

# CHOCOA 2019 FEBRUARY 20<sup>TH</sup> - 24<sup>TH</sup>

EUROPEAN MARKETS ACADEMY | CHOCOLATE MAKERS' FORUM |

TRADE FAIR | COCOA DINNER | CONFERENCE | FESTIVAL



Dear member of the European Cocoa Association,

Have you ever been at a conference asking yourself if you have heard anything new? This is not going to happen after the 'Choconomics & Cocoapoltics' conference by Chocoo. We would like to invite you to the seventh edition of Chocoo, on the 21st and 22nd of February in Amsterdam. We promise to give you a programme full of inspiring discussions and presentations.

## Conference speakers include:

- Michel Arrion - Executive Director ICCO
- Filip Buggenhout - Cargill
- Cédric van Cutsem - Mondelez
- Etelle Higonet - Mighty Earth
- Joost Oorthuizen - IDH
- Antonie Fountain - Voice Network
- Oliver Nieburg - Confectionery News and Lumina Intelligence,
- David Guest - University of Sydney
- Juan Echanove - CARE USA
- Emily Stone - Uncommon Cacao
- Anna Laven - KIT

more speakers to be confirmed soon.

See the full Conference program [online](#). *ECA members will benefit from a special reduction of 20% on the conference and on the Chocoo Grand Diner fee by using this [link](#) (reduction already included in price).*

## Conference topics

Changing economic and political conditions ask for changes in development and sustainability policies. The topics don't change, including **deforestation**, **living income** and **child labour**, but the policies should. The debates at the conference are designed to focus on what should happen in the near future instead of what went wrong in the past. How can stakeholders from all parts of the value chain, and beyond, get together and join forces? New topics such as **farmer health** and **nutrition** demand attention. Research shows that health issues can lead to as much as 60% loss of productivity of farms, so health may be a key contributor to poverty and thereby to child labour. It should be a key element in policies too!

## Live cocoa auction

The Conference will take place at the heart of the Trade Fair, featuring **more than 75 booths of mainstream and fine flavour cocoa producers** from more countries than ever before, including many booths from Asia, Africa and Central America next to country pavilions of Ecuador, Peru, Côte d'Ivoire and the Dominican Republic. The conference will end with the live cocoa auction of Cocoa of Excellence awarded beans and drinks on the Trade Fair floor.

Upon request we provide more time for networking and discussions. The conference will start **Thursday 21 February at 13:00h**. In the evening as a participant you can join the Grand Diner, prepared under supervision of **two Michelin star chef Sidney Schutte**. Combination tickets for the

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Dinner and Conference are available. Friday morning February 22 several side events are held, some of which are publicly accessible. The conference restarts at 11:00h and ends at 15:30h with the auction.

Join over 1.000 business visitors at **Chocoa** from **20-24 February** in Amsterdam for 14 leading events on quality and innovation in the cocoa and chocolate industry. See the full [programme & registration](#) online. You can find more information and the full programme and register [here](#).

See you in Amsterdam,

Jack Steijn  
Co-founder