Draft Schedule of 2025 Hainan International Coffee Conference

**Morning of August 22, 2025**

Main Venue

| **Time** | **Content** | **Speaker/Organizer** |
| --- | --- | --- |
| 09:00-09:05 | Warm-up Video | Confirmed |
| 09:05-09:15 | Host opens the session, introduces attending leaders and guests (list of participants, personal profiles, photos or PPT) | Host (Wen Qi) |
| 09:20-09:25 | Speech by the organizer | Wen Zhibin, Head of the Organizer (Guangdong Association) |
| 09:25-09:30 | Speech by the organizer | Xu Shibing, Head of the Organizer (Hainan Association) |

### Keynote Speech Session

| **Time** | **Content** | **Speaker** |
| --- | --- | --- |
| 09:30-09:35 | Congratulatory Speech | Colombian Consul General |
| 09:35-09:50 | - | General Manager of Asia-Pacific Region, Brazilian Export and Investment Promotion Agency |
| 09:50-10:10 | Challenges in Domestic and International Economic Situations and Opportunities for Hainan's Coffee Industry | Wang Yuesheng, Director and Professor, Department of International Economics and Trade, School of Economics, Peking University |
| 10:10-10:30 | Transformation from Precision Planting to Smart Supply Chain | Ren Yong, Director and Professor, Laboratory of Complex Engineering Systems, Department of Electronic Engineering, Tsinghua University |
| 10:30-10:50 | In-depth Integration of Artificial Intelligence and the Coffee Industry | Zeng Tieyong, Professor, Department of Mathematics, The Chinese University of Hong Kong; Changjiang Distinguished Lecturer |
| 10:50-11:10 | When Medicinal Aroma Meets Coffee Aroma: A Millennial Flavor Dialogue | Xu Ming, Professor, Peking University; Director, Department of Global Health, School of Public Health; Vice Dean, Institute of Global Health Development |
| 11:10-11:30 | Cultural Trade: On the Rise and Diffusion of Coffee Culture | Dong Shan, Director and Professor, Research Office of Paleography, Peking University |
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| 11:30-11:50 | Protective Mechanism of Caffeine on the Central Nervous System and Its Clinical Application Prospects | Yan Weiqi, Professor, School of Medicine, Zhejiang University |
| 11:50-12:10 | Strategic Development of the Global Coffee Industry | Lin Shisheng, Professor, School of Information Science and Electronic Engineering, Zhejiang University |
| 12:10-12:30 | Chemical and Biological Engineering Empowering Innovation in the Coffee Industry | Fu Jie, Deputy Director, Key Laboratory of Biomass Chemical Engineering of the Ministry of Education; Professor, College of Chemical and Biological Engineering, Zhejiang University |
| 12:30-13:20 | Lunch + Networking | - |

**Afternoon of August 22, 2025**
Main Venue

| **Time** | **Keynote Speech Content** | **Speaker/Organizer** |
| --- | --- | --- |
| 13:20-13:30 | Host opens the session, introduces the conference content | Wen Qi |
| 13:30-13:50 | Coffee Culture, Tea Ceremony, and Incense Culture: A Dialogue Between Eastern and Western Civilizations | Cui Baoguo, Professor and Doctoral Supervisor, School of Journalism and Communication, Tsinghua University; Director, Media Economy and Management Research Center, Tsinghua University |

### Roundtable Forum (1)

| **Time** | **Theme** | **Participants** |
| --- | --- | --- |
| 13:50-15:00 | The Path of Hainan Coffee to Break Through Under the Background of Free Trade Port Construction | Xu Dan (Hongqiao Pinhui), Chia Tai, Nanguo, Mushan, Wang Xin, Jason Sarley |

| **Time** | **Activity Content** |
| --- | --- |
| 09:30-17:00 | Fine Coffee Exhibition, World Coffee Latte Art Champion's Latte Art Skills Sharing, Hand-brewed Coffee Sharing |

**Afternoon of August 22, 2025**
Main Venue
Hainan Free Trade Port Coffee Industry Investment Promotion Conference

| **Time** | **Meeting Content** | **Speaker/Organizer** |
| --- | --- | --- |
| 15:00-16:00 | Check-in | Hainan Free Trade Port promotional video played on loop |
| 16:00-18:00 | Enterprise Promotion Conference | Participation of enterprises from inside and outside the province |

