WORLD COCOA CONFERENCE 2014

TOWARDS A SUSTAINABLE WORLD COCOA ECONOMY: MAPPING PROGRESS ALONG THE ROAD

COVERS THE COMPLETE COCOA SUPPLY CHAIN

NEW UPDATED PROGRAMME INCLUDING 60+ SPEAKERS

REASONS TO ATTEND:

- Be part of the industry defining cocoa event
- Meet leaders from across the cocoa value chain
- Examine key global trade dynamics
- Assess ways of improving productivity

FEATURING Trade Exhibition & Conference Dinner

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Dear Colleague,

On behalf of the Government of the Netherlands, it is my great pleasure to invite you to visit Amsterdam to take part in the second World Cocoa Conference, which is being organized by the International Cocoa Organization (ICCO).

This is the first time that such a global conference is taking place in a cocoa importing country and we look forward to providing the perfect venue for this event. For this reason, Amsterdam is the ideal place for the global cocoa family to come together. The Port of Amsterdam accounts for 25% of world cocoa imports, and the majority of cocoa is processed in The Netherlands before the resulting cocoa powder, cocoa butter and cocoa liquor find their way to chocolate makers all over Europe and the rest of the world.

This second conference builds upon the results achieved in the first World Cocoa Conference which took place in Abidjan in November 2012, and is organized under the theme: “Towards a Sustainable World Cocoa Economy: Mapping Progress Along the Road”. We will take stock together of actions performed by all stakeholders worldwide to achieve the objectives of the Global Cocoa Agenda, agreed in Abidjan.

We, being the Dutch government, industry and civil society, collectively believe in making the cocoa chain more sustainable. Hence we are committed to working with stakeholders across the whole supply chain to achieve these objectives. We strongly endorse the commitment of the ICCO to coordinate all efforts being made by the participants.

I look forward to welcoming you to Amsterdam.

Yours sincerely,

Sharon A.M. Dijksma
Minister for Agriculture

Dr. Jean-Marc Anga
Executive Director
International Cocoa Organization, London
DAY 1: MONDAY 9 JUNE 2014

13:00 Registration (Onyx Lounge) open
14:00 Exhibition (Hall 3) open
16:30 – 18:00 Exhibition (Hall 3): Official Inauguration of the Exhibition and Reception
18:00 Exhibition and Registration Desk closes

DAY 2: TUESDAY 10 JUNE 2014

08:00 Registration (Onyx Lounge) open

PLENARY SESSIONS (AUDITORIUM)

09:30 Official Opening and Welcome Speeches

10:00 High-Level Panel on Cocoa Policy

11:00 Keynote Presentation: How to Improve Cocoa Farmers’ Incomes:
Dr. Jean-Marc Anga, Executive Director, ICCO

11:30 Press conference

12:30 Lunch

PLENARY SESSIONS (AUDITORIUM)

From Abidjan to Amsterdam: Progress on the Implementation of the Global Cocoa Agenda

14:00 Implementation of the Global Cocoa Agenda: Progress by Countries on their National Cocoa Strategies
Moderator: Dr. Joost Oorthuizen, Executive Director, IDH, The Sustainable Trade Initiative
Presentations by Cocoa Exporting Countries:
- Mr. Michael Ndoping, Director General, ONCC, Cameroon
- Mrs. Massandjé Touré-Litsé, Director General, Consul Café Cacao, Côte d’Ivoire
- H.E. Mr. Luis Valverde, Vice Minister of Agriculture, Ecuador
- Dr. Stephen Opuni, Chief Executive, Ghana Cocoa Board
- Mrs. Mushahafis Machmund, Deputy Assistant for Affairs of Plantation and Horticulture, Ministry for Economy, Indonesia
- Dr. Peter Alikpokpodion, Leader, Cocoa Value Chain Development, Agricultural Transformation, Federal Ministry of Agriculture and Rural Development, Nigeria

16:00 Cocoa Break

16:30 Implementation of the Global Cocoa Agenda: Progress by Countries on their National Cocoa Strategies (Continued)
Moderator: Mr. Philip M. Sigley, Chief Executive, Federation of Cocoa Commerce Ltd
Presentations by Cocoa Importing Countries:
- Mr. Marcel Vermooy, Head, Global Affairs, Ministry of Economic Affairs, The Netherlands
- Ms. Beate Weiskopf, Acting Manager, German Initiative on Sustainable Cocoa (GISCO)
- Mr. Conradin Rasi, Deputy Head, Economic, Finance & Trade Section, Embassy of Switzerland, United Kingdom

