



An Event Created by GRUPO CUBITÁ
May 16 to May 22, 2016





The Panama Coffee Show is an international event that capitalizes on Panama's positioning in the world of coffee, winning important awards and recognition through the years as the best coffee in the world, in order to create an experience with a combination of multidisciplinary activities surrounding the coffee industry.







Luigi Lupi

Known as the father of Latte Art



International Personalities

In this **2nd edition**, the event counts with the charismatic Luigi Lupi as our international centerpiece, who in our 1st Coffee Show strongly impacted the media and people who participated in the event.

The show will include more national and international personalities from the coffee world and related industries, which will be key in capturing international interest on this event.

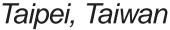






Luigi Lupi – International Events













Teheran, Iran

Seoul, South Korea

Luigi Lupi promotes coffee events around the world in countries such as Taiwan, Holland, Belgium, Ecuador, Venezuela Colombia, Peru, among others.

Background - 2015

- Panama Coffee Show 2015 was successfully organized with activities in Panama, Boquete and Chitré.
- Training sessions certified by the Specialty Coffee Association of Europe, led by our guest from Italy, Luigi Lupi.
- Barista exhibitions in coffee shops, restaurants and hotels.
- Coffee Tours to complete the coffee experience.







Background - 2015

- Widespread national and international media reports with 10+ newspapers articles on press, culinary blogs and press conferences.
- Very active Social Media with a frequency of more than 4 daily publications in our allied social networks, reaching nearly 58,000 people.



International Blogs (Honduras)



National Press coverage







From May 16 to May 19, 2016 – Boquete, Republic of Panama

The Coffee Show starts a few days after The Best of Panama, the XX edition of this internationally renowned tasting.

Lectures and training sessions in Boquete, the coffee capital of Panama.

Coffee Tours











From May 20 to May 22, 2016 – Panama City, Republic of Panama

International Fair at the Atlapa Convention Center Competitions, Expo, Entertainment, Lectures, Training Sessions, and more:

- 1. Recognized coffee brands.
- 2. Coffee farms.
- 3. Coffee Associations.
- 4. Coffee Shops.
- 5. Bakeries.
- 6. Coffee-related products.
- 7. Dealers.
- 8. Universities.
- 9. Training Centers.

- 10. Banks, credit unions, insurance companies.
- 11. Transportation and cargo companies
- 12. Airlines
- 13. Leasing
- 14. Wellness / Health
- 15. Chocolate / Ice cream
- 16. Liqueur
- 17. Hotels







Competitions and Contests

PCS National Barista Championship

Crazy Latte Art Challenge











Entretainment / Related Prodructs

Simultaneous shows at the fair.
Invitation to chefs, artists, baristas and more...
Music and entertainment to keep a nice and comfortable environment.

The Fair will have spaces to locate coffee derived products such as:

Bakeries Chocolate Liqueur Ice cream Wellness / Health









Training / Lectures

Simultaneous to the fair and with varied subjects.

- 1. Barista training. Support and service to coffee shops and bars.
- 2. Barista Certifications.
- 3. Interesting Lectures and seminars to local producers, etc.









Coffee Tours

Immersion in the coffee culture in partnership with hotels, tour operators, coffee farms, coffee shops and our Coffee Show.

Coffee Tour Destinations: Coclé and Veraguas Highlands Chiriquí Highlands











Coverage

- 6,000 visitors are estimated during the Panama Coffee Show.
- → The International tasting *The Best of Panamá*, organized by the Speciality. Coffee Association of Panamá, will be held a few days before the fair, aiming to our audience.
- Media coverage on Radio, television, newspapers, blogs, social media and massive emails.
- Specialized tourism that incorporates the entire value chain of coffee.
- ♦ Direct promotion with coffee buyers in international markets, as well as coffee and worldwide barista associations.









2015 in Pictures



ENTRETENIMIENTO

Irlanda Sotillo 07 oct 2015 - 00:05h

Temas: Gastronomía Café Italia



Luigi Lupi participa como exponente en el primer 'Panamá Coffee Show', cuyas clases comenzaron ayer en el Hotel Bristol. Foto por:

Luigi Lupi es el gurú del café, aunque él mismo reniegue del título que ha ganado tras 30 años de experiencia en estos menesteres.









■ Gastronomía

El maestro de los baristas

domingo 18 de octubre de 2015 - 12:00 a.m.

Un buen servicio de café potencia todas las bondades de la bebida. El italiano Luigi Lupi compartió con los panameños sus secretos







