

#CWS2024

20-23 MARCH 2024

CAFÉ WORLD SUMMIT
Connecting Global Coffee Regions



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Join over **3,000 professionals** who are part of the coffee value chain in an exciting gathering where the essence of **coffee culture in Costa Rica** will be celebrated.

During this event, you will be able to enjoy a vibrant and enriching atmosphere, perfect for gaining knowledge and establishing **connections with industry experts.**

A photograph of a lush green forest with a waterfall cascading down a rocky cliff. The waterfall is the central focus, surrounded by dense tropical vegetation. The text "COSTA RICA – Where coffee excellence meets Pura Vida" is overlaid in white at the bottom of the image.


COSTA RICA – Where coffee excellence meets Pura Vida



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Live a 360° Experience



Explore the coffee bean's journey with on-site visits to our **DemoFarms**, where you will witness the magic of coffee cultivation and processing.

Participate in our inspiring **Expert Panels**, where industry leaders will share their knowledge and experiences, providing you with valuable insights and growth opportunities.

Additionally, you will have the chance to connect and establish meaningful relationships in our **Exhibition Hall**, where you'll discover the latest innovations and trends in the world of coffee.

We must not forget to mention the highlight of the event: the thrilling **Official Coffee Championship**, where the most talented producers will compete to showcase their skill and passion for this precious elixir.

Get ready to immerse yourself in a unique coffee experience in **Costa Rica!** Become a part of this celebration of coffee excellence and broaden your horizons in the exciting world of coffee.

DON'T MISS OUT!



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¿Where?

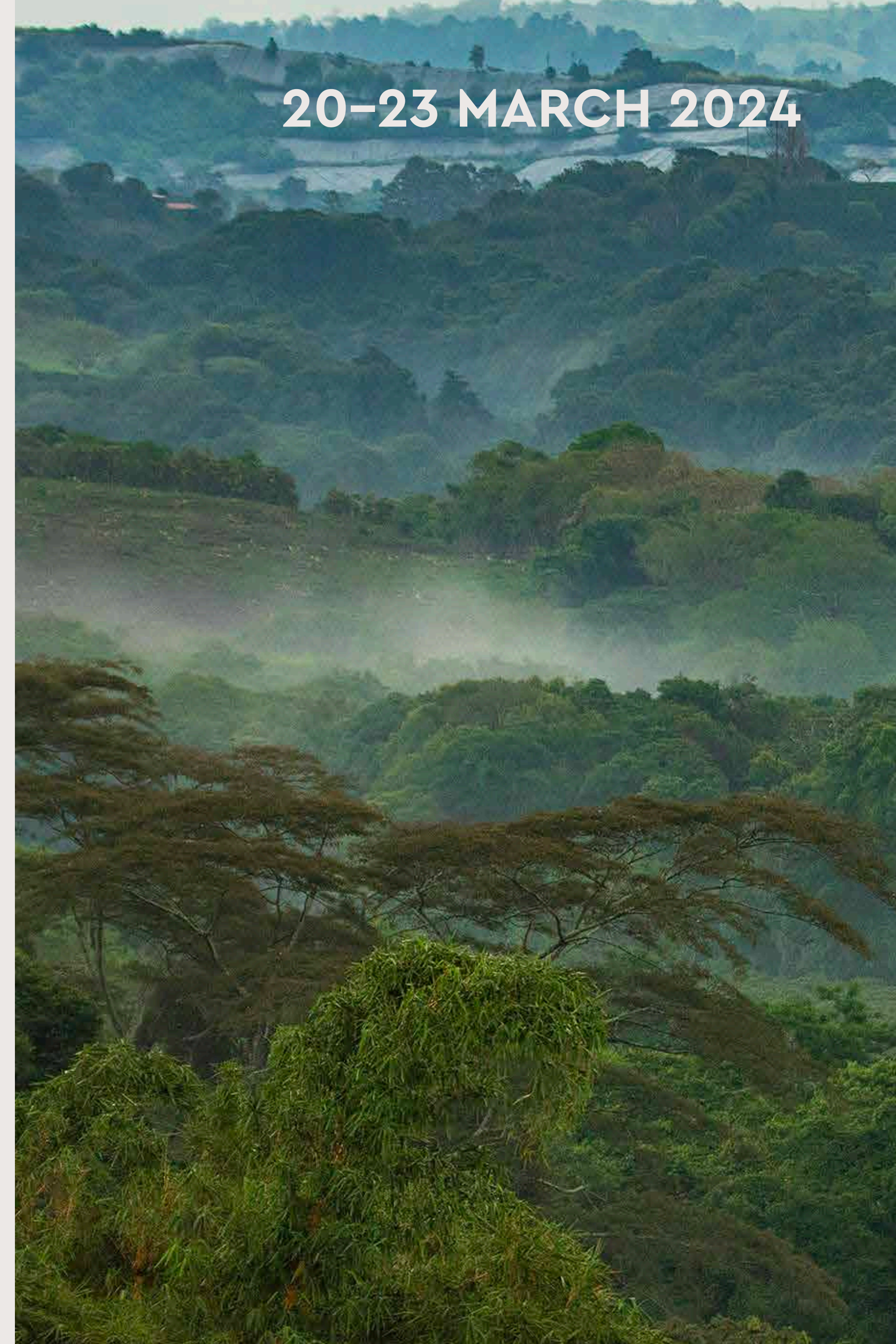
Costa Rica, San José

Costa Rica is renowned for its excellence in coffee production and sustainability. Furthermore, its rich coffee heritage and commitment to sustainable practices make Costa Rica the perfect place to host the 1st Edition of the Café World Summit.

Location:

