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 70+ 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

WWW.WORLDCOCOACONFERENCE.ORG
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

On behalf of
Ministry of Economic Affairs

Dear Colleague,

In 2012, we were in Abidjan, Côte d’Ivoire, the world’s leading cocoa-producing country, for a very successful World Cocoa Conference, the first of its kind. Next year, in June 2014, we are meeting in Amsterdam, The Netherlands, the world’s leading cocoa-processing country, for the second edition of what is now established beyond any doubt as the most important global gathering of the cocoa and chocolate world. Come and join us!

In Amsterdam, we will review the progress made in implementing the Global Cocoa Agenda adopted in Abidjan with a view to achieving real sustainability for all stakeholders in the cocoa value chain.

As can be attested by the more than 1,200 participants at our first World Cocoa Conference in Abidjan, we will certainly not shy away from tackling the serious (and sometimes controversial) issues facing the cocoa industry. The Conference will discuss, among other issues, sustainable cocoa supply in quantity and quality, child labour, standards and certification, fluctuating prices, farmer incomes, etc. and our intention is to take stock of efforts already made, set achievable goals for the future and continue the hard but rewarding work along the road to global cocoa sustainability.

At our first World Cocoa Conference we were able to address the important issues in the world of cocoa by involving, in our presentations and workshops, stakeholders from producing countries and from consuming countries, senior officers of major multinational companies in the cocoa and chocolate industries, and representatives of the donor community, international aid and development agencies, certification bodies, scientists, academics, farmers’ organizations, civil society, the media, and students.

This second edition of the Conference will see even more opportunity for networking, with the addition of a large exhibition hall, in a modern, purpose-built facility, which will help bring the trade and the suppliers to the cocoa sector right into the discussions, where they belong.

At the ICCO, we believe that the problems of the cocoa industry can be solved by a concerted effort of all participants, and this is what the World Cocoa Conference is achieving, with companies and organizations across the sector signing the Abidjan Cocoa Declaration, and pledging their support to bring about a sustainable future for cocoa and for the millions that depend on it.

Moving the cocoa sector forward towards sustainability is not only a challenge for us. It also carries with it the unique opportunity for all of us to play our parts in shaping the future of cocoa, so I invite you to join us and colleagues from all over the world.

I look forward to welcoming you to Amsterdam!

Yours faithfully,

Dr. Jean-Marc Anga
Executive Director
International Cocoa Organization, London

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CONFERECE VENUE:

Rai Exhibition & Congress Centre, Amsterdam

OFFICIAL AIRLINE GROUP PARTNER:

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HOTEL INFORMATION:

Amsterdam RAI Hotel & Travel Service:
Tel: +31 (0) 20 549 1927 / Email: hotelservice@rai.nl
To make your hotel reservation directly online, please visit www.rai.nl/hotelservice

WWW.WORLDCOCOACONFERENCE.ORG
**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**

**PLENARY SESSIONS (AUDITORIUM)**

- **08:00** Registration (Onyx Lounge) open
- **09:30** Official Opening and Welcome Speeches
- **10:00** High-Level Panel on Cocoa Policy
  - **H.E. Mr. Seth Terker**, Minister of Finance and Economic Planning, Ghana
  - **H.E. Mr. Javier Ponce Cevallos**, Minister of Agriculture, Livestock, Aquaculture and Fisheries, Ecuador
- **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)**

