SPOTLIGHT. Will we still have coffee tomorrow?

Programme

The event will be held in **German** and **simultaneously translated into English.**

On **14 April 2026** in Berlin, we bring together key players from politics, business, civil society, consumer protection, science and the media. The aim is to have an open, constructive debate on shared responsibility, new approaches and necessary alliances for the future of coffee and cocoa.

2:15 p.m. Doors open

The doors open and we invite you to start the programme in a relaxed atmosphere with speciality coffees and fine pastries.

3:00 p.m. Welcome

Erik Hofstädter
Chair of the Management Board Tchibo GmbH

3:10 p.m. Keynote

Karel J. Golta
Expert in innovation and transformation

15:30 p.m. Panel discussion

Dr. Olaf Deutschbein
Head of Berlin Office UNIDO (ITPO Germany)

Markus Kamrad
Executive Director Consumer Organisation Berlin

Andreas Ronken
CEO Alfred Ritter GmbH & Co. KG

Melanie Rutten-Sülz
Managing Director Solidaridad Deutschland e. V.

Pablo von Waldenfels
Director of Corporate Responsibility Tchibo GmbH

Katja Weber
Moderation

16:50 p.m. Wrap-up

Vern Long
Chief Executive Officer of World Coffee Research

17:00 Uhr: Get-together – The dialogue continues

Come and chat with our coffee team during the flying menu, make new contacts and learn more about the Tchibo coffee programme. Let the evening draw to a close in a relaxed atmosphere together with us.

SPOTLIGHT
Dialogue event
14 April 2026

Data Space
Rosenthaler Straße 38
10178 Berlin

Tchibo