Costa Rica Convention Center

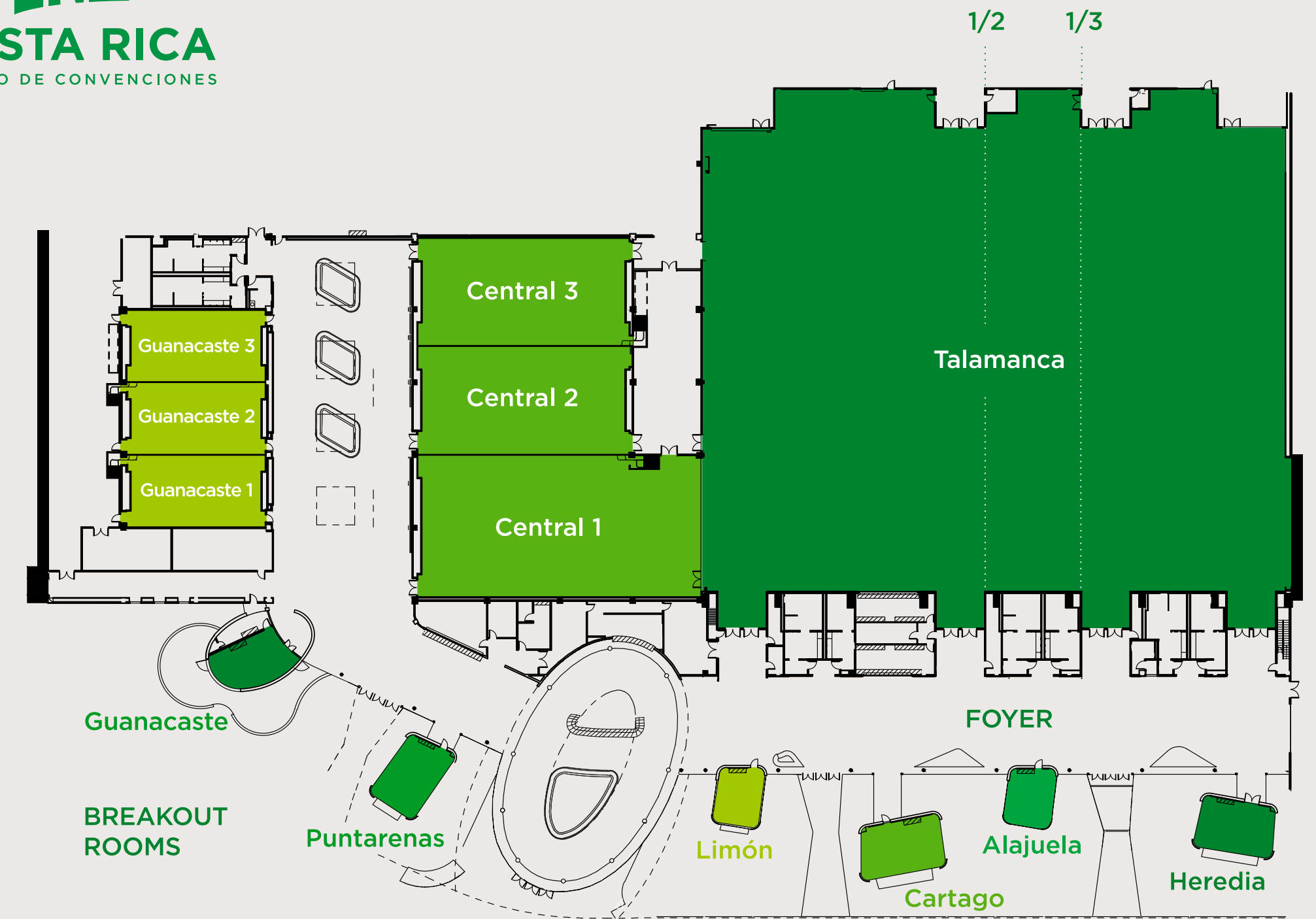
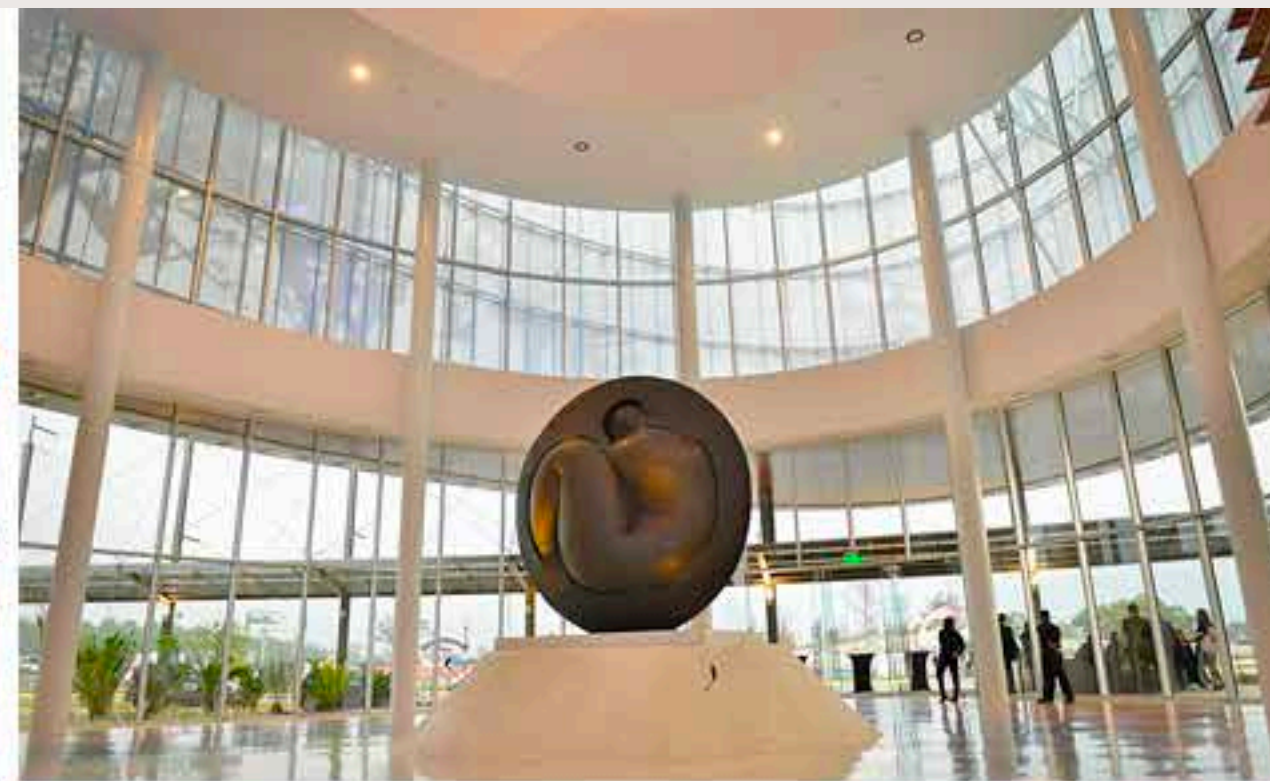
This choice combines state-of-the-art facilities with the coffee essence, offering a unique experience that blends innovation and tradition. In addition to being a unique location, it is a high-caliber convention center. Surrounded by vast coffee plantations just minutes away, it's the perfect combination for enjoying a 360° experience.