- **14:00** Implementation of the Global Cocoa Agenda: Progress by Countries on their National Cocoa Strategies
  - Moderator: **Dr. Joost Dorthuisen**, Executive Director, IDH, The Sustainable Trade Initiative
  - Presentations by Cocoa Exporting Countries:
    - **Mr. Michael Ndopong**, Director General, ONCC, Cameroon
    - **Mrs. Massandjé Touré-Litsé**, Director General, Conseil Café Cacao, Côte d’Ivoire
    - **Jaime Freire**, Advisor to the Minister of Agriculture, Ecuador
    - **Dr. Stephen Ogunni**, Chief Executive, Ghana Cocoa Board
    - **Mrs. Musulhafah Machmud**, Deputy Assistant for Affairs of Plantation and Horticulture, Ministry for Economy, Indonesia
    - **Dr. Peter Alkporpotion**, 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 Vernooy**, 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, Conseil Café Cacao, Côte d’Ivoire
  - Presentation: The CocoaAction Strategy: **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. Nicko Debenham**, Vice President, Cocoa Sustainability & Managing Director Biolands, Barry Callebaut
    - **Mr. Michel Hendriks**, Director of Sustainability, ADM International Cocoa Division
    - **Mr. Kip Walk**, Corporate Director, Cocoa and Sustainability, Blommer Chocolate
    - **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
  - Panelists:
    - **Mr. David Kpele**, Programme Director, Africa Cocoa Coalition
    - **Mr. Arjen Boekhold**, Chair Director, Tony Chocolonely
    - **Mrs. Michèle Akamba Ava**, Director of Control of Sale and Quality, ONCC
    - **Dr. Victor Iyama**, National President, Agricultural Commodities Association of Nigeria (FACAN)
- **12:30** Lunch
- **14:00** Panel Discussion: Progress on Global Efforts to Eradicate the Worst Forms of Child Labour in the Cocoa Sector
  - Moderator: **Mr. Richard Quest**, Broadcaster and Journalist, Quest For Business, CNN
  - Panelists:
    - **Mr. Nick Weatherill**, Executive Director, International Cocoa Initiative
    - **Dr. Francis Baah**, Manager, Ghana Cocoa Board
    - **Mr. Benjamin Smith**, Senior Officer for CSR, International Programme on the Elimination of Child Labour, International Labour Organisation
- **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
  - Panelists:
    - **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 Yap Assamo**, Director of Sustainability, Projects and Planning, Conseil Café Cacao, Côte d’Ivoire
    - **Dr. Soetanto Abdullah**, Member of the Scientific Board of the Indonesian Coffee & Cocoa Research Institute (ICRRI)
- **16:00** Cocoa Break
- **16:30** Panel Discussion: Empowering Cocoa Producers by Strengthening Farmer-Based Organizations
  - Keynote Presentation by **Mr. Nico Roozen**, Executive Director, Solidarity Network
  - Panelists:
    - **Mr. Alfonzo Baladera German**, CONACADO, Dominican Republic
    - **Mr. Victor Olowe**, Coordinator, Farmer Development Union (FADU), Nigeria
    - **Mr. Eliseus 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

19.30 **CONFERENCE DINNER:** Het Schepvaartmuseum – The National Maritime Museum

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.
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

08:30 Moderator’s Introduction: Measuring Progress on the Implementation of Global Cocoa Agenda

09:00 Improving Cocoa Productivity and Quality through an Integrated System
Presentation by Mr. Jonas Mva Mva, Cocoa Program Manager, IDH The Sustainable Trade Initiative
Panellists:
- Mr. Juan Gonzales Valero, Head of Public Policy and Partnerships, Syngenta International
- Mr. Edmond Konan, President, Global Business Consulting Co, Côte d’Ivoire
- Mr. Juan Carlos Motamayor, Global Program Manager, Mars Global Chocolate
- Mr. Darrell High, Cocoa Manager, Nestec Ltd / Nestlé
- Mr. Andrés Guzman, Manager, Hacienda Victoria – Ecuador

10:30 Cocoa Break

11:00 Attracting a New Generation of Cocoa Farmers while Addressing Gender Issues
Presentation by Mr. Omer Maledy, Executive Secretary, OICC, Cameroon
Panellists:
- Mr. François Ruf, CIRAD
- Ms. Gisèle Bilegue Nanga, Cocoa Farmer, Cameroon
- Mr. Joseph Bosompem, Cocoa Farmer, Ghana

