



ECA COCOA CONCOCTION III

Berlin

September 27 (optional), 28 – 30, 2007

GENERAL CONCEPT

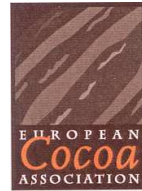
The ECA Concoction is designed for members of the international cocoa and chocolate community, to learn about current issues affecting the cocoa world, to listen to other stakeholders' approach regarding common topics, and to exchange their own views with their customers, suppliers ... and even competitors.

Our speakers include H.E. Isaac Osei, Chief Executive, Ghana Cocoa Board, John Claringbould, Senior Vice President, Mars Inc, GIG chairman and ICI co-chairman, Kevin Bales, President, Free the Slaves, Martin Slayne, Director, International Food Safety and Nutrition, Pepsico International and former EU Commission-DG Sanco official in charge of contaminants. (Full list on pages 6 & 7).

- ***A get together of***
 - the international cocoa and chocolate community
 - ECA members and non-members
 - with broad representation of the cocoa supply chain
 - partners more than welcome
- ***A repeat of Concoction I and II***¹ (individual bookings, registration form at end of document) ...
... but, following public demand, with a new add-on, pre-Conference package:
 - optional golf/tennis tournaments (with extra Thursday overnight)
- ***Sponsors:***
 - FORTIS BANK, ECA Contributor Member & major sponsor
 - ADM COCOA, ARMAJARO, BARRY CALLEBAUT, CARGILL COCOA, ED&F MAN, THEOBROMA,
 - HANDELSVEEM, MOLENBERGNATIE, SITOS, SPLIETHOFF, UNICONTROL, VOLLERS
 - all ECA Effective Members
- ***Informative as well as relaxing:***
 - Symposium: for discussion and exchange - Spectrum of guest speakers - topical presentations
 - relaxing social programme to network
- ***Location:*** the new/old German capital
- ***In summary : a must for the Who's Who in the broad cocoa chain***

¹ Barcelona: 115 delegates & 50 spouses; 78% of the participants were from Europe, 14% from the origin countries and 8% from the Americas, Asia and Australasia.

Strasbourg: 44 % European cocoa chain, 13 % chocolate manufacturers, 9 % origins, plus partners



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CITY

Berlin, *once again the capital* of the German Federal Republic. The drab capital of communist East Germany has blossomed in recent years into one of Europe's most liberal and laid-back capitals.

Spreebogen, the new government buildings complex, designed by Axel Schultes and Charlotte Frank, is also known as the Band des Bundes. It crosses the river Spree twice and the old east-west border once, symbolizing the reunion of Berlin.

The city's *major revival* includes the historic Reichstag with its new glass dome designed by Sir Norman Foster and associates, a new shopping district behind the Brandenburg Gate and around Unter den Linden, Postdamer Platz and the 21st century Central Railway Station (opened 28 May 2006), to name only a few radical changes.

But earlier sites remain witness to Berlin's *olden grandeur*, many formerly within the GDR, such as the Mitte, the restored Gendarmenmarkt area or the Museum Island. The latter includes the prestigious Pergamum (Great Altar of Zeus), the Altes Museum (bust of Nefertiti), the Alte Nationalgalerie (Monet, Renoir) and the recently reopened Bode Museum, nicknamed the German Louvre.

No, Berlin is not only reminiscent of the *Bauhaus* times, *Checkpoint Charlie*, the *Love Parade*, the birthplace of *techno* (for our Gala Dinner we nearly rented the E-Werk, famed Techno-event-location in the nineties!), or the now reunited *Ossis and Wessis*. It is much more, as you will (re)discover.

MAIN VENUE

The modern-art styled 5-star *Grand Hyatt Berlin* is situated on the Potsdamer Platz, the newly recreated heart of Berlin which includes the Sony Centre architectural masterpiece. Difficult to imagine that twenty years ago, the place was patrolled by border guards and laden with landmines. The Brandenburg Gate, the 'Unter den Linden' promenade, the exclusive shopping district, the Holocaust memorial and the Tiergarten park are all within a few minutes walking distance.