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Costa Rica Convention Center Venue



Central 1+2+3: *Foro al Grano & Brewers's Cup*

Talamanca: *Expo. Café Grower's Hub*

Guanacaste: *Brewers's Cup Semi-finals*

Guanacaste + Puntarenas + Limón + Cartago + Alajuela

+ Heredia Lounges : *Sponsor Meetings and Working Group Rooms*

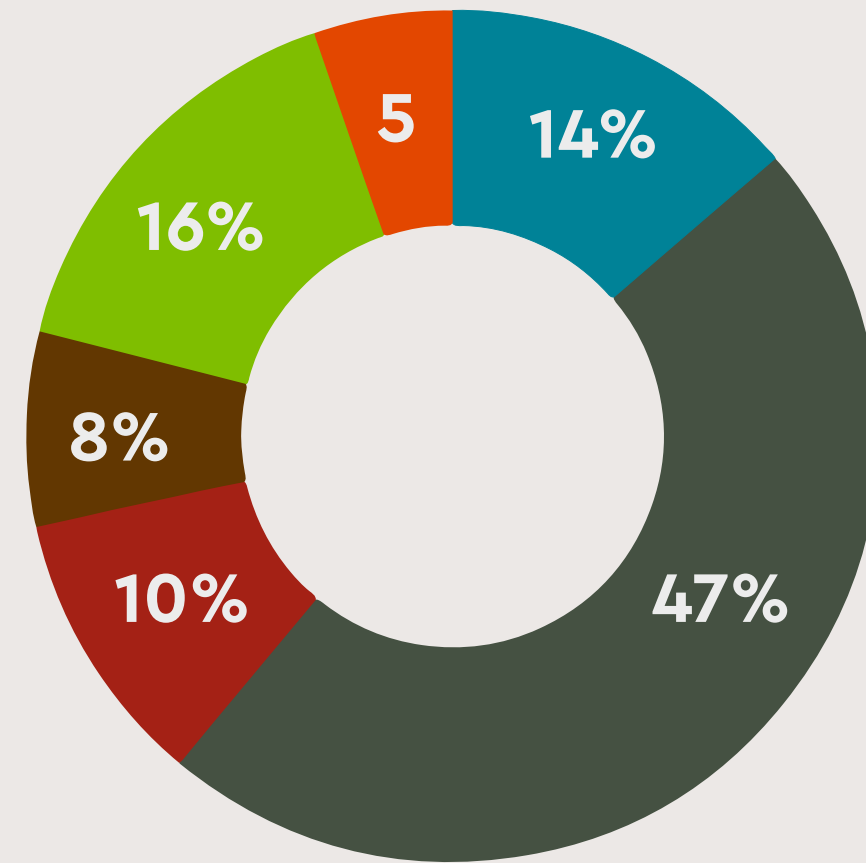
Foyer: *Expo. World Coffees*

Worldwide Connections

66%

ATTENDEES' PROFILE

- Growers: 47%
- End-users: 16%
- Suppliers: 14%
- Industrials: 10%
- Traders: 8%
- Institutions: 5%



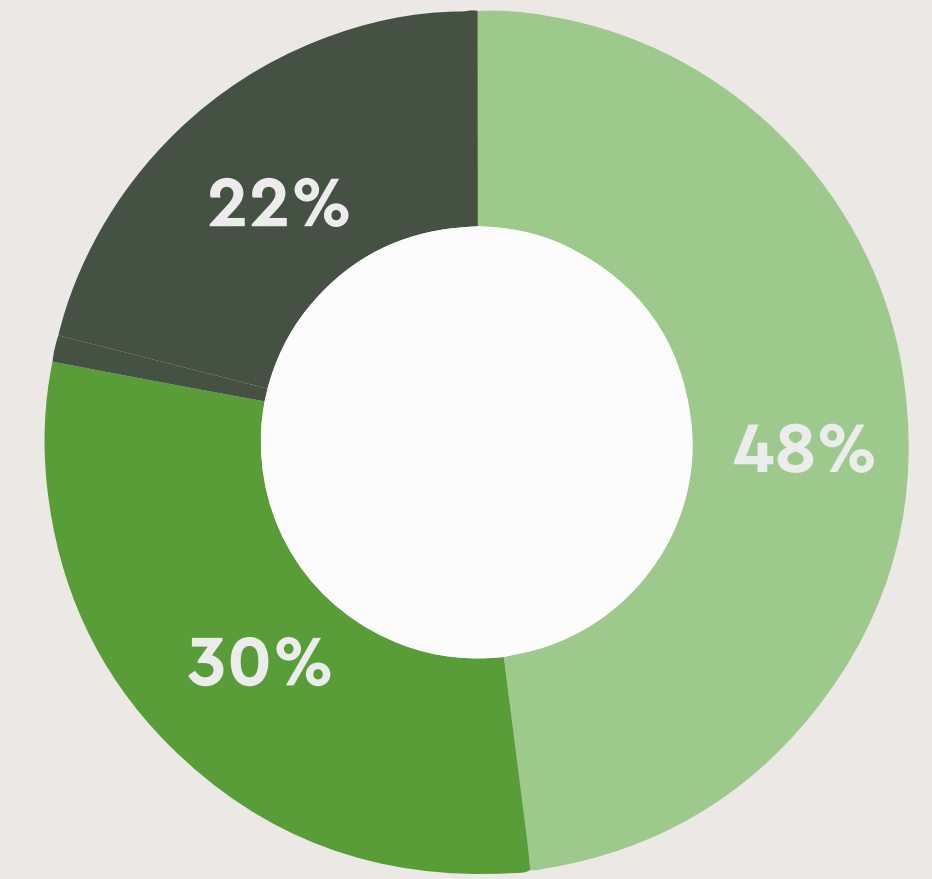
The CWS aims to connect pioneers and innovators **locally global and globally local** with the support of leading institutions, authorities, AgTech players, key traders and growers.

