



Welcome Partner

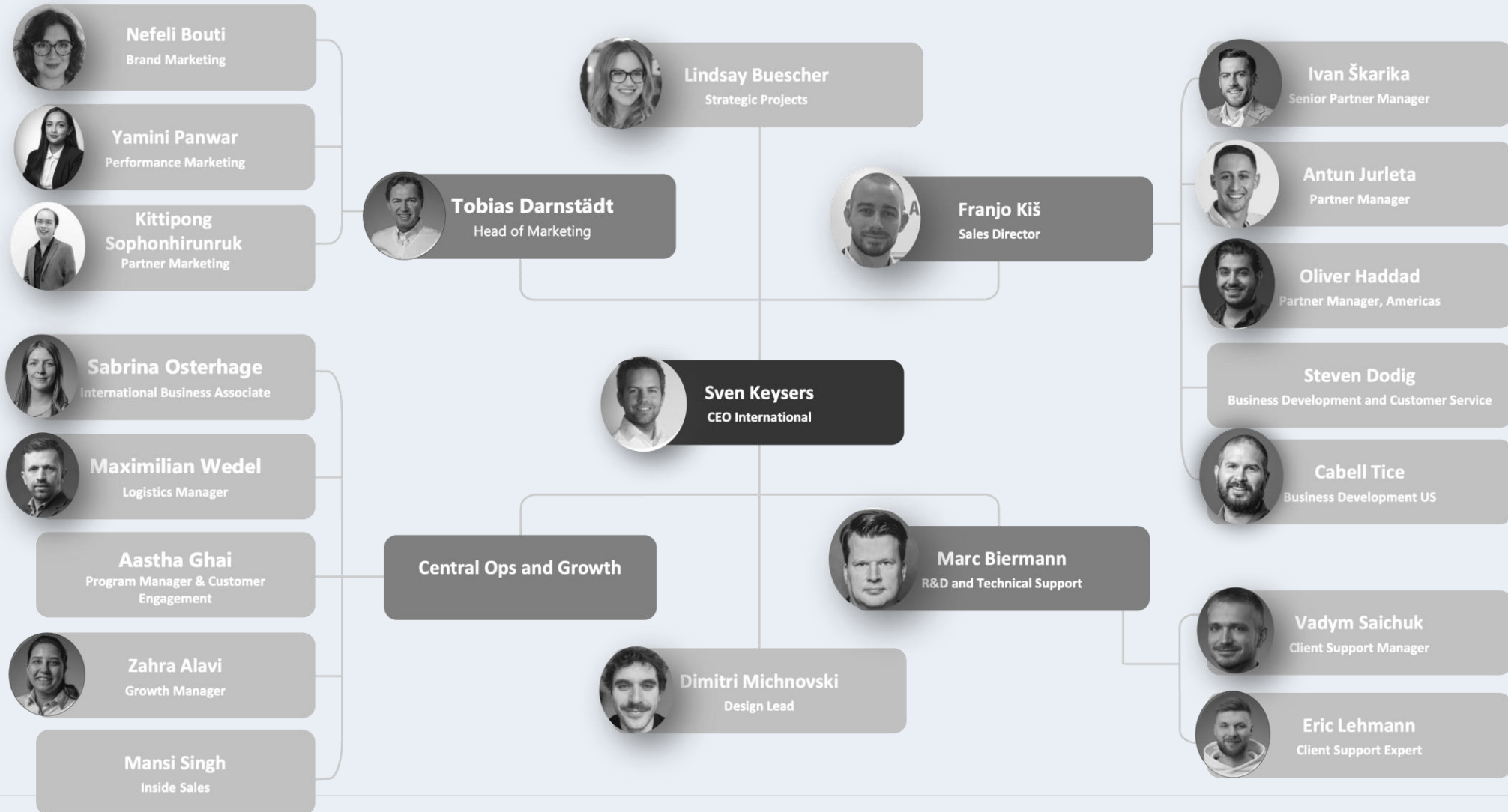


01.2025

Agenda

- 01 Meet the Team**
- 02 Our Partner Network**
- 03 2025 Events**
- 04 Overview of the Onboarding Process**
- 05 Knowledge Sharing**
- 06 Marketing**
- 07 Sales**
- 08 Technical**
- 09 Relationship Management**
- 10 Any Questions or Thoughts?**

