

İSTANBUL
COFFEE
SUMMIT

25 - 26 MARCH 2021



I S T A N B U L
C O F F E E
S U M M I T



Hello there;

Seven years ago, all coffee lovers and shareholders, came together at Istanbul Coffee Festival...

We created a very unique ecosystem where you can have local and global experiences and share your own. Followed by Istanbul Coffee Festival, we broke new grounds with Ankara Coffee Festival, Coffee Weekend, Barista Clash, Bean on Wheel and Coffee Guide.

Now we are here to create another new exciting experience, here we are with Istanbul Coffee Summit (ICS). This time we will focus on the industry, investments, brands and business around coffee.

We will talk about the future of coffee in Istanbul, which is the hot capital of coffee history and we will make sure that it still is.

With your support and love for coffee, we are stronger together.

It will take place on 4-5 March 2021. Thank you to everyone who has been the part of this project.

Keep safe and enjoy

Alper Sesli

Dream Sales Machine

Founder Director



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“WHERE THE COFFEE BUSINESS WORLD MEETS”

MORE
BEAN
MORE
COFFEE

Dream
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WHY ISTANBUL?

Istanbul; It is a unique attraction centre with an unquestionably special geographical location, being on the land and water ways which connect continents and cultures for thousands of years, and with its over 5000 years of history, it has much to say for itself.

Istanbul gave birth to the coffee culture more than 500 years ago and has been the capital of Turkish coffee ever since. Coffee has found its place in our lives not only as a drink but as a lifestyle, a way of expression, symbol of hospitality, as a daily ritual, showing respect, making peace and fortune telling, in other words it has been us.

In fact, when you look deep in history, it is easy to say that Istanbul is the Coffee Capital of the World.

It has been seven years since we met at Istanbul Coffee Festival and we are now getting ready to host a summit where we will discuss the future of the coffee industry and trade.

Istanbul has much to say about coffee and coffee culture, it has many stories and moments, some might be forgotten, and for that exact reason we are here now to reassure and give back its well deserved and respected place.



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OUR LOGO ...

“In our logo design, we merged the coffee bean as the symbol of over 5 centuries of coffee culture, coffee shop culture and roasters with the tulip, the symbol of Istanbul.

It also resembles serving of coffee; tulip leaves are holding the coffee and serving the coffee to the world.

We are hoping that our logo will be part of the success and support this special project visually.”

Burak Isık
Brandeer Creative Studio / London
Creative Director



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WHAT IS ICS?

Istanbul Coffee Summit; Meeting point for all industry professionals; from traders to machinery suppliers, coffee shop owners to brewers, farmers to business development specialists.