17:30 End of day’s session

DAY 3: WEDNESDAY 11 JUNE 2014

PLENARY SESSIONS (AUDITORIUM)

09.00 Panel Discussion: Implementation of the Global Cocoa Agenda: The Industry’s Progress, Challenges and Opportunities
Moderated by: Mrs. Massandjé Touré-Litsé, Director General, Consul Café Cacao, Côte d’Ivoire
Presentation by: Mr. Bill Guyton, President, World Cocoa Foundation
Panellists:
- Mr. Frank Day, Vice President of Global Commodities, The Hershey Company
- Mr. Jos de Loor, President, Cargill Cocoa and Chocolate
- Mr. Daoudi Leilifiyid, Vice President, Cocoa Sustainability, Barry Callebaut
- Mr. Michel Hendrickx, Director of Sustainability, ADM International Cocoa Division
- Mr. Gerry Manley, Managing Director Cocoa, Olam International
- Mr. Andy Harner, Global Cocoa Vice President, Mars Chocolate
- Ms. Christine Montenegro McGrath, Vice President External Affairs, Mondelēz International

11:00 Cocoa Break

11:30 Panel Discussion: Value Distribution from the Farm to the Chocolate Bar
Moderator: Mr. Antonie Fountain, Coordinator, VOICE Network
- Mr. David Kpelle, Programme Director, Africa Cocoa Coalition
- Mr. Arjen Boekhold, Chain Director, Tony Chocolonely
- Mrs. Michèle Akamba Ava, Director of Control of Sale and Quality, ONCC

12:30 Lunch

14:00 Panel Discussion: Progress on Global Efforts to Eradicate the Worst Forms of Child Labour in the Cocoa Sector
Moderator: TBC
- Mr. Nick Weatherill, Executive Director, International Cocoa Initiative
- Mr. Noah Amenyah, Public Affairs Manager, Ghana Cocoa Board

15:00 Panel Discussion: Beyond Certification: Improving Farmer Livelihoods by Mainstreaming Sustainable Cocoa
Moderator: Dr. Ulrich Hoffman, Senior Economic Affairs Officer - International Trade Division, UNCTAD
Panellists:
- Mr. Alastair Child, Cocoa Sustainability Director – Certification & Community Development, Mars Global Chocolate
- Mr. Jack Steijn, Chair, CEN/ISO Committee on Sustainable and Traceable Cocoa
- Mr. Robert Yapo Assamo, Director of Sustainability, Projects and Planning, Consul Café Cacao, Côte d’Ivoire
- Dr. Francis Baah, Manager, Ghana Cocoa Board
- Dr. Soetanto Abdoelalah, Member of the Scientific Board of the Indonesian Coffee & Cocoa Research Institute (ICORI)
- Ms. Karin Kreider, Executive Director, ISEL Alliance
- Mr. Christopher Wunderlich, Coordinator, United Nations Forum on Sustainable Standards (UNFSS)

16:00 Cocoa Break

16:30 Panel Discussion: Empowering Cocoa Producers by Strengthening Farmer-Based Organizations
Keynote Presentation by Mr. Nico Roozen, Executive Director, Solidaridad Network
Panellists:
- Mr. Alfonso Balderas German, CONACADO, Dominican Republic
- Mr. Victor Olowe, Coordinator, Farmer Development Union (FADU), Nigeria
- Mr. Elias Opoku Boamah, Executive Secretary, Cocoa Abrabopa Association, Ghana
- Mr. Augustin Ringo, IVC Commercial Director, Cargill Cocoa and Chocolate

17:30 End of day’s session


Places for the Conference Dinner are limited and subject to availability upon request.
An extra fee of €250 will be charged and only registered conference delegates may apply for a ticket

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## TRACK 1: Sustainable Production: Transforming Cocoa Farming into a Viable Economic Activity

**Moderator:** Dr. Martin Gilmour (Research Director, Cocoa Sustainability, Mars Global Chocolate), Chairperson of the Working Group on Sustainable Production

