



FOR IMMEDIATE RELEASE

World of Coffee Trade Show Expands to Central America in 2026 for World of Coffee Panama



MONDAY, DECEMBER 11, 2023— Today, at an inaugural signing at the Panama Convention Center in Panama City, Panama, The Specialty Coffee Association (SCA) Board Members and Chief Executive Officer, Yannis Apostolopoulos with SCA Board President, Konstantinos Konstantinopoulos, joined a welcoming crowd alongside The Specialty Coffee Association of Panama (SCAP) Board Members and President, James Hunter Tedman, and The Chamber of Commerce, Industries and Agriculture of Panama President, Adolfo Fabrega, to solidify the expansion of the World of Coffee trade show to Panama in 2026. World of Coffee Panama,

produced and delivered by licensed partners The Specialty Coffee Association of Panama and The Chamber of Commerce, Industries and Agriculture of Panama, will take place at the Panama Convention Center in October of 2026. This inaugural World of Coffee in Central America will run in addition to the SCA's annual World of Coffee trade shows in Asia, the Middle East and Europe.

World of Coffee Panama 2026 marks the first World of Coffee trade show in Central America and focuses on a deep-rooted connection to coffee producing regions. This growth highlights the thriving specialty coffee industry in Central America and establishes Panama as an easy-to-reach hub for coffee producers and traders alike. Renowned for its excellence in coffee varieties, agriculture, specialty coffee trade and consumption, Central America stands as an ideal host for World of Coffee, showcasing the region's significant role in the global coffee landscape.

On the expansion of World of Coffee into Central America in 2026, SCA CEO Yannis Apostolopoulos says: "We are thrilled to bring World of Coffee, our premier coffee trade show, to Central America for the very first time. World of Coffee Panama 2026 is our first-ever trade show in a coffee-producing country and this marks a significant step in our commitment to promoting coffee consumption within producing countries, a key element for the sustainability of coffee and in alignment with the Specialty Coffee Association's sustainability agenda. World of Coffee Panama is the ideal platform for coffee professionals, producers, and traders worldwide to connect, network, and foster innovation in the specialty coffee sector. We are proud to collaborate with The Specialty Coffee Association of Panama and The Chamber of Commerce, Industries and Agriculture of Panama on this project. As our official licensed partners, we are excited for them to produce a World of Coffee tailored to the unique coffee culture in this region, highlighting Central America's important role in the global coffee industry."

Adolfo Fábrega, president of the Chamber of Commerce, Industries and Agriculture of Panama (CCIAP), states: "This is an excellent opportunity, our country has been selected for the first edition of the World of Coffee in Latin America. Panamanians will be able to show the world the great potential of the exportable offer that we

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have and promote our high-altitude coffee, which is a source of pride, particularly in recent years, when it has had positive behavior with the Geisha," he added.

In addition, he thanked the Specialty Coffee Association, as well as the Specialty Coffee Association of Panama for the "trust placed in the CCIAP that for 40 years has organized international great events such as the famous Expocomer, Expo Logistica Panama and Expo Turismo Internacional, among others."

Mr. James Hunter Tedman, president of the Specialty Coffee Association of Panama adds:

"In SCAP we are very proud that the Specialty Coffee Association has chosen our country for the first Latin American World of Coffee. We see it as a recognition of the hard work Panama has done positioning our coffees as one of the best in the world, as the best expression of "Specialty Coffee". The World of Coffee Panama will highly impact many industries in our country, tourism, commerce and the service sectors will benefit tremendously. Our partnership with the Chamber of Commerce, Industry and Agriculture of Panama will strengthen our Association and secure the success of this project."

Prospective exhibitors, sponsors and attendees are encouraged to learn more and stay up to date by signing up for the World of Coffee Newsletter at worldofcoffee.org/newsletter and visiting sca.coffee/news for the latest information.

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Note to Editors

[Download WOC Panama Promotional Graphics](#)

[Photos of Signing](#)

Pictured (left to right): SCAP President James Hunter Tedman, SCA CEO Yannis Apostolopoulos, The Chamber of Commerce, Industries and Agriculture of Panama President, Adolfo Fabrega

[Group Photo](#)

Pictured: The Specialty Coffee Association 2023 Board of Directors, SCAP President James Hunter Tedman, The Chamber of Commerce, Industries and Agriculture of Panama President, Adolfo Fabrega, SCA Board President, Konstantinos Konstantinopoulos and SCA Chief Executive Officer, Yannis Apostolopoulos

Please credit the Specialty Coffee Association.

About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. The SCA's purpose is to foster global coffee communities to support activities to make coffee a more sustainable, equitable, and thriving activity for the whole value chain. 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 a fair, sustainable, and nurturing industry for all, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at <https://sca.coffee/>.

About The Specialty Coffee Association of Panama

The Specialty Coffee Association of Panama, also known as SCAP, is a nonprofit organization dedicated to developing Panama's specialty coffee industry through best practices in coffee production. Founded in 1996, SCAP brings together over 80 producers from Panama's highland coffee regions who aim to produce top quality, unique Panamanian coffee. Through SCAP's work, Panama Geisha coffee has become a country brand known the world over as the highest scored and most valuable coffee variety.

For over two decades, SCAP has promoted commercial relationships between Panamanian coffee farmers and international markets while also supporting the growth of specialty coffee culture within Panama. Under SCAP's leadership, Panamanian specialty coffee has gained global recognition for its exceptional quality and distinct flavor profile.

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Since its founding, SCAP has remained committed to exporting premium coffee varieties around the world. SCAP's coffees consistently score among the highest in international taste competitions, winning numerous prizes and recognition. SCAP's passion is crafting coffees that delight the palates of coffee lovers everywhere. Over the years, SCAP's has stayed true to its mission of sharing the joy of exceptional coffees with coffee enthusiasts around the globe.

About The Chamber of Commerce, Industries and Agriculture of Panama

The Chamber of Commerce, Industries and Agriculture of Panama has more than 40 consecutive years of responding to the needs of a changing market by holding international events such as EXPOCOMER, EXPO LOGISTICA PANAMA, EXPO FRANQUICIA PANAMA, EXPO TURISMO INTERNACIONAL and organizing seminars, trade missions, conferences and national and international events of importance for the commercial development of the country.

The CCIAP is an organization that seeks the aggrandizement and economic development of the Republic of Panama and has the objective of promoting business development in Panama.

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