



Re:co

THE SPECIALTY COFFEE SYMPOSIUM

GOTHENBURG, SWEDEN

15-16 June 2015

Re:co is a unique, new symposium, launching in Europe at SCAE's Nordic World of Coffee in Gothenburg on the 15th & 16th of June 2015. Designed for high-level discussion, leading innovation, and strategy development, Re:co engages those passionate and influential in the world of specialty coffee.

Through a mixture of speakers, interactive experiences, and opportunities for conversation, Re:co will look primarily at the new specialty market in Europe. The one and a half day event, lead by celebrated industry professionals, scientists, and renowned global figures in the fields of sustainability, business, and politics, is split into three sessions to allow for a broader scope of discussion than just the current state of the European market. The first session, "Where are we now?" seeks to elucidate existing market data around historical trends, growth, and commoditisation in order to help form an understanding of where our industry currently stands. The second session, "Where can we go?" explores the possibilities open to us along the chain of coffee production and consumption as we move forward. The final session, "How do we get there?", will offer a practical roadmap of concepts and technologies that will help us arrive at our desired destinations as an industry.

This inspirational event will be held in an equally inspirational location: the innovative architecture and definitive Scandinavian design of Eriksbergshallen and the adjacent Quality II Hotel will play host to the first-ever Re:co, located in the heart of the Port of Gothenburg in the city's most rapidly expanding and exciting districts—Norra Alvstrand.

Re:co's audience are those looking to gain insight into the new specialty market in Europe, as well as those looking to be challenged and inspired by their industry. It is an essential event for leaders of businesses who believe that collaborative work and discussion can benefit all involved.

For more information on the program, tickets, and accommodation, please visit or email:

recosymposium.org

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