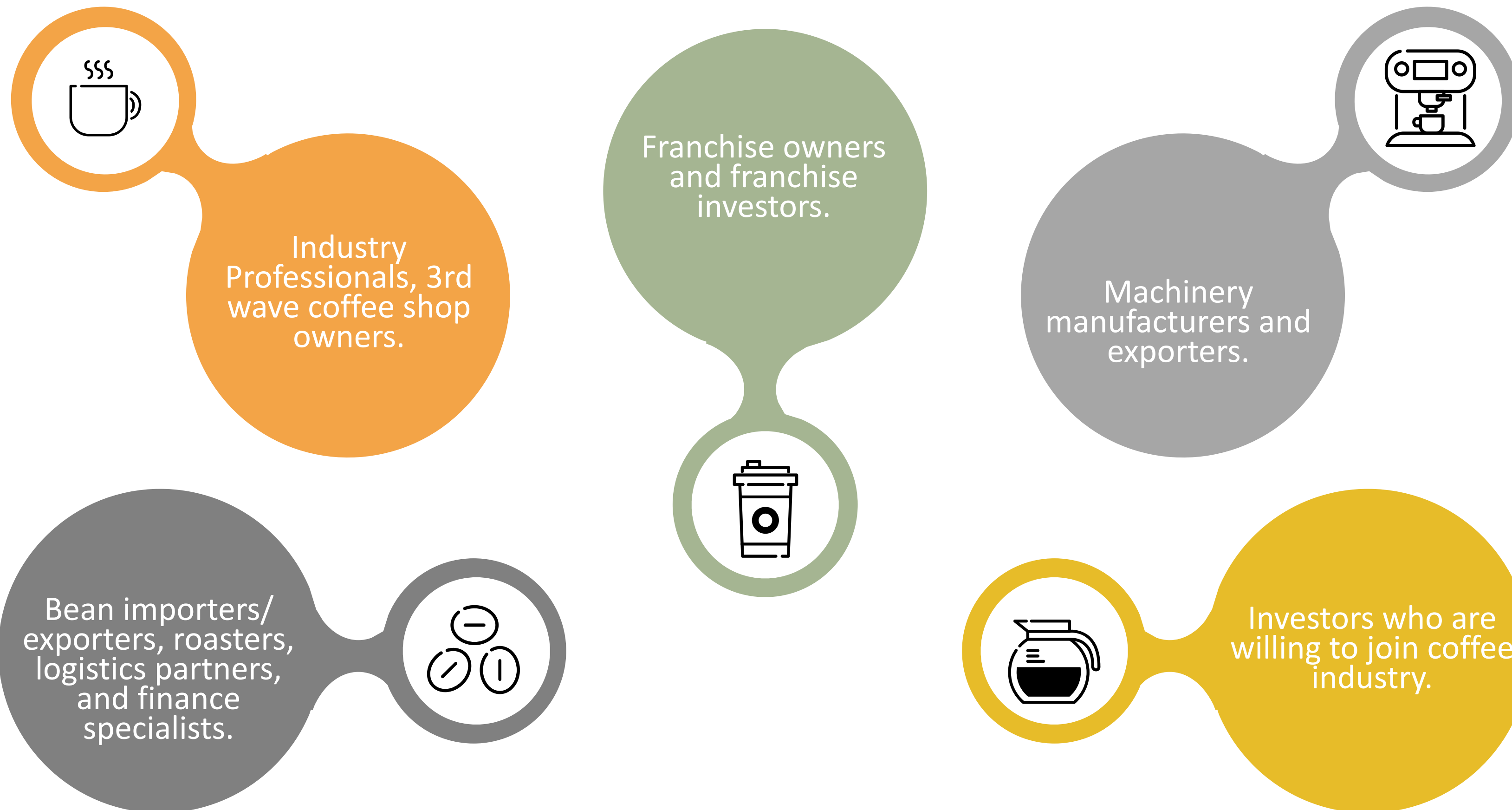
Perfect place where nothing about coffee will be left unspoken in this vastly growing, fast paced industry.

Knowing that we will not be able to meet face to face due to Covid-19, we created this unique digital platform as the new meeting point to keep all participants up to date. This is the only digital platform where we can all smell the coffee.

**MORE
BEAN
MORE
COFFEE**

**Production
Life
Functionality
Loyalty
Creativity
Conversation
Sense
Pleasure**

TARGET AUDIENCE



HOW DOES IT WORK?

Very convenient and user friendly interface, very easy web-based fair zone. It consists of Lobby, Halls, B2B Lounge and Fair Zone



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WHAT WE
HAVE ?



-
- HALLS
 - BRAND EXPERIENCE ZONES
 - B2B LOUNGE
 - WORKSHOP
-

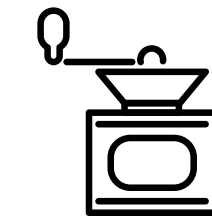


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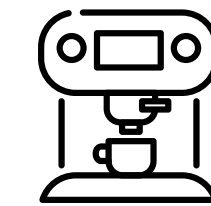
HALLS



MAIN HALL



HALL 1 - TURKISH COFFEE



HALL 2 - SPECIALTY COFFEE



HALL 3 - SCA



HALL 4 - IF I HAD A CAFFE!