Meet the Team



Our Global Presence

Americas



Europe



Middle East



Africa



Asia Pacific



45+ Events in 2025

Jan	Horecava NL	Amsterdam, NL
	Sigep Rimini	Rimini, Italy
	Horkram	Denmark
	FFCR	Stockholm, Sweden
Feb	Hotel & Restaurant Show	Tokyo, Japan
	Adriatic Gastro Show	Zadar, Croatia
	HORECA Greece	Athens
	WOC Dubai	Dubai, UAE
	Madrid Coffee Fest	Madrid, Spain
Mar	CATEX	Dublin, Ireland
	Nordic Coffee Festival	Gothenburg, Sweden
	AAHAR	New Delhi
	MICE	Melbourne, Australia
	Prague Bar Show	Prague, Czech
Apr	AU2PART	Denmark
	Coffee Expo Seoul	Seoul, Korea
	ACE	Amsterdam, NL
	MAKRO Czech Gastro Fest	Czechia
	RC Show	Toronto, CA
	Dublin Coffee Festival	Dublin, Ireland
	ICBS	Malaysia
	Specialty Coffee Expo	Houston, USA
	Tallinn Coffee Festival	Estonia

May	<u>WOC Jakarta</u>	Jakarta, Indonesia
	<u>London Coffee Festival</u>	London, UK
	<u>Kazakstan Coffee Fest</u>	Kazakhstan
	<u>NRA Chicago</u>	Chicago, USA
	<u>CAFEX</u>	Egypt
Jun	<u>The Specialty Coffee Expo JHB</u>	Africa
	<u>Decorex</u>	Africa
	<u>WOC Geneva</u>	Geneva, Switzerland
Jul	<u>Taichung Coffee Expo</u>	Taiwan
	<u>CAFERES Japan</u>	Tokyo, Japan
	<u>MIFB</u>	Malaysia
	<u>Creative Coffee Week</u>	Africa
Sept	<u>EXPO CAFE Mexico</u>	Mexico
	<u>Riga Food 2025</u>	Latvia
	<u>Paris Coffee Show</u>	Paris, France
	<u>SCAJ</u>	Tokyo, Japan
Oct	<u>Barcelona Coffee Awards</u>	Barcelona, Spain
	<u>Horkram</u>	Denmark
	<u>HOST</u>	Milan, IT
	<u>FABEX</u>	Osaka, Japan
Nov	<u>Taipei Coffee Expo</u>	Taiwan
	<u>Seoul Cafe Show</u>	Seoul, Korea

Onboarding Process: Key Areas of Focus

“If everyone is moving forward together, then success takes care of itself” – Henry Ford



Knowledge Sharing

Sharing knowledge will help us align, learn, grow and succeed together

Admin/Procurement processes

Understanding the procurement process, payment terms etc.

Gather partners company information

Gather all relevant contact & company information & any relevant/useful documents



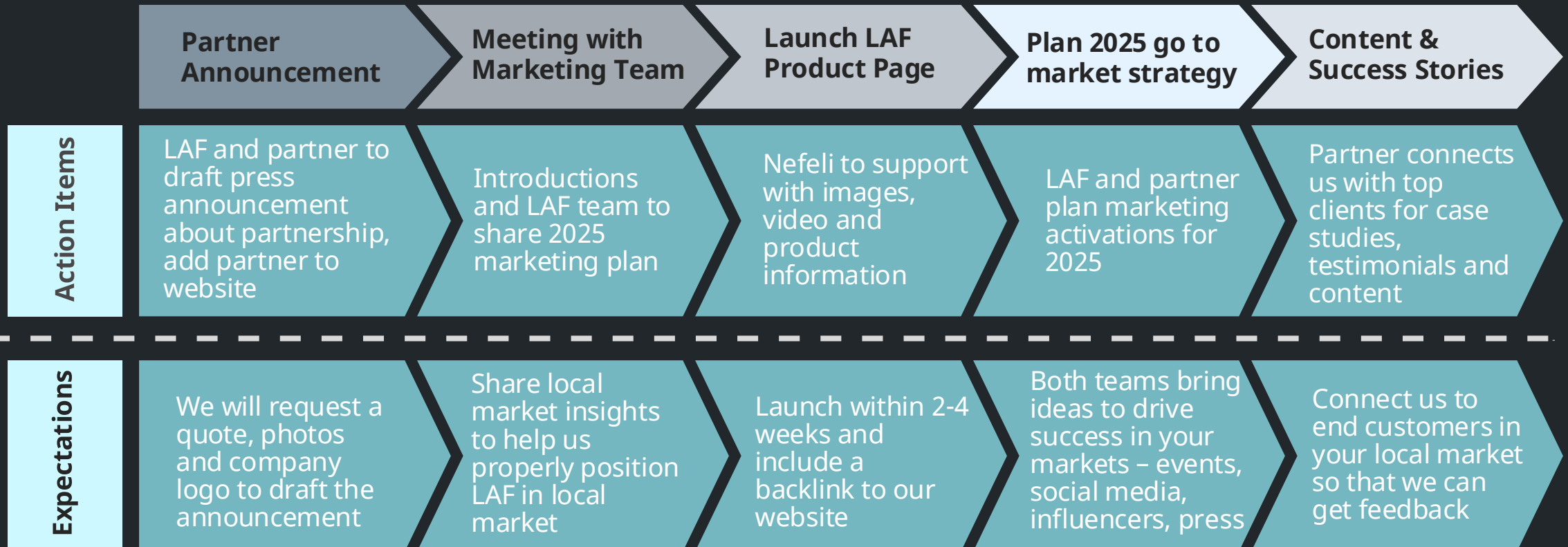
Provide access to our knowledge database

"SharePoint" Frank Buna's database stores all company documents such as manuals, brochures, photos, presentations etc.