66% Internationals
33% Locals

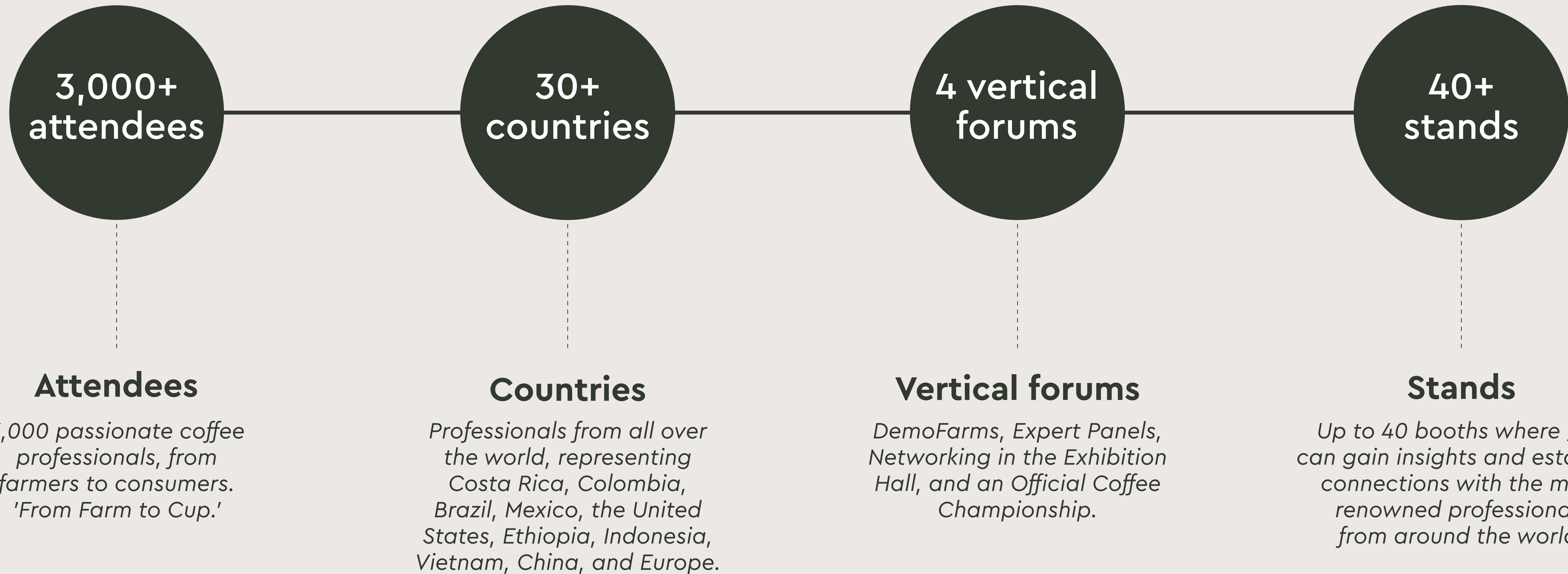
Its main objective is to **promote the exchange of knowledge, drive innovation, encourage sustainable practices, and enhance the development of the coffee industry globally.** The event will bring together leading experts in the coffee industry, both locally and internationally, as well as producers, distributors, Brewers, academics, and coffee enthusiasts.

ATTENDING GEOGRAPHIES

- EMEA 48%
- AMER 30%
- APAC 22%



From Farm to Cup



Agenda

From Farm to Cup

20 MAR
Wed



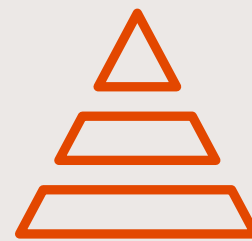
**TECH FARM
EXPERIENCE**
Demo Farm



21-22 MAR
Thu-Fri



**FORO AL
GRANO**
Conference



21-23 MAR
Thu-Sat



**CAFÉ GROWERS
HUB**
Exhibition



23 MAR
Sat



**Brewer
CHALLENGE**
Championship



#CWS2024



Demo Farm

Costa Rica, San José

Day 1 · March 20, 2024

TechFarm Experience

Exploring Innovation on Coffee Farms

Discover how technology is transforming coffee production at one of Central America's leading farms.

*The TechFarm Experience will be a prominent section of our event, where participants can **visit cutting-edge coffee farms** and witness **live demonstrations** of biological solutions, **machinery, agroforestry systems, and digital tools** used on coffee farms. They will also have the opportunity to **exchange knowledge with experts** and explore how these technologies are enhancing efficiency and sustainability in coffee production today.*

#CWS2024



Conference

Costa Rica, San José

Day 2,3 · March 21–22, 2024

Foro al Grano Brewing Knowledge, Shaping Futures

*Most coffee producers lack technical information for their farms, which is why we will continue to offer the essence of the **Foro Al Grano** and provide an accessible **training platform** during the **CWS** to enhance **decision-making** in their businesses and foster connections throughout the value chain and regions through **lectures and theoretical sessions** with industry professionals.*

Foro al Grano

6 Sessions

Renowned Speakers: Recognized experts, industry leaders, and influential figures in the world of coffee.

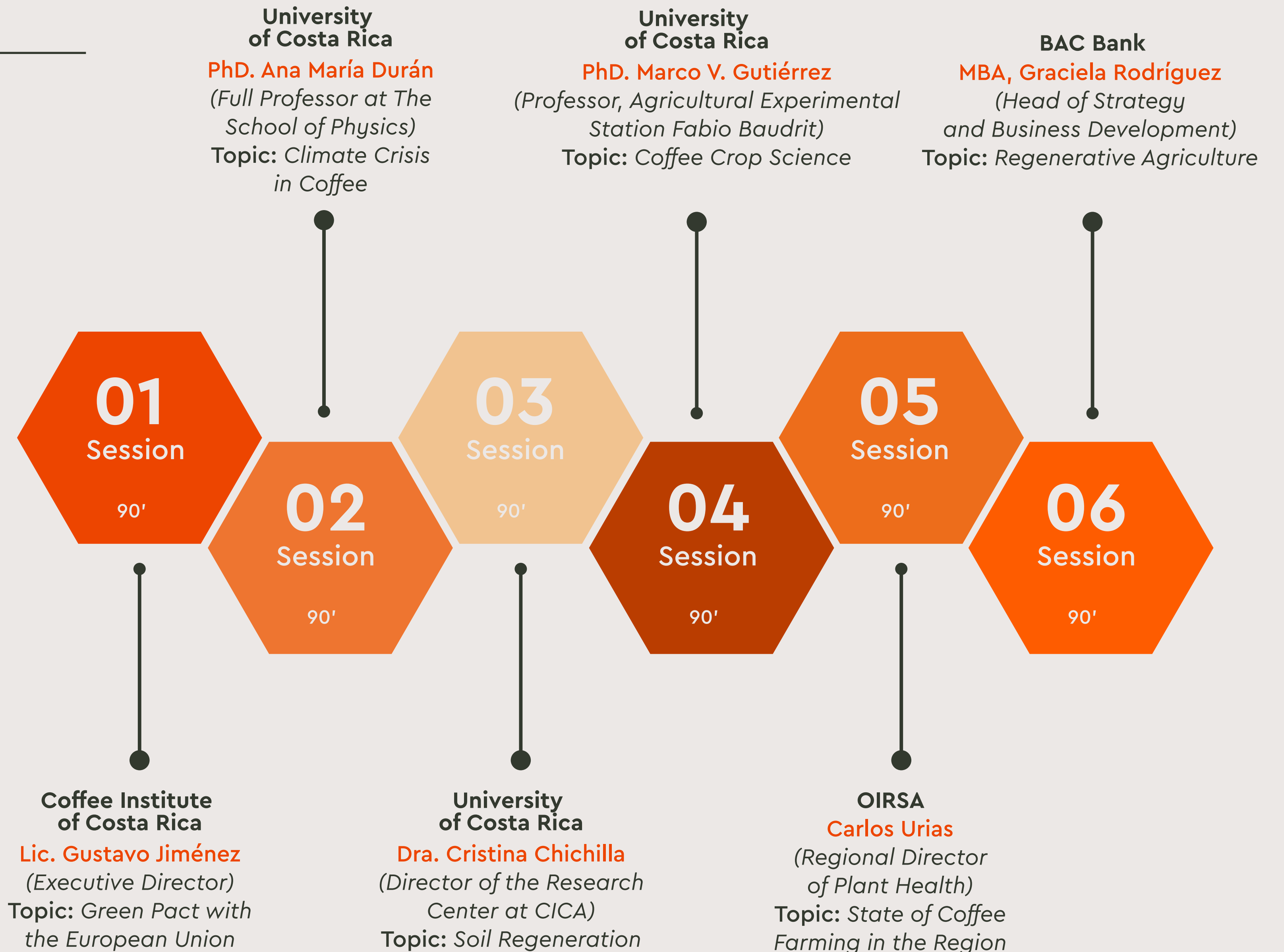
Interactive Format: Combination of traditional lectures, interactive Q&A sessions, and panel discussions.