Set on the top floor of the hotel, the Club Olympus Spa & Fitness offers breathtaking views of Berlin as well as an indoor swimming pool with sun terrace, a fitness club, a health spa, and an array of massages and cosmetic treatments.

ATOP THE REICHSTAG, Friday evening, September 28

In between both Symposium sessions, the centre point of the venue, we will transport you atop the Reichstag Glass Dome for a superb view over the river Spree, the Chancellor's offices and residence, the Brandenburg Gate and indeed much of the city. Evening cocktails and leisure dinner will be served there by the renowned Käfer restaurateur.

GALA DINNER, Saturday September 29

The *black tie Gala Dinner* will be held in the Orangerie, Schloss Charlottenburg, the previous residence of the President of the German Federal Republic, who still uses it frequently for State receptions.

PARTNER PROGRAMME - EXPLORE THE CITY, Friday p.m. and/or Saturday a.m.

Some partners will know the city well, some less well, some not at all. This has led us to offer a variety of visits rather unique to the city, in small-groups, professionally guided.

We thus ask you, in the registration form, to identify your preferred choices, per the list below. While we will do our utmost to accommodate all requests, we may not guarantee such result.

Saturday p.m. is free, for perusal and shopping "*en famille*": Friedrichstrasse, for top brands, Alte Schönhauserstrasse for designer shops, or Auguststrasse/Linienstrasse, for art galleries.

- **OPTION 1: "Traditional City Tour"** - Friday afternoon

The coach tour proposed, offering an excellent *vue d'ensemble* of the city and of its major features, such as the Brandenburg Gate, the Reichstag, the Holocaust Memorial, and the sorrowful remains of the much debated Palace of the Republic, East Germany's former parliament building.

The tour will conclude by visiting the Checkpoint Charlie Museum, opened in 1962 after the Berlin Wall was built, and focusing on the 5,000 successful creative escapes over, through or under the Wall. Time only allows occasional stops.

- **OPTION 2: "Jewish Museum"** - Friday afternoon - max. 15 persons

An architectural masterpiece, Daniel Libeskind's spectacular structure, opened in 2001, has firmly established itself as one of Berlin's most recognisable landmarks. "Between the Lines" or the zigzag pattern, with a series of empty spaces or voids, represents the vacuum left behind the tragic devastation of Jewish life and culture in Germany and nazi-occupied Europe. This awe-inspiring structure can best be fully appreciated from inside, which contents are evocative yet most subtly presented.

- **OPTION 3: "Potsdam Sanssouci"** - Saturday morning -

40 km *sans souci* coach ride to this small town, to visit the Sanssouci palace, XVIII C. summer residence of Frederick the Great, considered the major work of rococo architecture in Germany. The visit also includes (weather permitting) a tour of the gardens (Chinese Tea House, Dragon House, etc.), and of the town's Dutch Quarter.

Palace photos available on <http://members.surfeu.de/home/hobbyuo/pots3.htm>

The tour takes place on Saturday morning, with a special departure time of 8.30 a.m., returning at 2 p.m. (lunch thereafter, at own expense).

- **OPTION 4: "Museum Island and Boat Tour"** - Saturday morning - max. 15 persons

The Island, a UNESCO World Cultural Heritage site, houses five world-class museums.

Your visit will combine highlights of the Pergamon (e.g. the reconstructed Great Altar) and Alte Nationalgalerie (with the Nefertiti bust), before embarking on a short cruise on the Spree, along the Reichstag, the German Chancellor's home and other Federal buildings.

- **OPTION 5:** Anytime, visit ...

Club Olympus Spa & Fitness, stretching over 863 sq m, offers guests a breathtaking view over the rooftops of Berlin, an indoor swimming pool as well as a sun terrace. Club Olympus is not just a gym, but also an advanced, state-of-the-art facility where a holistic approach to wellness goes well beyond fitness. The Spa is a temple of well-being and offers all the premium facilities and services our guests expect, offering several types of massage, a variety of facial assessments, treatments and products. Relaxation treatments from the Far East or Tai Chi courses in Grand Hyatt Berlin ensure guests find rest for their souls.