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MAIN HALL

We will host industry's leaders, well known and respected traders and will have the chance to hear inspiring stories from farmers, machinery suppliers, bean traders and will have the most serious digital content in this hall.





HALL 1 TURKISH COFFEE

Our 500 year old cultural heritage, Turkish Coffee will be hosted in Hall 1.
Geographical and cultural journey of a bean turning into a lifestyle.



HALL 2 SPECIALTY COFFEE

You will hear the story of the significant change in coffee culture alongside 3rd wave coffee culture, speciality coffee and new roasters. We will have insights from industry leaders about entrepreneurship, power of e-commerce in pandemic and revolution-like change in social habits.





HALL 3 – SCA

In this hall, we will speak about speciality coffee with globally renown industry leaders and mentors moderated by SCA Turkey elected leading committee.

HALL 4 IF I HAD A CAFE!

In this hall, anyone who is passionate about being in the speciality coffee business and Franchisers will have a chance to exchange knowledge and create opportunities with professionals of machinery supply, credit & leasing applications, coffee shop management, water treatment systems, coffee culture architecture, brand and trademark law, bean exporters about the future opportunities.



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8 MARCH

We are paying tribute to inspirational female professionals in coffee and celebrate Women's Day. We are planning to make special sessions on this day.





PROGRAMME

PROGRAMME DETAILS AND LINE UP WILL BE PUBLISHED FREQUENTLY

25 MARCH 2021 – 11:00/18:00

26 MARCH 2021 – 10:00/17:00



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BRAND EXPERIENCE ZONES



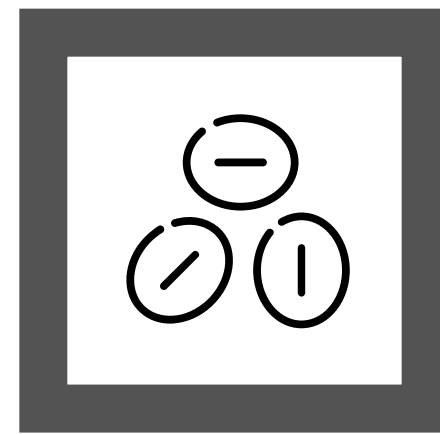
Brands will have the opportunity to communicate with the audience and represent their brand with 3D digital stands.



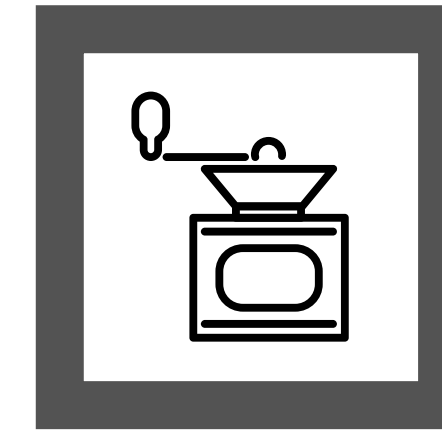
LOBBY



Sponsors and Participating Brand Logos



Programme and Line Up



Pop-up video and advertisement



FAIRGROUND

Brands can chose their 3D stand from fair layout



They can create a bespoke outlook by working on pre-designed stands

Brands without stands can make one-on-one meeting in B2B lounge



Options to display products, content placement and playing their videos



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B2B LOUNGE

Any firm and brand without a dedicated stand in fairground will have the opportunity to pre-book virtual B2B meetings. It can be online chat or video meetings.





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WORKSHOP

- Top baristas will show you how to brew the best coffee at home
- Easy recipes for home brewers
- Coffee pairing





THANK YOU



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GİZLİLİK SÖZLEŞMESİ

Bu sunumda yer alan yazıların ve görsellerin 5846 sayılı Fikir ve Sanat Eserleri Kanunu çerçevesinde tüm mali ve manevi hakları saklıdır. Söz konusu içerikler eser sahiplerinin izni olmadan kopyalanamaz, çoğaltılamaz, dağıtılamaz, işlenemez, değiştirilemez ve yazılı ve görsel mecralarda izinsiz yayınlanamaz.