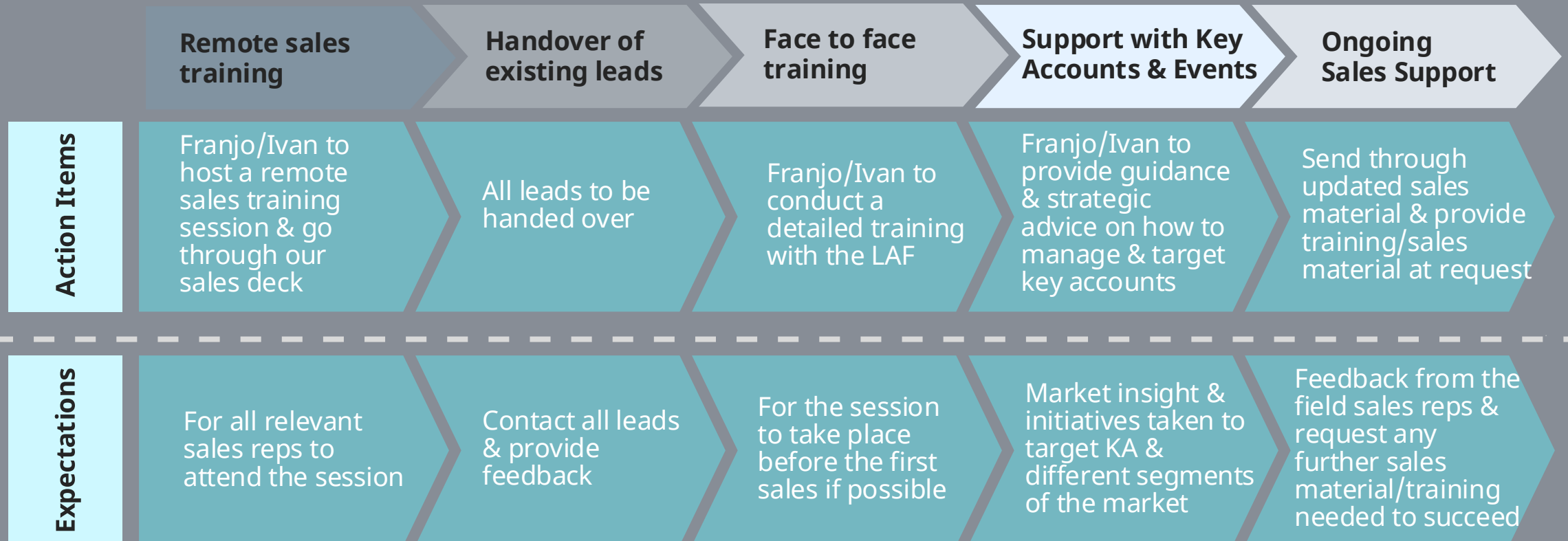
Business best practices

Share experiences of some things that have gone well with our partners & things that haven't