Prior reservation for treatment is advised. For such, specials and packages, call their direct line +49 30 2553 1890 or access:

<http://berlin.grand.hyatt.com/hyatt/pure/spas/index.jsp?requestid=736555>

PRE-CONFERENCE PACKAGE

The pre-conference package includes your selected Thursday afternoon activity, and the extra (Thursday) overnight. As we have limited room availability, it is essential to book the pre-conference package as early as possible, but necessarily together with the main package. Please note the Pre-conference Package does not cover partners' participation to either Golf or Tennis. Should you wish her/him to also play, please enquire, prior to registering, regarding the modalities.

- **GOLF PROGRAMME**

The "Berliner Golf & Country Club, on Lake Motzener, is the location for our tournament, 50 minutes from the Hyatt. The course, designed by Kurt Rossknecht in 1991, was the first to open in the former DDR. The Finest Golf Clubs of the World distinction was awarded in 2000, and Motzener received a 17/20 grading in the 2006-2007 edition of Peugeot's "Europe's Top Thousand Golf Courses". Recognised also as among the "Leading Golf Courses of Germany", the club was selected by the PGA as the venue for the German Masters from 1994 to 1997.

To ensure completion by 17.30, tee-off will be slated every ten minutes from noon onwards. Participants arriving late morning should select Schönefeld airport, 30 minutes away from the club. Tegel should be avoided at all cost unless very early morning arrival or Wednesday overnight.

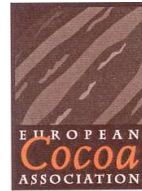
The fee includes a) the token for the driving range for warming up, b) an individual trolley for the golf bag, c) a half way station for drinks and snacks and d) 19th hole, first shot. Electro carts are additional (available in limited quantity); club bag rental is not recommended: poor quality clubs, mixed brands, etc, but available.

Practical details (specific starting time, transportation, threesomes/foursomes) to be advised later.

- **TENNIS PROGRAMME**

The tournament will take place at the "Rot-Weiß" (red-white) Lawn Tennis Club, home of the German Open, where four out of sixteen courts have been reserved. The location is 10 minutes from the Hyatt. Practical details (starting time, transportation and pairings) will be advised later.

"ENJOY", as they say.



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Provisional Agenda

Many thanks to ASKINDO, the Indonesian Cocoa Association, for graciously accepting to reschedule their Cocoa Conference, now to take place on June 28-29.

Similar appreciation goes to FCC for again holding their Council meeting prior to ECA's Concoction, at the same location, and for switching (from the earlier Thursday date) to Friday a.m. to allow all keen players to join in the golf or tennis forays.

As for Barcelona, we thank the local associative structures - in this case the BDSI and Verein - for their respective contribution.

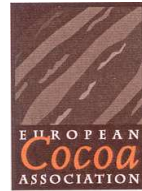
General Schedule

- Thursday 27:
 - 12.00: **Golf tournament** (optional extension, implying one extra overnight, not included in standard package)
 - 14.00: **Tennis tournament** (ditto)
 - 19.00: **FCC Council - ECA Board Joint Dinner** (by invitation only)

- Friday 28:
 - 08.30: **FCC Council** (by invitation only)
 - 09.00: **ECA Board Meeting** (by invitation only)
 - 11.00: Presentations by **Hamburg & Bremen Harbours**
 - 12.30: Welcome libation & finger-lunch (start of Concoction III)
 - 13.30: **Cocoa-Chain Symposium, part I** (conference session)
 - 14.00: *Partners programme - individual selection*
 - 18.00: Coach departure for **Reichstag rooftop Walking Dinner**
 - 22.30: **Ein abend mit der fesche Lola**
Evening sponsored by FORTIS BANK

- Saturday 29:
 - 07.00 - 09.30: breakfast
 - 08.45: **ECA General Members Meeting** (by invitation only)
 - 09.30: **Cocoa-Chain Symposium, part II**
 - 09.30: *Partners programme - individual selection*
 - 13.00: Luncheon
 - 14.30: Afternoon at leisure
 - 19.00: Coach departure for **Gala Dinner in the Orangerie, Schloss Charlottenburg**
(Dress code: black tie)