Networking Opportunities: Breaks between sessions allowing attendees to interact with both speakers and fellow participants.

Current Topics: Debates on sustainability, the impact of climate change on coffee, or the role of technology in coffee production.

Registration Benefits: One ticket to attend multiple aspects of the event (on-site visits, farms, exhibitors, championship, and conferences).

Post-Event Content: The conferences and panels will be streamed on the CWS app and available after the event.



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Exhibition

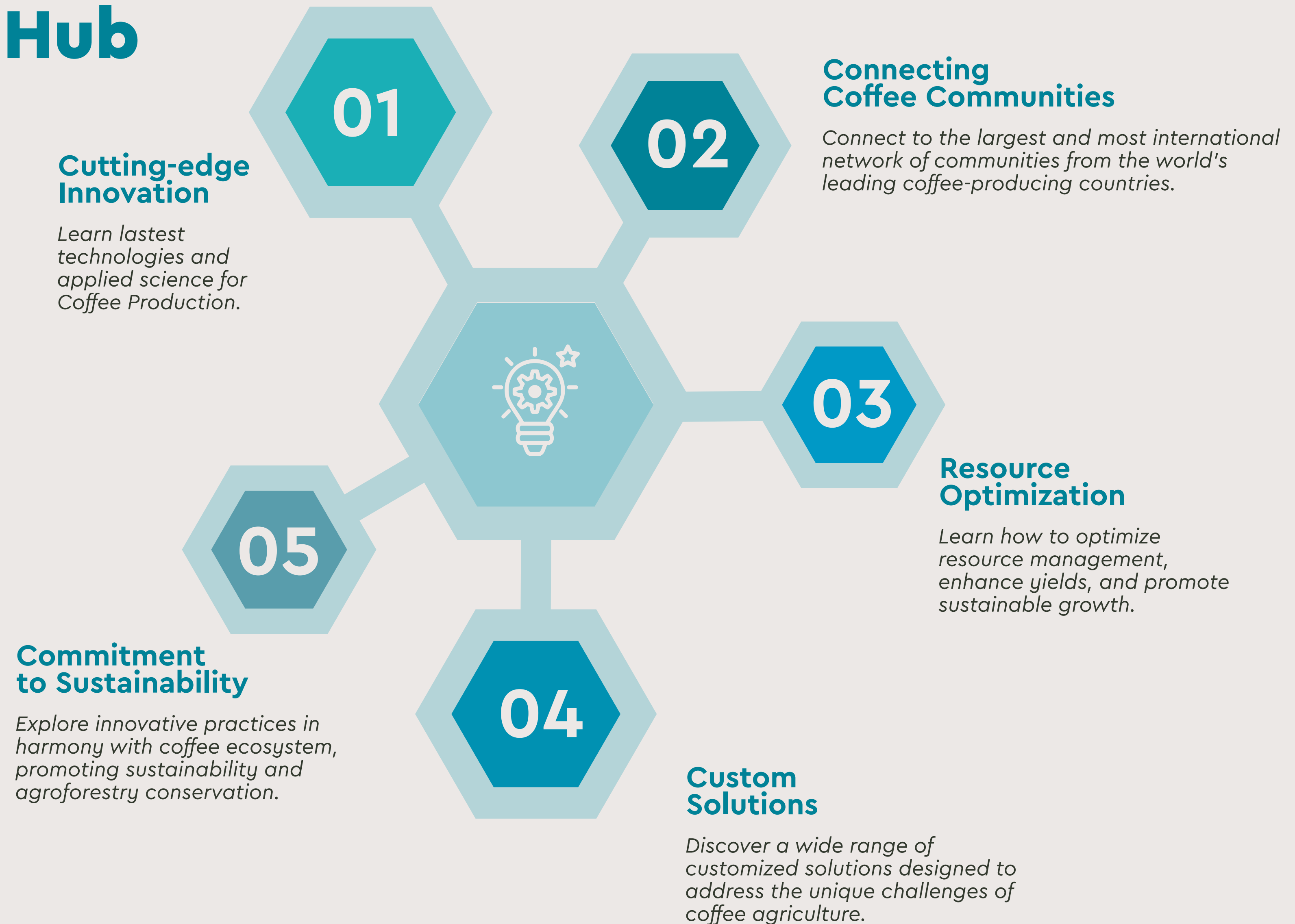
Costa Rica, San José

Day 2,3,4 · March 21–23, 2024
Café Growers' Hub
Pioneering Coffee Agriculture
through Innovation

*Step into the heart of innovation at the **AgroTech Pavilion**, where the future of coffee agriculture is taking root.*

*This specialized area is dedicated to **suppliers and innovators** who are propelling the coffee industry forward, **equipping plantations with state-of-the-art tools, biological solutions, practical knowledge, and cutting-edge technologies.***

Café Growers' Hub Strengths



#CWS2024



Championship

Costa Rica, San José

Day 4 · March 23, 2024

Brewers's Cup

Crafting Flavors, Elevating Experiences

"The Brewers's Cup" is an **exciting championship** that celebrates **creativity and mastery** in creating unique and delicious **coffee brewers**.

Brewers from around all coffee regions in CR will compete through **innovation, showcasing their flavor mastery**.

●
High-Level
Preparations

●
Thrills
and Chills

●
Champion
of Excellence

Brewers's Cup

You will be able to enjoy...

This is your opportunity to immerse yourself in the world of coffee art, learn from the best, and witness the future of coffee brewers.

No matter where you stand in the world of coffee, the Brewers's Cup promises to be an unforgettable experience.

Get ready to be amazed, inspired, and captivated by the magic of coffee!



High-Level Preparations

Experience the technique and skill behind each cup. From bean's extraction to precision pouring, our Brewers will showcase their mastery throughout the brewing process.



Thrills and Chills

Experience the intensity of the Brewer's race against the clock to create the most exceptional coffee brewers.



