



## **WEBINAR:**

### **Ethiopian Coffee – Buy Coffee from its Origin**

**Date of the Webinar:** 29 June 2022

**Time:** 09:30 Hrs – 11:10 Hrs (Brussels time)

<b>Time</b>	<b>Planned Activities / Topics</b>	<b>To be done by</b>
9:30 – 9:35	Starting the event with a brief description of its purpose and the schedule	Embassy
9:35 – 9:45	Opening Remark	Her Excellency Ambassador Hirut Zemene, Extraordinary Plenipotentiary Ambassador of the F.D.R of Ethiopia to Benelux Countries and EU Institutions.
9:45 – 9:48	A Short Video on Ethiopian Cultural Coffee Ceremony	Embassy of Ethiopia, Brussels
9:48 – 10:10	Presentation on Ethiopian Coffee Product	Ethiopian Coffee and Tea Authority
10:10 – 10:20	Presentation on Ethiopian Coffee Trade, Competitiveness, Opportunities and Challenges	Ethiopian Coffee Exporters Association
10:20 – 10:25	Participation of women in Ethiopian Coffee Export	Associations of Women in Coffee- Ethiopia
10:25 – 10:35	2 Selected Ethiopian Exporters Will Share their Experiences (5 minutes for each)	2 Ethiopian Exporters
10:35 – 10:45	2 Selected Belgian Coffee Importers Will share their Experiences (5 minutes for each)	2 Coffee Importers (Benelux)
10:45 – 11:05	Q&A Session	Participants Presenters H.E. Amb. Hirut Zemene
11:05 – 11:10	Conclusion and End of the Webinar	H.E. Amb. Hirut Zemene