- Sunday 30:
 - 07.00 - 10.30: breakfast



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Friday 28 a.m.: Introduction to harbour facilities in **Hamburg & Bremen** Harbours (speakers tbc)

Friday 28 p.m.:

- ***Opening Remarks***
 - Paul Naar
Chairman ECA
Executive Vice President, CARGILL EUROPE, AFRICA & THE MIDDLE EAST
President, CARGILL NETHERLANDS

- ***"Corporate Social Responsibility, as applied to the Cocoa chain"***
 - i. The "corporate" producer viewpoint*
H.E. Isaac Osei
Chief Executive, the GHANA COCOA BOARD
Former Ghana High Commissioner in London

 - ii. "The industry view and approach"*
John Claringbould
Senior Vice President - General Counsel & Secretary, MARS Inc.
Chairman, Global Industries Group (GIG)
Co-chairman, International Cocoa Foundation (ICI)

 - iii. "As seen by an associated NGO"*
Kevin Bales
President, FREE THE SLAVES (US Sister organization of Anti-Slavery International)
Professor of Sociology, Roehampton University, London
Member, Board of Directors, International Cocoa Initiative (ICI)

 - iv. Panel discussion, chaired by Paul Naar or Wim Kokxhoorn (tbc)*

- ***"(Cocoa & Chocolate) Industry Global Initiatives"***
 - i. "International Cocoa Initiative (ICI) Update"*
Peter McAllister
Executive Director, ICI

 - ii. "Certification Update"*
Jeff Morgan
Director Global Affairs, MARS Inc
GIG coordinator for certification

 - iii. "World Cocoa Foundation & Sustainability":*
Bill Guyton
President, WCF

Saturday 29 a.m.

- ***Welcome words on behalf of the German industry***
Dr Dietmar Kendziur
Managing Director, FERRERO DEUTSCHLAND
Chairman, BDSI

- ***"The Industry, the Regulator & the Consumer"***
The good, the bad and the ugly? (Sergio Leone - Ennio Morricone) ... But in which order?
 - i. ***"Introduction to the Regulation on Nutrition & Health Claims Made on Food"***
Dr. Torben Erbrath.
Lawyer, Association of the German Confectionery Industry

 - ii. ***"The other Tropical Commodity Benchmark"***
George Jaksch
Senior Director, Corporate Responsibility & Public Affairs, CHIQUITA EUROPE

 - iii. ***"The Specialist Public Affairs/Lobbyist Viewpoint"***
Philippe Blanchard
Managing Director, Public Affairs - HILL & KNOWLTON INT. BELGIUM

 - iv. ***"Analysis by a Renegade"***
Dr Martin Slayne
Director, International Food Safety & Nutrition, PEPSICO INTERNATIONAL
Former EU Commission/DG Sanco official in charge of industrial-
environmental contaminants

 - v. ***Panel discussion, chaired by Dr Karsten Keunecke***

- ***"The impact of Non Commercial Activity on Forward Fixed Price Cover"***
Jonathan Parkman
Director and Head, Agri Commodity Brokerage, FORTIS bank

- ***"Closing Remarks"***
Paul Naar
Chairman ECA
Executive Vice President, CARGILL EUROPE, MIDDLE-EAST, AFRICA



ECA COCOA CONFERENCE - Berlin 2007

Registration policy

1. The hotel has a stringent room availability policy, requiring we nominate well ahead of the Event the exact number of rooms required. Late registrants (certainly after July 15, probably earlier) are not guaranteed a room at the hotel, and may have to seek their own accommodation. Hotels expect full occupancy as the Berlin Marathon takes place on September 30th.
2. Individual registrations recorded according to time of receipt of payment.
3. As a result of the hotel policy, the following cancellation policy applies:
(up to June 15: 25 % refundable): too late!
after June 15: non-refundable
note: the registration fee is NEVER refundable.
4. Any subsequent registration change implies a 50 € supplemental charge. Any delegate substitution implies a new registration fee, in addition to the supplemental charge above.
5. Names of registrants received after (July 15) may not appear in the final programme.