Champion of Excellence

Discover who emerges as the ultimate Brewer champion, earning the respect and admiration of the entire coffee community and compete to World Brewers Championship in Chicago.

TechFarm Experience Sponsorship

Become a Demo Farm Leader!

When you become a sponsor of the TechFarm Experience, your company will have the opportunity to:

Join us in the TechFarm Experience and be part of pioneering solutions in the coffee industry. Your support will be crucial for the success of this event and for promoting innovation in Costa Rica.

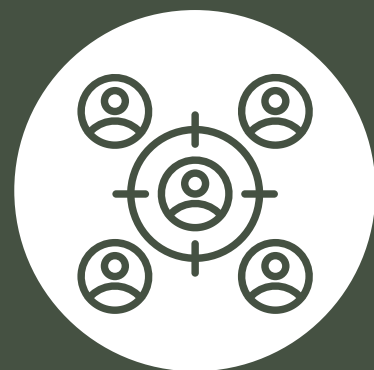
01
Leadership

Show your organization's commitment to innovation and sustainable agriculture by being a part of this unique event.



02
Audience

Connect with coffee producers, entrepreneurs, researchers, and other key players in the coffee industry, both nationally and internationally.



03
Promotion

Increase your company's visibility through the inclusion of your logo on our promotional materials, website, and social media channels.



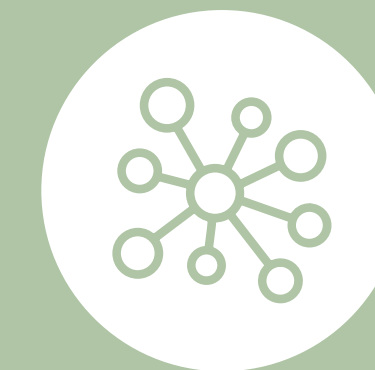
04
Matchmaking

Showcase your solutions and services in our exhibition space, interact with attendees, and establish key business relationships.



05
Networking

Gain access to private events and networking activities where you can connect with industry leaders and establish strategic partnerships.



Why Participate?

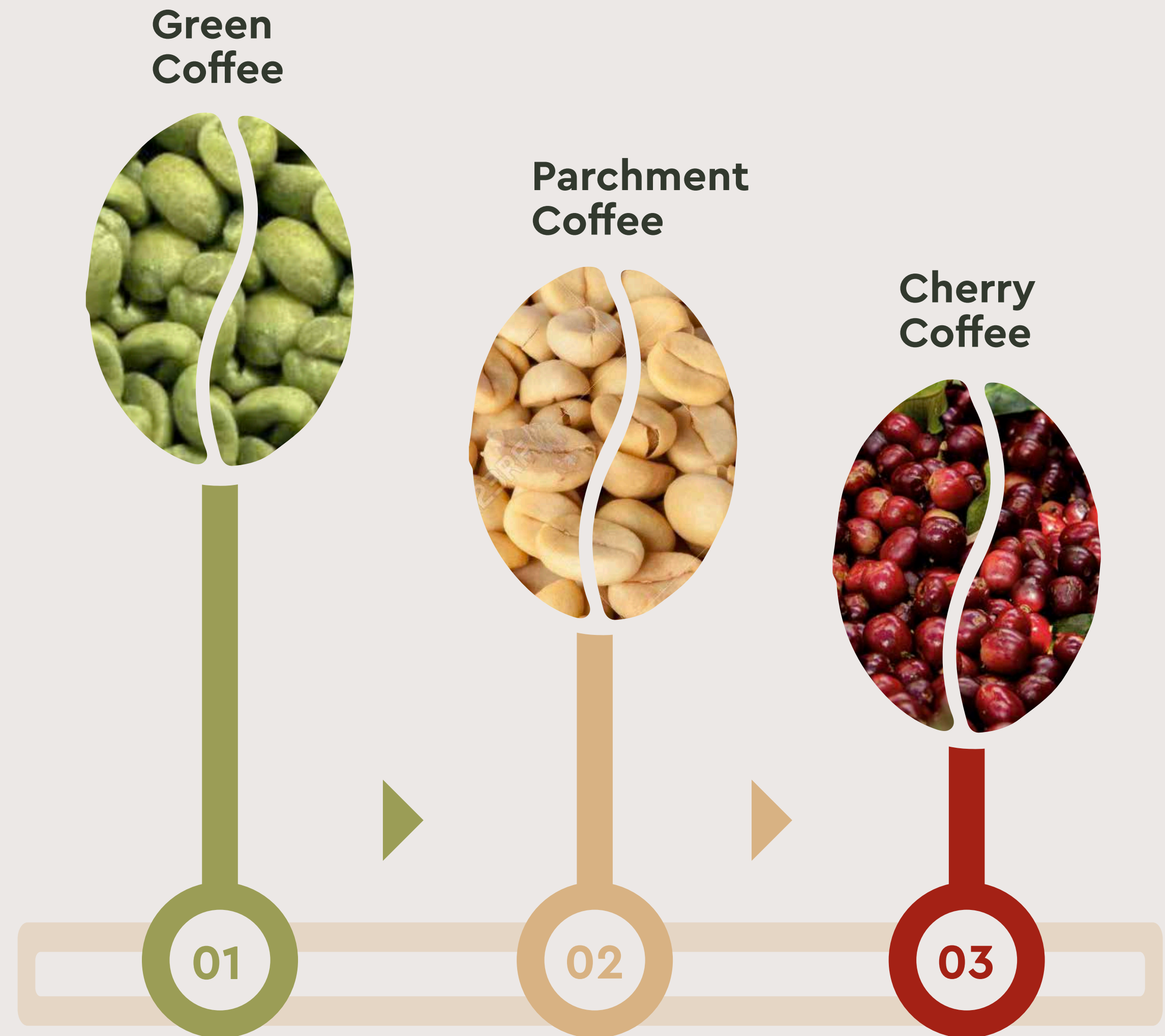
#CWS Advantages

- Exceptional Networking** *Connect with coffee enthusiasts, industry leaders, producers, roasters, and Brewers from around the world.*
- Excellence Training** *Gain masterful knowledge through seminars, workshops, and congress sections led by experts in the coffee world.*
- Cutting-edge Innovation** *Explore the latest in coffee technology, equipment, and sustainable practices that are shaping the future of the industry.*
- Tasting Adventures** *Immerse yourself in a sensory journey with coffee tastings and demonstrations, discovering new flavors and profiles.*
- Global Connections** *Forge meaningful business relationships, partnerships, and collaborations with key players in the global coffee community.*
- Professional Development** *Elevate your skills and career opportunities by learning from the best growers, roasters, and industry professionals.*
- Business Matchmaking** *Showcase your products or services to a diverse and engaged audience, or discover the latest innovations in the world of coffee.*