12:00 Protecting the Diversity of Cocoa and the Prospects for Fine/Flavour Cocoa
Presentation by Ms. Ann Tutwiler, Director General, Bioversity International
Panellists:
- Mr. Martin Christy, Founder, Seventy6 / Direct Cacao
- Dr. Anna Laven, Senior Advisor Sustainable Development, Royal Tropical Institute (KIT) The Netherlands
- Dr. Freddy Amores, Leader, Cocoa and Coffee Research Program, INAP

13:00 Lunch

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

08:30 Moderator’s Introduction: Measuring Progress on the Implementation of Global Cocoa Agenda

09:00 Improving Market Efficiency and Transparency
Presentation by Mr. Samuel K. Gayi, Head, Special Unit on Commodities, UNCTAD
Panellists:
- Mr. Friedel Hütz-Adams, Cocoa Issues Specialist, Südwind-Institut
- Mr. Paul Hutchinson, Head of Cocoa Products Trading, Olam Cocoa

11:00 Adding Value to Cocoa at Origin
Presentation by Edward George, Soft Commodities Specialist, Ecobank
Panellists:
- Mr. Edmund Poku, Managing Director, Niche Cocoa, Ghana

12:00 Financing the Cocoa Sector
Presentation by Dr. Benedict Oramah, Executive Vice President, Business Development, Afreximbank
Panellists:
- Mr. Maxwell Kojo Attah-Krah, Managing Director, Produce Buying Company Ltd, Ghana
- Mr. Dick de Graaf, Coordinator, Cocoa Steering Committee, European Federation of Food, Agriculture and Tourism Trade Unions (EFFAT)

13:00 Lunch

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

08:30 Moderator’s Introduction: Measuring Progress on the Implementation of Global Cocoa Agenda

09:00 Managing the Supply Deficit
Presentation by Mr. Laurent Pipitone, Director of the Economics and Statistics Division, ICCO
Panellists:
- Ms. Lauren Bandy, Food Analyst, Euromonitor International
- Ms. Judith Ganes-Chase, President, J. Ganes Consulting
- Mr. Jonathan Parkman, Joint Head of Agriculture, Marex Financial
- Mr. Laurent Sauron, Head of Cocoa Research, Armajaro Research Ltd
- Mr. Emile Mehmet, Editor, The Public Ledger

10:30 Cocoa Break

11:00 Promoting Cocoa Consumption in Emerging Markets and Origin Countries
Presentation by Mr. Shi Yuping, Chairman, Wuxi Huadong Cocoa Food Co, China
Panellists:
- Mr. Edem Amegashie-Douvou, Deputy Marketing Manager, Ghana Cocoa Board
- Dr. Soetanto Abdoellah, Member of the Scientific Board of the Indonesian Coffee & Cocoa Research Institute (ICCRI)
- Dr. Peter Akpokpodion, Leader – Cocoa Value Chain Development, Agricultural Transformation, Federal Ministry of Agriculture and Rural Development, Nigeria

12:00 Food Safety in the Cocoa Sector: How Best to Help Producers Comply and Influence Legislation?
Presentation by Ms. Isabelle Adam, General Secretary, European Cocoa Association (ECA)
Panellists:
- Mr. Chagema John Kedera, Regional Coordinator, EDES-COLEACP
- Ms. Jayne Crozier, Coordinator, Plant Pathologist, CABI International
- Dr. Kenza Le Mentec, Project Coordinator – Standards and Trade Development Facility (STDF), World Trade Organization

13:00 Lunch
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.govemment.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@minex.nl

Please note that it is not possible to obtain a visa at the airport.

www.worldcocoaconference.org
9-13 JUNE 2014
RAI EXHIBITION & CONGRESS CENTRE,
AMSTERDAM,
THE NETHERLANDS

WORLD COCOA CONFERENCE 2014

Prices

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<tr>
<th>Booking Option</th>
<th>Conference Price</th>
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<tr>
<td>Corporate rate</td>
<td>€1095*</td>
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<td>Non-profit organisations, government, research and academic institutions in ICCO Member nations</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

Total

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:

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