The all-inclusive *Conference Package* starts Friday noon to end Sunday morning after breakfast. It includes the *Gala Dinner*, accommodation for 2 nights in a 5* hotel, the two half-day Symposium, all meals and entertainment, guided visits for partners, and is inclusive of VAT. Berlin-based participants may enquire for fees excluding accommodation. Only optional activities (late evening bar/corporate functions) during the said period are excluded.

Registration fee (per room)

Late registration (after June 15, Members & non-Members) € 250

2-Day Conference (Friday to Sunday)

Delegate (single room) € 1,450

Accompanying Person (including double room supplement) € 490

Pre-conference package (including game, prize, single bed and breakfast) - additional registration form

Golf Tournament € 375

Tennis Tournament € 350

Double room supplement € 40

Additional nights (per night, B&B)

Delegate (single room) € 250

Double room supplement € 40

Conference Registration Form: on following page

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REGISTRATION FORM (only valid upon receipt of payment) - Please FAX to +322 662 00 08

1. DELEGATE

Delegate's Business card:

2. PARTNER

Surname:

First name(s):

English spoken: Yes / No

If No: other languages spoken:
.....

When possible, prefer: Smoking / Non smoking room

3. REGISTRATION COSTS: Payment by bank transfer **ONLY** to Concoction Special Account at **CITIBANK # 953-0730383-39 - IBAN: BE 13 953073038339 - BIC: CTBKBEBX ***

Registration fee, per room:	€	250	
Delegate Package (single room):	€	1,450	
Partner Package:	€	490	(delete if not applicable)
Extra Night(s): date:	€		(€ 250/290 per night, single or double)
Pre-Conference Package - Golf	€	375	(includes Thursday overnight, single room)
Pre-Conference Package - Tennis	€	350	(ditto)
Pre-Conference Package - Partner	€	40	(B & B supplement only- delete if not applicable)

Total: €

I diligently secure payment to ensure my registration is duly recorded

Date: **Signature:**

4. PARTNER PROGRAMME: No guided visit Visit on Friday p.m. Visit on Saturday a.m.

Please indicate your choice; cross out when no interest:

Friday p.m.: *Traditional City Tour & Checkpoint Charlie Museum* Jewish Museum

Saturday a.m.: *Potsdam & Sanssouci Palace & Gardens* Museum Island and Boat Tour

Bank account details: Citibank Belgium S.A., Boulevard Général Jacques 263 G, B-1050 Brussels, Belgium.



COCOA CONFERENCE - Berlin 2007

Please FAX to +322 662 00 08

together with EVENT PACKAGE REGISTRATION FORM

PRE-CONFERENCE REGISTRATION (only valid upon receipt of payment)

The *Pre-Conference Package* includes your selected Thursday afternoon activity (golf or tennis), and the extra overnight. As we have limited room availability, it is essential to book the pre-conference package as early as possible, but necessarily together with the main package. Participation is limited (especially for the Golf Tournament), so we therefore reserve the right not to honour the last registrations in case of overbooking.

Transportation is not included. Return cabs (50+ € from Golf Club, 15 € from Tennis Club), to be booked through the respective Clubs.

1. DELEGATE

Family Name:

First name(s):

Your selected Thursday P.M. activity: Golf Tennis

Expected arrival day + date & time in Berlin:

If known: Flight number: Berlin airport: Tegel/Tempelhof/Schönefeld

For golfers only:

Exact handicap:

Home club:

Electro cart *: Yes (25 €) No

Golf Club rental*: Yes (10 €) No

*: Electro carts and Golf bag rentals are to be paid directly to the Country Club

2. PARTNER

Please note the pre-conference Package does not cover partners' participation to either Golf or Tennis. Should she/he also wish to play, please fill in below. We will respond in due course regarding possibilities (priority given to delegates), practicalities and costs.

Family Name: First name(s):

Her/His selected Thursday P.M. activity: Golf Tennis