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>08:30</td>
<td>Moderator’s Introduction: Measuring Progress on the Implementation of Global Cocoa Agenda</td>
</tr>
<tr>
<td>09:00</td>
<td>Improving Cocoa Productivity and Quality through an Integrated System</td>
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<td>Presentation by Mr. Jonas Mva Mva, Cocoa Program Manager, IDH The Sustainable Trade Initiative</td>
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<td>Panelists:</td>
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<td></td>
<td>• Mr. Juan Gonzales Valero, Head of Public Policy and Partnerships, Syngenta International</td>
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<td></td>
<td>• Mr. Edmond Konan, President, Global Business Consulting Co, Côte d’Ivoire</td>
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<td>• Mr. Juan Carlos Motamayor, Global Program Manager, Mars Global Chocolate</td>
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<td>• Mr. Darrell High, Cocoa Manager, Nestec Ltd / Nestlé</td>
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<tr>
<td>10:30</td>
<td>Cocoa Break</td>
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<td>11:00</td>
<td>Protecting the Diversity of Cocoa and the Prospects for Fine/Flavour Cocoa</td>
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<td>Presentation by Ms. Ann Tutwiler, Director General, Bioversity International</td>
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<td>Panelists:</td>
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<td></td>
<td>• Mr. Martin Christy, Founder, Seventy6 / Direct Cacao</td>
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<td>• Dr. Anna Laven, Senior Advisor Sustainable Development, Royal Tropical Institute (KIT) The Netherlands</td>
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<td>• Dr. Freddy Amores, Leader, Cocoa and Coffee Research Program, INAP</td>
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<td>11:30</td>
<td>Lunch</td>
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## TRACK 2: Sustainable Industry Chain: Factors Affecting Farmers’ Incomes (Emerald Room)

**Moderator:** Dr. Lee Choon Hui (Director General, Malaysia Cocoa Board), Chairperson of the Working Group on Sustainable Industry Chain

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<tr>
<td>08:30</td>
<td>Moderator’s Introduction: Measuring Progress on the Implementation of Global Cocoa Agenda</td>
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<tr>
<td>09:00</td>
<td>Improving Market Efficiency and Transparency</td>
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<td>Presentation by Mr. Samuel K. Gayi, Head, Special Unit on Commodities, UNCTAD</td>
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<td>Panelists:</td>
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<td></td>
<td>• Mr. Friedel Hütz-Adams, Cocoa Issues Specialist, Südwind-Institut</td>
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<td>• Mr. Amit Suri, President and COO, Olam Cocoa</td>
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<td>10:30</td>
<td>Cocoa Break</td>
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<td>11:00</td>
<td>Adding Value to Cocoa at Origin</td>
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<td>Presentation by Edward George, Soft Commodities Specialist, Ecobank</td>
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<td>Panelists:</td>
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<td>• Mr. Edmund Poku, Managing Director, Niche Cocoa, Ghana</td>
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<td>• Mr. Diego Baradó, Amma Chocolate, Brazil</td>
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<td>12:00</td>
<td>Financing the Cocoa Sector</td>
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<td>Presentation by Dr. Benedict Oramah, Executive Vice President, Business Development, Afreximbank</td>
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<td>Panelists:</td>
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<td>• Mr. Maxwell Kojo Attah-Krah, Managing Director, Produce Buying Company Ltd, Ghana</td>
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<td></td>
<td>• Mr. Dick de Graaf, Coordinator, Cocoa Steering Committee, European Federation of Food, Agriculture and Tourism Trade Unions (EFFAT)</td>
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<tr>
<td>13:00</td>
<td>Lunch</td>
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## TRACK 3: Sustainable Consumption: Trends and Actions in Response (Rooms G102-G103)

**Moderator:** Dr. Torben Erbrath, (Managing Director, BDSI, Association of the German Confectionery Industry), Chairperson of the Working Group on Sustainable Consumption

