lunch break</b>	<b>Los Lagos y Jardines</b>		
14:30 – 16:30	Session 4: Social sustainability	Gran Salón Real	Conference participants	
16:35 – 17:30	Closing ceremony and Conference conclusions	Gran Salón Real	Conference participants	