



FOR IMMEDIATE RELEASE

Registration is Now Open for the First-Ever Educator Summit in Busan, South Korea!

April 6, 2023 – Registration is now open for Educator Summit, taking place in Busan, South Korea from May 31 – June 1, 2023. The first-ever event of its kind, Educator Summit is a two-day conference dedicated to equipping coffee trainers with the latest in emerging coffee knowledge and training techniques.

Educators are a vitally important part of the specialty coffee community educating people throughout the entire coffee value chain.

Regarding the launch of Educator Summit Busan 2023, Yannis Apostolopolous, Chief Executive Officer of the Specialty Coffee Association says, “Coffee educators are invaluable to our industry and we’re pleased to bring a brand-new event, created to support their careers and the delivery of coffee education. Our largest group of coffee educators, the SCA Authorized Trainers, are based in South Korea and we’re delighted to give them access to the latest emerging coffee knowledge through research, training techniques, and the Coffee Value Assessment.”

This event is designed to enrich coffee educators’ knowledge with new research, advanced insights in the SCA’s new Coffee Value Assessment, and the most current and effective teaching techniques. Sessions include:

- All About the New SCA Coffee Value Assessment
- Research Update: Solving the Mystery of Coffee Sweetness
- Sensory Exercises for Instructors
- The Future of Sensory Skills Certificate Program

This summit would not be possible without the support of event sponsors [Barista Attitude](#), [BWT water+more](#), and [Sanremo Coffee Machines](#), and event host Busan Techno Park.

Speaking about their support of the summit, Cinzia Pietrobon, Barista Attitude Brand Manager said: “Coffee educators are the key to distribution and development of industry knowledge. They create professionalism and structure that helps the whole coffee sector evolve thanks to a multitude of courses taught every day all around the world. We’re proud to support the event whose program has been informed by local coffee educators, equipping them with new knowledge and techniques they can put into action for the betterment of the coffee world.”

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Registration is now open with a number of discounts are available, which can be combined, including an early-bird discount until **April 28, 2023**.

Dr Frank Neuhausen, Managing Director of BWT water+more Deutschland GmbH shared, “Coffee is our passion, and truly excellent coffee needs the best water. With our huge range of optimization systems, we offer the perfect solution for every local water quality. Coffee educators show us every day the incredible benefits of sharing knowledge and developing skills together within our industry and livelihoods. We believe this event will equip the coffee educator community with the latest information to help them thrive in their careers. Together we can continue building on the knowledge foundations towards the betterment of the future of coffee.”

Danilo Llopis, R&D Manager at Sanremo Coffee Machines says, “Connections and camaraderie are such an integral part of every coffee professional’s life. We’re so excited for a fresh opportunity to come together for the amazing purpose of education. Educator Summit represents an investment in our coffee educators and is a welcome new resource to help professionals engaged in growing coffee culture worldwide.”

Event information is available in [English](#) and [Korean](#). The event will be delivered with simultaneous translation to Korean available to attendees.

Learn more about Educator Summit at education.sca.coffee/educator-summit.

If you would like to partner with us to support free access to market information for the whole value chain, please contact us at sponsorship@sca.coffee.

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Notes to Editors:

- [Educator Summit Busan – Event Information](#)
- [Download Educator Summit Busan Promotional Graphics](#)

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About the Specialty Coffee Association

The Specialty Coffee Association (SCA) is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community. For more information, please visit sca.coffee.

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