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<tr>
<td>08:30</td>
<td>Moderator’s Introduction: Measuring Progress on the Implementation of Global Cocoa Agenda</td>
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<tr>
<td>09:00</td>
<td>Managing the Supply Deficit</td>
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<td>Presentation by Mr. Laurent Pipitone, Director of the Economics and Statistics Division, ICCO</td>
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<td>Panelists:</td>
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<td></td>
<td>• Ms. Lauren Bandy, Food Analyst, Euromonitor International</td>
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<td></td>
<td>• Ms. Judith Ganres-Chase, President, J. Ganes Consulting</td>
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<td>• Mr. Jonathan Parkman, Joint Head of Agriculture, Marenx Financial</td>
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<td>• Mr. Laurent Sauron, Head of Cocoa Research, Armajaro Research Ltd</td>
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<td>• Mr. Emile Metehmet, Editor, The Public Ledger</td>
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<td>10:30</td>
<td>Cocoa Break</td>
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<td>11:00</td>
<td>Promoting Cocoa Consumption in Emerging Markets and Origin Countries</td>
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<td></td>
<td>Presentation by Mr. Shi Yuping, Chairman, Wuxi Huadong Cocoa Food Co, China</td>
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<td>Panelists:</td>
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<td>• Mr. Edem Amegashie-Duvon, Deputy Marketing Manager, Ghana Cocoa Board</td>
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<td>• Dr. Soetanto Abdoellah, Member of the Scientific Board of the Indonesian Coffee &amp; Cocoa Research Institute (ICCRI)</td>
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<td>• Dr. Peter Aikpokpodion, Leader – Cocoa Value Chain Development, Agricultural Transformation, Federal Ministry of Agriculture and Rural Development, Nigeria</td>
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<tr>
<td>12:00</td>
<td>Food Safety in the Cocoa Sector: How Best to Help Producers Comply and Influence Legislation?</td>
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<td>Presentation by Ms. Isabelle Adam, General Secretary, European Cocoa Association (ECA)</td>
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<td>Panelists:</td>
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<td>• Mr. Chagema John Kedera, Regional Coordinator, EDES-COLEACP</td>
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<td>• Ms. Jayne Crouze, Team Leader / Plant Pathologist, CABI International</td>
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<td></td>
<td>• Dr. Kenza Le Mentec (Mrs), Project Coordinator - Standards and Trade Development Facility (STDF), World Trade Organization</td>
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The visa application form can also be downloaded from the following schengen-visa website: A list of relevant Netherlands Embassies and consulates, is available to participants following registration). Information on visa procedures, including the visa application form and identifying the next steps, is published in the Netherlands. People require an entry visa for citizens of the Caribbean parts of the kingdom. For a list of countries whose citizens require an entry visa for the Netherlands please visit www.minbuza.nl.

**VISAS FOR ENTRY INTO THE NETHERLANDS**

Participants are advised to contact the Embassy of the Government of The Netherlands as soon as possible, in order to allow sufficient time for the processing of visa applications. To facilitate the issuance of a visa, a personal invitation letter from the Government of The Netherlands can be provided. (This letter will be sent - on request - to participants following registration).

Information on visa procedures, including the visa application form and a list of relevant Netherlands Embassies and consulates, is available to view or download from the internet site of the Netherlands’ Ministry of Foreign Affairs: www.government.nl/issues/visa-for-the-netherlands-and-the-caribbean-parts-of-the-kingdom/visa-for-the-netherlands-the-schengen-visa-

The visa application form can also be downloaded from the following website: www.government.nl/issues/visa-for-the-netherlands-and-the-caribbean-parts-of-the-kingdom/documents-and-publications/forms/2013/02/22/schengen-visa-application-form.html

**FOR A LIST OF COUNTRIES WHOSE CITIZENS REQUIRE AN ENTRY VISA FOR THE NETHERLANDS PLEASE VISIT WWW.MINBUZA.NL**

In case of problems with your visa application, please contact us by e-mail: m.wismeijer@minez.nl

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**DAY 4: THURSDAY 12 JUNE 2014**

**AFTERNOON PLENARY SESSIONS**

This session will bring together key parties involved in the preparation of the Conference to discuss the outcome of the various sessions of the event and to agree on how they can better cooperate on specific issues.

**Moderator:** **Dr. Jean-Marc Anga** (Executive Director, ICCO) Chairperson of the Working Group on Strategic Management

**14:30** Moderator’s Introduction: Measuring Progress on the Implementation of Global Cocoa Agenda

Panel Discussions:
- Improving Coordination in the Cocoa Sector: A Review of Initiatives to Enhance Information and Coordination through Cocoa Databank, CocoaMap and CocoaConnect
- Measuring Progress towards the Goals in the Global Cocoa Agenda and identifying the next steps

Panelists:
- Dr. Anna Laven, Senior Advisor Sustainable Development, Royal Tropical Institute (KIT) The Netherlands
- Mr. Steve Farone, Business Manager, Cocoa Measurement and Progress Initiative, World Cocoa Foundation
- Mr. Laurent Pirotton, Director of Economics and Statistics, ICCO
- Dr. Martin Gilmour, Chair of Working Group for Sustainable Production
- Dr. Lee Choon Hui, Chair of Working Group for Sustainable Industry Chain
- Dr. Torben Erbrath, Chair of Working Group for Sustainable Consumption
- Mr. Jonas Mva Mva, Vice-Chair of Working Group for Strategic Management

**16:30** Cocoa Break

**17:00** Recommendations on the Implementation of the Global Cocoa Agenda and on how to map progress, with a specific focus on measures aiming at achieving remunerative prices and improved livelihoods for Farmers (Closed Drafting Session: Outcome to be presented to the Plenary Session on Friday at 09:30)

Moderators and rapporteurs of plenary sessions and focus groups meet to review the outcomes of each session and to draft the recommendations to enhance the implementation of the Global Cocoa Agenda for a Sustainable World Cocoa Economy

