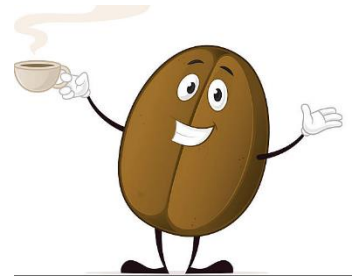




INTERNATIONAL TRADE HUB @ PORT MANATEE Your GATEWAY to International Markets

Invites you to **COFFEE HUB: Presentations from the Colombian Coffee Zone**



The consumption of specialty coffee has been trending upwards in the American market that grows at a rate of 20% per year and represents 10% of the coffee market. Find out more about why America runs on coffee!

PARTICIPANTS

- SEBASTIAN CADAVID: Colombian Producer and owner of BUNLAND COFFE. Owner of a farm producing and growing in CHINCHINA in the region of Caldas in the Colombian coffee HUB.
- LILIANA ZUCKI: Colombian Coffee owner of a farm in FILANDIA in the Quindío region, also part of the Colombian Coffee HUB. Both these farms grow coffee at a height between 4900 and 5800 feet (find out why elevation matters at the Seminar!).



ADOLFO GIRALDO: CEO of the coffee and cocoa bean roaster TIERRA S.A.S. This company exclusively roasts special coffee and cacao beans from 22 coffee hub producers (find out more about the Colombian coffee hub at the discussion session!).

ACTIVITIES

SEMINAR ON COFFEE

- Brief history of coffee
- Importance of artisanal treatment in coffee cultivation
- World's most important coffee zone
- How to obtain the best coffee
- Exploring market trends



HIGHLIGHTS

- Identifying different types of coffee
- Exploring growing and harvesting techniques
- Examining the advantages to a good coffee
- Understanding the role and importance of preserving the environment when growing specialty coffee
- What makes a special coffee? What are the best coffees in the world?
- Tasting different treatments of coffee, its uses, and various forms of preparation, guided by experts

WAKE UP and FEEL the COFFEE AROMA!

Date

Wednesday, 16th August 2017

Venue

**Manatee Chamber of Commerce
222 10th St W, Bradenton, FL 34205**

Program

- **08:45 am** Welcoming with a Cup of Special Coffee
- 09:00 am SEMINAR: Part #1
- 09:45 am Coffee, Cookies & Pastries. **A GOURMET Coffee Break**
- 10:00 am SEMINAR: Part # 2
- 10:45 am Coffee, Cookies & Pastries. **A ORGANIC Coffee Break**
- 11:00 am Coffee TASTING and discussion session.
- **11:45 am** Networking and Closing remarks.