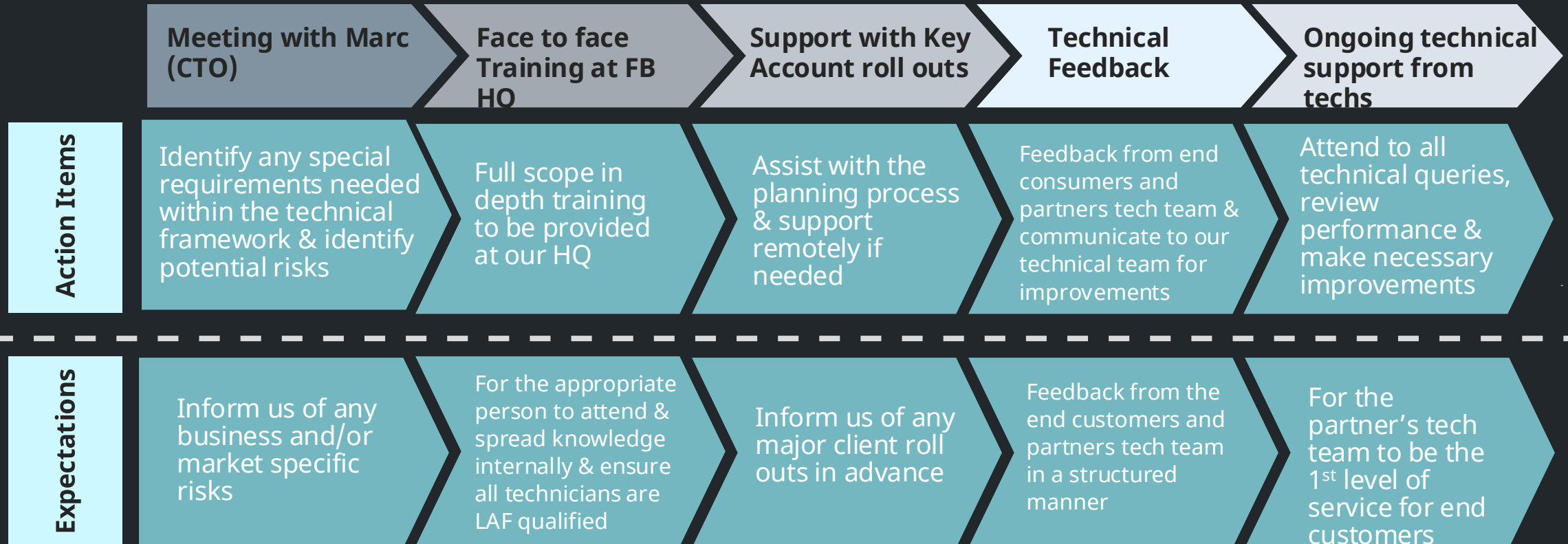
Marketing Schedule and Plan



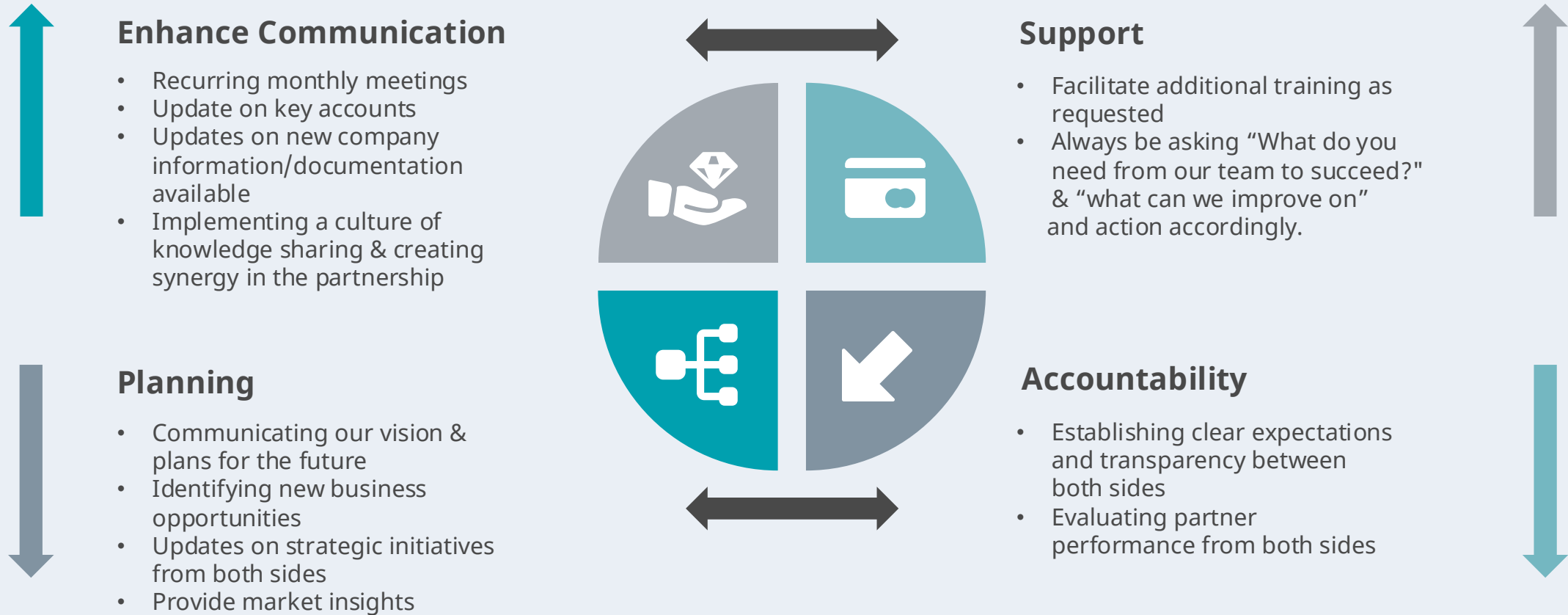
Sales Schedule & Resources



Technical Schedule & Resources Available



Relationship Management



Any Questions or Final Thoughts? 😊

 Latte Art Factory