**August 23, 2025**
Main Venue
2025 Hainan First International Coffee Conference Forum
Linking World Coffee and Hainan Coffee

| **Time** | **Content** | **Speaker** |
| --- | --- | --- |
| 09:00-09:10 | Host opens the session, introduces forum topics and attending leaders/guests | Wen Qi |
| 09:10-09:25 | Special Value and Peripheral Communication of Hainan Coffee Brands | Lu Di, Professor, School of Journalism and Communication, Peking University; PhD in Journalism, Renmin University of China |
| 09:25-09:40 | Development and Tasting Philosophy of ASEAN Coffee Associations | Lin Kewei, Director of Education (Singapore Region), ASEAN Coffee Academy; Technical Director, ASEAN Coffee Academy; Board Member, Singapore Coffee Association; Board Member, ASEAN Coffee Federation |
| 09:40-09:55 | Analysis of Advantages of Yunnan's Coffee Industry | Huang Jiaxiong, Chief Scientist, Yunnan Specialty Coffee Association; Chief Scientist, Cotti Coffee Technology R&D and Promotion Center |
| 09:55-10:10 | R&D and Industrialization Demonstration of Key Technologies for High-Quality Coffee Processing | Dong Wenjiang, PhD in Food Science and Engineering, Nanchang University; Researcher and Master Supervisor, Spice and Beverage Research Institute, Chinese Academy of Tropical Agricultural Sciences |
| 10:10-10:25 | How to Unlock Global Opportunities for Chinese Coffee | Eric Baden, Founder and Chairman, Coffee Commune Group; Director, Golden Bean Cup International Competition |
| 10:25-10:40 | Analysis of Global Coffee Consumption Trends | Chen Zhenjia, Director, China Coffee Engineering Research Center; Leader, Provincial Innovation Team for Industrial Technology, China Coffee Engineering Research Center; PhD, Doctoral Supervisor, Researcher |
| 10:40-10:55 | The Rise of Hainan Coffee: Opportunities for Specialty Robusta Coffee from Green Bean and Roasting Competitions | Jiang Chengzhe, Founder/Manager, Zheshi Coffee; Designer/Judge, Xinglong Robusta Coffee Roasting Competition; Founder, BLATAGE COFFEE (Specialty Dark Roast Coffee); Chief Judge, ABODY Green Bean Certification Standard, Asian Coffee Association; International Judge, Cup of Excellence (COE) Competition; Founder, Oubeike Specialty Coffee |
| 10:55-11:10 | Tipsy Coffee, Intoxicated in Hainan | Wan Jianxiao, MBA; Chairman, Jianying Industrial Group; Director, Shanghai Food Society; Graduate Tutor, University of Shanghai for Science and Technology |
| 11:10-11:25 |  |  |
| **Time** | **Forum Theme** | **Participants** |
| 11:25-12:30 | Enhancing China's Discourse Power in Linking Coffee with the World | Liu Haifeng, Sai Min, Su Chengcheng, Lu Ming, Lin Jianliang, Yang Yu |
| 12:30-13:30 | Lunch + Networking | - |
| 13:30-14:15 | My Journey as a World Coffee Latte Art Champion & Latte Art Skills Sharing | Chen Zhuohao, Manager, Hangzhou Moment Coffee Training Institute; 2025 World Latte Art Championship Winner |
| 14:15-14:30 | New Opportunities for Coffee Processing Industry Development in Haikou National High-Tech Zone | Shao Huihan, Director of Industrial Development, Haikou National High-Tech Zone International Investment Consulting Co., Ltd. |
| **Time** | **Product** | **Quantity** |
| 15:00-15:10 | Weishite (Coffee Machine) | 1 model |
| 15:10-15:20 | Zhutingzhou (Coffee Concentrate) | 1 model |
| 15:20-15:30 | Hongse Mima Wuyang (Coffee Bean Blending Machine) | 1 model |
| 15:30-15:40 | Chuanyin Coffee (Mid-Autumn Coffee Gift Box) | 2 models |
| 15:40-15:50 | Chia Tai (Coffee) | 2 models |
| 15:50-16:00 | Mushan (Coffee) | 1 model |
| 16:00-16:10 | Nanguo (Cold Brew, Drip Coffee) | 2 models |
| 16:10-16:20 | Coffee Salon (Coffee Salon Annual Publication) | 1 model |

**August 23, 2025**
Branch Venue

2025 Hainan First International Coffee Conference Hand-brewing Competition and Cupping Activity Sharing

| **Time** | **Activity Content** | **Related Personnel** |
| --- | --- | --- |
| 09:00-13:00 | Mushan Cup Coffee Hand-brewing Competition | Chen Shengsong |
| 15:30-16:30 | 2025 2nd Hainan Coffee Green Bean Competition, Cupping Sharing of Top 10 Yunnan Coffee Green Bean Competition 2025 | - |
| 09:30-17:00 | Fine Coffee Exhibition, World Coffee Latte Art Champion's Latte Art Skills Sharing, Hand-brewed Coffee Sharing | - |