



Istanbul 2013

Bridging Tomorrow's Cocoa and Chocolate Markets

- 185 participants
- Representatives from industry, the public sector and civil society
- Speakers from cocoa consuming and cocoa producing countries
- 2 keynotes speeches
- 4 panel discussions
- And much more...

On 12-13 September 2013, the European Cocoa Association (ECA) held its tri-annual cocoa conference in Istanbul, Turkey. 185 participants attended the event with panellists and speakers from cocoa producing and cocoa consuming countries representing the public sector, industry and civil society.

General concept

The ECA cocoa conference, that has now come to be known as 'Concoction', is designed for members of the international cocoa and chocolate community to learn about current challenges and opportunities in the cocoa world, listen to other stakeholders' perspectives

on topics of common interest, and exchange views with their customers, suppliers... and even competitors.

Why Istanbul?

The conference was organised under the theme «Bridging Tomorrow's Cocoa and Chocolate Markets». Indeed, Turkey is a hub for

and chocolate products has boasted significant growth over recent years and ex-



ports to the EU, North Africa, Russia, the Middle and Far East are on the rise.

Highlights

Panel discussions featured such timely topics as market opportunities in the Middle East and North Africa, supply and demand trends in emerging markets, engagement of civil society in sustainable cocoa production and the role of women in the cocoa value-chain.

Conference Programme

DAY ONE		P.
Turkish economy and exports	1	
Opportunities in the Middle East and Africa	2	
Supply and Demand	2	
DAY TWO		
Civil society and cocoa sustainability	2	
Banking in cocoa supply chains	2	
The Ivorian cocoa reform	3	
All-women panel on cocoa and chocolate	3	



business between Europe and the Middle East and one of the fastest-growing metropolitan economies in the world. In addition, the Turkish market for confectionery

Cocoa and chocolate in Turkey

Metin Tabalu, Deputy Secretary General of the Turkish Export Assembly, opened the two-day conference. In his [welcome speech](#), Mr Tabalu focused on the booming Turkish economy noting that its GDP «almost tripled in ten years» and highlighting

that «the 2023 target is \$500bln of exports». The country boasts «a great investment potential» due to its «unique geostrategic position, dynamic and young population, well-trained work force and competitive industrial sectors».



Harnessing market opportunities in the Middle East and Africa

The kick-off panel discussion addressed market opportunities in the Middle



East and Africa. [Francisco Redruello](#) of Euromonitor International, the panel's

moderator, analysed the key data and driving trends in these chocolate markets. He also noted that a high reliance on small grocery retailers distinguishes the Middle Eastern and African distribution channels from the rest of the world. Indeed, small shops account for 35% of chocolate retail sales.

The panellists, Amine Berada of [La Chérifienne](#) (Morocco), Roy Debbas of

[Le Chocolat](#) (UAE) and Patrick Dorais of [Al Nassma](#) (UAE) further discussed the intricacies of supply chains in these regions. They saw much scope for further expansion despite such logistical challenges as heat, humidity, high utility prices and infrastructure deficits.

The discussion also brought out the importance of purchasing chocolate in these countries as a gift. In addition,



panellists looked at how local traditions have fostered the development of new products such as camel milk-based chocolate.

Supply and Demand

Pamela Thornton (Armajaro Holdings) moderated the Supply and Demand discussion. Her panellists, [Frank Day](#) (The Hershey Company), [Euan Mann](#) (Complete Commodity Solutions) and [Amit Suri](#) (OLAM International), discussed emerging

cocoa and chocolate markets and their potential for future growth. Labour-intensive cocoa production, poor rural infrastructure as well as losses due to pests and diseases were listed as some of the biggest challenges ahead.



Banking on sustainable supply chains



In his [keynote presentation](#), Richard Kooloos of ABN AMRO discussed impact banking for sustainable supply chain synergies. The view is that

sustainability is best promoted if the conditions for agricultural workers improve; smallholders have access to finance; and, the market recognises

their needs. ABN AMRO sees therefore opportunities for improved livelihoods of smallholder farmers through sustainable supply chain financing.