- Fun & Entertainment** *Enjoy live entertainment, cultural performances, and fun activities that add a vibrant atmosphere to the event.*
- Heritage Exchange** *Immerse yourself in the rich coffee culture of Costa Rica, experiencing its history, traditions, and coffee heritage.*
- Inspiration & Creativity** *Fuel your passion for coffee and gain new ideas that will inspire your approach to preparation and business.*
- Exclusive Events** *Access exclusive events such as gala dinners, networking receptions, and award ceremonies, adding a touch of luxury to your experience.*
- Global Perspective** *Gain a broader perspective of the global coffee industry, understanding its challenges, trends, and opportunities.*
- Sustainability Support** *Contribute to sustainable practices by participating in discussions on ethical sourcing, environmental impact, and fair trade.*
- Memorable Experiences** *Create lasting memories by participating in hands-on workshops, competitions, and interactive sessions.*
- Latest Trends** *Stay updated with the latest market trends, consumer preferences, and emerging opportunities in the coffee market.*

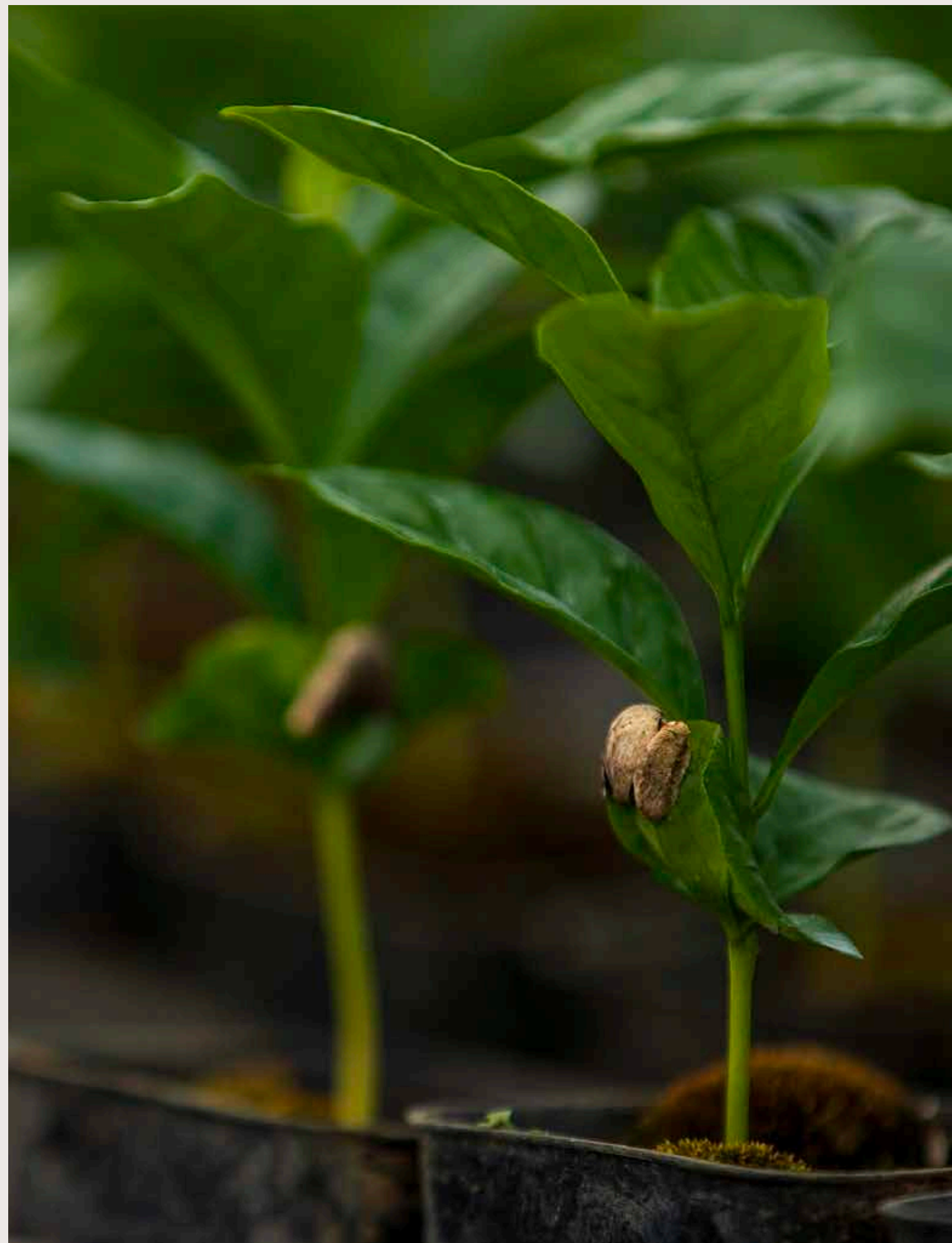
Sponsorship Packs Categories

- **Level 1 – Green Coffee**
*Premium Sponsorship Level:
Elevating Coffee to the Peak
of Perfection*
- **Level 2 – Parchment Coffee**
*Intermediate Sponsorship
Level: Turning the Art of Coffee
into Reality*
- **Level 3 – Cherry Coffee**
*Starter Sponsorship Level:
Planting the Future
of Coffee Together*



Sponsorship Packs

Benefits



Investment Level	GREEN	PARCHMENT	CHERRY
Branding Exposure	Keynote Speech or Innovation Panel	Banners, website, and select materials	Banners, website, and select materials
Agenda	Key note speaker	Panelist	✗
Exhibition Booth	Premium 32 m2 in a high-traffic area	Premium 12 m2 in a coffee exploration area	6m2 in the exhibitors' area
Networking VIP	Access to private meetings with leaders	Invitations to exclusive meetings	✗
Marcom	Email, social media, and press campaigns	Recognition in communications and social media	Recognition in communications and social media
FarmTech Opportunity	Participation in on-farm demonstrations	✗	✗
Free Passes	15 tickets for your team and guests	7 tickets for representatives	3 tickets for representatives
Gala Dinners	3 free passes	2 free passes	✗
Bilateral Meetings	One2One meetings to matchmake business	✗	✗

+ Sponsorships

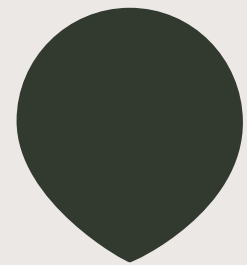
Other ways to participate

- **Challenge Sponsorship** *Patron CWS champion to global championships*
- **Gala Dinner Sponsorship** *Host a night of elegance and inspiration*
- **Lanyard Sponsorship** *Identify all participants with your lanyards and foster a sense of belonging and pride among our attendees*
- **APP Sponsorship** *Support taking the event to new heights, making it a more engaging, informative and connected experience for all*
- **Travel Sponsorship** *Thanks to your brand, we can be bringing world coffee regions in the different venues and activities*
- **Agenda Sponsorship** *Empower attendees with knowledge and guidance by branding all chapters of FARM to CUP agenda*
- **Award Ceremony Sponsorship** *Show the importance of recognizing and promoting achievements that drive positive change with hands-on participation in the ceremony*