**ALTERNATIVE AFTERNOON PROGRAMME** *(Field visits and sightseeing)*

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**DAY 5: FRIDAY 13 JUNE 2014**

**PLENARY SESSION**

**09:00** Working Group Chairpersons’ Reports and Track outcomes

Adoption of recommendations including:
- Indicators and Timelines related to the Global Cocoa Agenda
- Remunerative Prices and Improved livelihoods for Cocoa Farmers

**12:00** Closing remarks

**12:30** Press Conference

**EXTRA INTERACTIVE DISCUSSION SESSIONS HELD IN CONJUNCTION WITH OUR PARTNERS** *(All World Cocoa Conference attendees are welcome to attend)*

**INTERACTIVE SESSION 1**

**Monday 9 June**

Working Towards a Common Research Agenda in Coffee & Cocoa Auditorium (14:00 – 16:00)

**Tuesday 10 June**

Roadmap to Nutrition Secure Cocoa Supply Chains G104 (11:45 – 13:45)

**Wednesday 11 June**

Investing in People: Gender, Education and Child Protection G104 (12:45 – 13:45)

**Thursday 12 June**

Service Delivery that Works Auditorium (13:15 - 14:45)

**INTERACTIVE SESSION 2**

**Tuesday 10 June**

The Cocoa Fertilizer Initiative G105 (11:45 – 13:45)

**Wednesday 11 June**

Value Distribution and Living Income Emerald Room (13:15-14:45)

**SIGNATORIES OF THE ABIDJAN COCOA DECLARATION** *(introduced at the World Cocoa Conference in November 2012)*

This Declaration was introduced at the World Cocoa Conference in November 2012 and included the following:

**Countries:**
- Cameroon
- Côte d’Ivoire
- Ecuador
- Democratic Republic of Congo
- Ghana
- Indonesia
- Papua New Guinea
- Togo

**Companies:**
- ADM
- Amtrada / Continaf
- Armajaro Trading
- Barry Callebaut
- Blommer Chocolate
- Carigil
- CEMOI
- Ferrero Trading
- Hershey
- Mars
- Mondelez International
- Nestlé
- Noble Group
- Olam International / Outspan Ivoire
- Petra Foods
- Tonton
- Transmar Group
- ACP (The African, Caribbean and Pacific Group of States)
- African Cocoa Coalition
- CAOBISCO
- ECA (European Cocoa Association)
- Federation of Cocoa Commerce (FCC)
- HCCO (Hamburg Cocoa & Commodity Office)
- ICI (International Cocoa Initiative)
- IDH (Dutch Sustainable Agriculture Initiative)
- Talents (farmer)
- World Cocoa Foundation (WCF)

**Associations, Organizations and NGOs:**
- World Cocoa Foundation (WCF)
- ICCO
- cocoa4change
- The Cocoa Fertilizer Initiative
- Cocoa4change
- Leadership for Cocoa Change
- Wildlife Conservation Society
- World Cocoa Foundation
- World Cocoa Council
- World Cocoa Organization

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### Prices

<table>
<thead>
<tr>
<th>Booking Option</th>
<th>Conference Price</th>
<th>Total</th>
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<tbody>
<tr>
<td>❑ Corporate rate</td>
<td>€1095*</td>
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<tr>
<td>❑ Non-profit organisations, government, research and academic institutions in ICCO Member nations</td>
<td>€295*</td>
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<tr>
<td>❑ Non-profit organisations, government, research and academic institutions in non-ICCO Member nations</td>
<td>€495*</td>
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*VAT:
- Delegates from the EU with a VAT number at the time of registration will not be charged VAT.
- Delegates from the EU without a VAT number at the time of registration will be charged VAT @ 21%.
- Delegates from outside the EU will not be charged VAT.

Registration includes Exhibition admission, lunches, coffee breaks and welcome reception on Monday 9th June.

For all registration enquiries and bookings from the UK, Europe, North America, Latin America and the Caribbean please contact:

**SARAH HARDING:**
- sarah.harding@informa.com
- +44 (0)20 7017 7566

**JAMIE MARQUIS:**
- +44 (0) 20 7017 7338
- jamie.marquis@informa.com

For all registration enquiries and bookings from Africa please contact:

**ISMAËL BOGA-N’GUÉSSAN:**
- +225 (0) 2241 3394
- ibn@axesmarketing.ci

For all registration enquiries and bookings from the Asia Pacific region please contact:

**KARAN CHOPRA:**
- +65 9133 0815
- karan.chopra@imapac.com