Civil society and cocoa sustainability



The second day of the conference started off with a panel discussion on sustainability in the cocoa supply-chains. Panellists representing civil society (Youssef N'Djore - Côte d'Ivoire, CARE International; Antonie Fountain - VOICE Network; Marieke Poissonier - Oxfam Wereldwinkels; and, Hans Perk - Solidaridad) dis-

cussed their views on what cocoa sustainability looks like and how their initiatives address priorities on the ground. The key identified priorities for the private sector, civil society and governments alike are education and communication. The session was moderated by Anthony Ward of Armajaro Trading.

Ivorian Cocoa Reform: one year on



Madame Massandje Touré-Litse, Director General of the Conseil du Café-Cacao (Côte d'Ivoire), delivered a [keynote speech](#) on the recent reform of the Ivorian cocoa and coffee sectors. The reform was adopted in November 2011 and has been implemented since October 2012. It aims to take a comprehensive approach to achieving a sustainable cocoa economy while putting farmers' needs first. To date, progress has been made in several aspects of the reform, notably, in stabilising price and quality as well as cooperating with the private sector. Nevertheless, the ambition remains to continue working towards a sustainable increase in productivity while preserving the environment as well as achieving social changes centred on improving farmers' livelihoods. Better coordinated private-public partnerships are also a top priority for Côte d'Ivoire.

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"It is important that we all take stock and reflect on developments that are impacting the sector worldwide. As stewards of this industry, we all need to pursue efforts to make this sector ever more sustainable for all actors in the supply chain"

Conference closing remarks, Scott Walker (ECA Chairman)



Women in Cocoa and Chocolate

An all-women panel closed the ECA conference. Filipa Secretin (Nederland SA) moderated the discussion with four speakers engaged in the cocoa-value chain from

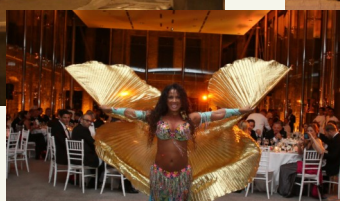
bean to bar. We were delighted to welcome on stage Esther Stevia Bissa, a young farmer from Cameroon and a member of the New Generation Programme; Solange N'Guessan, Director of the Union des Coopératives Agricoles de San Pedro (UCAS) in Côte d'Ivoire; Maud Clarissou, Strategic Marketing and Communications Manager at Cemai




Group; and, Marie-Odile ate and inspirational insights Burlot, Marketing Director on opportunities and challenges for the cocoa sector going forward.


Aside from the panel discussions...


ECA Conferences are an excellent opportunity for the cocoa community to discuss and debate topics of common interest. They also provide their participants with a unique chance to network while exploring the historical and cultural heritage of the cities hosting our events. At the crossroads of civilisations, Istanbul is a bustling city that offers an array of culinary, cultural and architectural fusions. Participants visited Hagia Sophia and Topkapi Palace Gardens and were provided with local entertainment, notably the Whirling Dervishes.





Post-conference Praise

 "I think that everyone realises now the enormous potential of Turkey and the whole region".

 "Congratulations for putting together such a fantastic conference".

 "The panel discussions 'Opportunities in the Middle East and Africa' and 'All women panel' as well as Euan Mann's view on the future were eye openers".

 "We can all look back to the best ECA event until now".

 "The workshops, dinners and visits were fabulous and very well organised".

We wish to take this opportunity to thank all those who helped us make our time together a genuinely worthwhile experience:

- ◆ speakers and moderators who did an outstanding job sharing their insights and expertise with the audience;
- ◆ all participants for their eagerness to engage in thought-provoking discussions;
- ◆ sponsors without whom our conference could not have happened; and,
- ◆ our event organisers, [Visitur](#), who worked above and beyond the call of duty.



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