



9-13 JUNE 2014
RAI EXHIBITION & CONGRESS CENTRE,
AMSTERDAM, THE NETHERLANDS

THE **ONLY**
GLOBAL
COCOA
FORUM

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. Dijksema
Minister for Agriculture



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 along the entire cocoa value chain, including government representatives 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



CONFERENCE VENUE:

Rai Exhibition & Congress Centre, Amsterdam



HOTEL INFORMATION:

Amsterdam RAI Hotel & Travel Service:

Tel: +31 (0) 20 549 1927 / Email: hotelservice@rai.nl

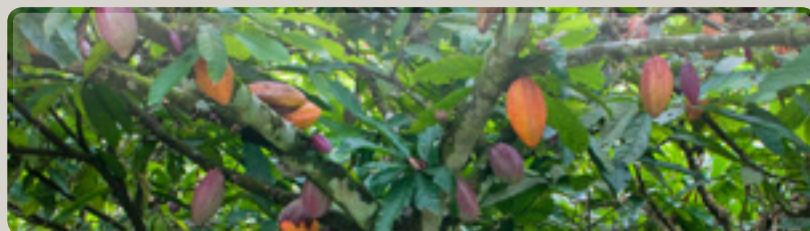
To make your hotel reservation directly online, please visit www.rai.nl/hotelservice

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Please visit www.skyteam.com and then use the exclusive event ID: **2494S** to receive your personal flight discount depending on which airline and ticket class you choose. Skyteam is a group of 19 different airlines, giving you a wide variety of choice.



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

Official Opening Ceremony and Welcome Speeches

- 09:30 Welcoming Remarks
Moderator: TBC
- Welcome on behalf of the host Government by **H.E. Ms. Sharon A M Dijkema**, Minister for Agriculture, **The Netherlands**
 - Welcome Address by **Dr. Jean-Marc Anga**, Executive Director, **International Cocoa Organization (ICCO)**
- 10:00 High-Level Panel on Cocoa Policy
- **H.E. Mr. Seth Terkper**, 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)

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, **Conseil Café Cacao, Côte d'Ivoire**
 - **H.E. Mr. Luis Valverde**, Vice Minister of Agriculture, **Ecuador**
 - **Dr. Stephen Opuni**, Chief Executive, **Ghana Cocoa Board**
 - **Mrs. Mudhalifah Machmud**, Deputy Assistant for Affairs of Plantation and Horticulture, Ministry for Economy, **Indonesia**
 - **Dr. Peter Aikpokpodion**, 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 Vernooij**, 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 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**
Presentations by:
- **Mr. Bill Guyton**, President, **World Cocoa Foundation**
 - **Mr. Frank Day**, Vice President of Global Commodities, **The Hershey Company**
 - **Mr. Jos de Loor**, President, **Cargill Cocoa and Chocolate**
 - **Mr. Daudi Lelijveld**, Vice President, Cocoa Sustainability, **Barry Callebaut**
 - **Mr. Michiel Hendriksz**, 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**
- 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 Assamoi**, Director of Sustainability, Projects and Planning, **Conseil Café Cacao, Côte d'Ivoire**
 - **Dr. Francis Baah**, Manager, **Ghana Cocoa Board**
 - **Dr. Soetanto Abdoellah**, Member of the Scientific Board of the **Indonesian Coffee & Cocoa Research Institute (ICCRI)**
- 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 Baldera German**, **CONACADO, Dominican Republic**
 - **Mr. Victor Olowe**, Coordinator, **Farmer Development Union (FADU), Nigeria**
 - **Mr. Elisius Opoku Boamah**, Executive Secretary, **Cocoa Abrabopa Association, Ghana**
- 17:30 End of day's session

19.30 CONFERENCE DINNER: Het Scheepvaartmuseum – 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

BREAKOUT SESSIONS

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*

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*

10:00 Attracting a New Generation of
Cocoa Farmers while Addressing
Gender Issues

Presentation by **Mr. Omer Maledy**,
Executive Secretary, *CICC*, Cameroon

Panellists:

- **Mr. François Ruf**, *CIRAD*

11:00 Cocoa Break

11:30 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, *Seventy% / Direct Cacao*
- **Dr. Anna Laven**, Senior Advisor Sustainable Development, *Royal Tropical Institute (KIT) The Netherlands*
- **Dr. Freddy Amores**, Leader, Cocoa and Coffee Research Program, *INIAP*

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. Amit Suri**, President and COO, *Olam Cocoa*

10:30 Cocoa Break

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 Souron**, 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-Duvon**, Deputy Marketing Manager, *Ghana Cocoa Board*
- **Dr. Soetanto Abdoellah**, Member of the Scientific Board of the *Indonesian Coffee & Cocoa Research Institute (ICCRI)*
- **Dr. Peter Aikpokpodion**, 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. Chagama John Kedera**, Regional Coordinator, *EDES-COLEACP*
- **Ms. Jayne Crozier**, Team Leader / Plant Pathologist, *CABI International*
- **Dr. KENZA Le Mentec (Mrs)**, Project Coordinator – Standards and Trade Development Facility (STDF), *World Trade Organization*

13:00 Lunch



DAY 4: THURSDAY 12 JUNE 2014

AFTERNOON PLENARY SESSIONS

Strategic Management on Working Together Towards a Sustainable Cocoa Economy

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. Bill Guyton**, President, *World Cocoa Foundation*
- Mr. Laurent Pipitone**, 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)

DAY 5: FRIDAY 13 JUNE 2014

PLENARY SESSION

Conclusion of the Conference and Closing Ceremony

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

Dr. Jean-Marc Anga, Executive Director, *ICCO*
Mr. Roald Lapperre, Deputy Director General, *Ministry of Economic Affairs, The Netherlands*

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	INTERACTIVE SESSION 2
Monday 9 June	Working Towards a Common Research Agenda in Coffee & Cocoa <i>Auditorium (14:00 – 16:00)</i>	
Tuesday 10 June	Roadmap to Nutrition Secure Cocoa Supply Chains <i>G104 (11:45 – 13:45)</i>	The Cocoa Fertilizer Initiative <i>G105 (11:45 – 13:45)</i>
Wednesday 11 June	Investing in People: Gender, Education and Child Protection <i>G104 (12:45 – 13:45)</i>	
Thursday 12 June	Service Delivery that Works <i>Auditorium (13:15 – 14:45)</i>	Value Distribution and Living Income <i>Emerald Room (13:15-14:45)</i>

VISA's 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

**PLEASE NOTE
THAT IT IS NOT
POSSIBLE TO
OBTAIN A VISA
AT THE AIRPORT**

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

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
- Cargill
- CEMOI
- Ferrero Trading
- Hershey
- Mars
- Mondelēz International
- Nestlé
- Noble Group
- Olam International / Outspan Ivoire
- Petra Foods
- Touton
- Transmar Group

Associations, Organizations and NGOs:

- 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)



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**REGISTRATION
AND ENQUIRIES
INFORMATION:**

Prices

Booking Option	Conference Price	Total
<input type="checkbox"/> Corporate rate	€1095*	
<input type="checkbox"/> Non-profit organisations, government, research and academic institutions in ICCO Member nations	€295*	
<input type="checkbox"/> Non-profit organisations, government, research and academic institutions in non-ICCO Member nations	€495*	
	Total	

*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:**

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bookings from the Asia Pacific region
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