- **FarmTech Sponsorship** *Showcase and educate attendees on the latest technologies that have the potential to revolutionize the growing coffee industry*
- **Coffee Fest Bag Sponsorship** *World Summit bag contribution is a practical and stylish way for our guest to carry essentials, materials and memorable takeaways throughout the event*
- **Foro Al Grano Sponsorship** *Host each session with your branding, facilitating hubs of expertise where industry leaders and innovators converge to share insights*
- **Lunch-Breaks Sponsorship** *A feast of opportunities, lunch break hosting will enable audience for connect and learn from sponsor's pitch*
- **Coffee-Breaks Sponsorship** *Fueling Networking, sponsorship ensures that audience enjoys excellence with every cup of coffee*

Ticketing Delegates

Ticket Levels

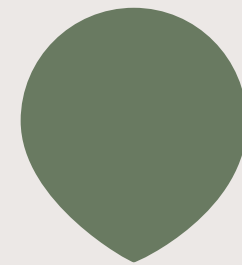


Full Experience Pass

This pass provides access to all aspects of the event for professionals and companies, including workshops, exhibitions, congress sections, and networking opportunities.

● Nationals 750 USD

● Internationals 900 USD

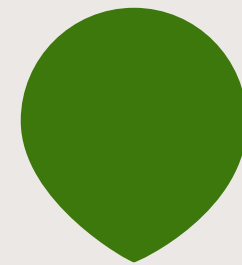


Explorer Pass

For producers who wish to explore the various offerings of the event, this pass provides access to selected sessions, workshops, and exhibitions for 1 day.

● Nationals 350 USD

● Internationals 500 USD



FarmTech Pass

This pass offers access for just one day, allowing attendees to experience visits to the demo farm.

● Nationals 300 USD

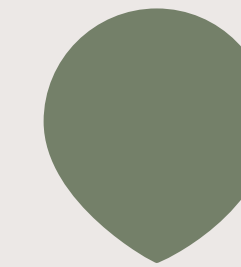
● Internationals 450 USD



Digital Experience Pass

For attendees who wish to participate in the event remotely, this pass provides access to all virtual content and networking opportunities.

450 USD



Gala Elegance Ticket

This ticket provides access to the exquisite gala dinner, where attendees can enjoy an elegant evening of networking and celebration.

120 USD



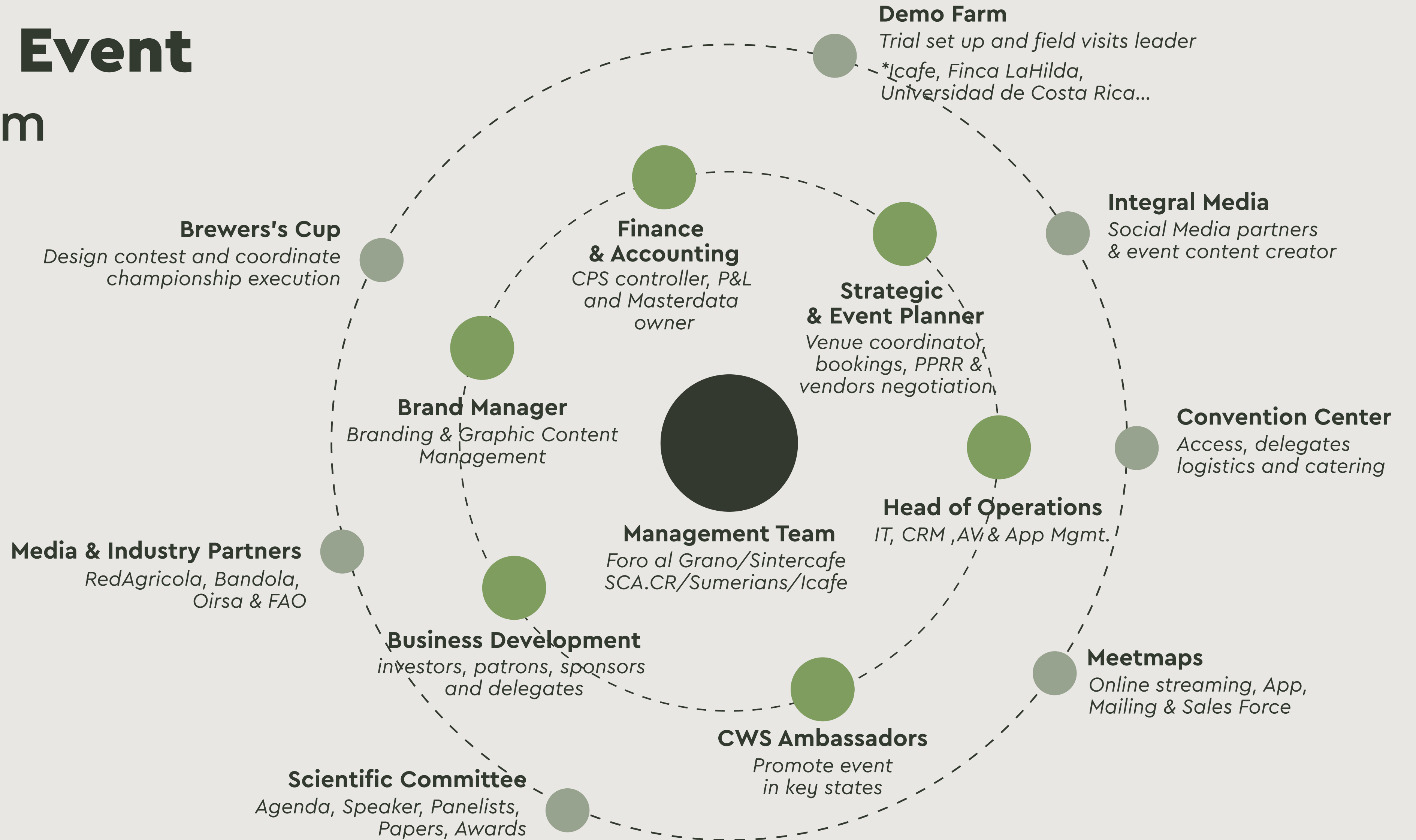
Brewers' Cup Pass

Targeted at producers interested in hands-on learning, this pass provides access only to the exhibition hall and the Brewer championship on Saturday, March 23rd.

30 USD

Behind the Event

The CWS Team



Sponsors

Event Partners



Leading Institutions



2024 Sponsors



Media & Advisory Partners





JOIN US & ENJOY THE EXPERIENCE!

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www.cafeworldsummit.com