

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

THE ONLY **GLOBAL** COCOA **FORUM**

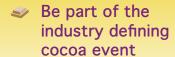
WORL CONFERENCE 20

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

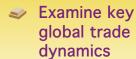
COVERS THE COMPLETE COCOA SUPPLY CHAIN



REASONS TO ATTEND:



Meet leaders from across the cocoa value chain



Assess ways of improving productivity

FEATURING

Trade Exhibition & Conference Dinner

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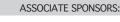






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Dear Colleague,



Ministry of Economic Affairs

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

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

OFFICIAL AIRLINE GROUP PARTNER:



CONFERENCE VENUE:

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



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 Dijksma, 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

- Press conference 11:30
- 12:30 Lunch

PLENARY SESSIONS (AUDITORIUM)

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

Implementation of the Global Cocoa Agenda: Progress by 14:00 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. Musdhalifah 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

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 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 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, Mondelez 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

- 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)
- Ms. Karin Kreider, Executive Director, ISEAL 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

- Mr. Alfonzo Baldera German, CONACADO, Dominican Republic
- Mr. Victor Olowe, Coordinator, Farmer Development Union (FADU), Nigeria
- Mr. Elisius 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 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

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

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
- Ms. Gisèle Bilegue Nanga, Cocoa Farmer, Cameroon

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

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
- Mr. Diego Baradó, Amma Chocolate, Brazil

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



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

Cocoa Break 10:30

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

Food Safety in the Cocoa Sector: 12:00 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, 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

Moderator's Introduction: Measuring Progress on the 14:30 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
- Measuring Progress towards the Goals in the Global Cocoa Agenda and identifying the next steps

Panellists:

- anellists:
 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 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

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

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

- **Press Conference** 12:30

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 Auditorium (14:00 - 16:00)	
Tuesday 10 June	Roadmap to Nutrition Secure Cocoa Supply Chains G104 (11:45 - 13:45)	The Cocoa Fertilizer Initiative G105 (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)	Value Distribution and Living Income Emerald Room (13:15-14:45)

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-netherlandsand-the-caribbean-parts-of-the-kingdom/visa-for-the-netherlands-theschengen-visa

The visa application form can also be downloaded from the following website: www.government.nl/issues/visa-for-the-netherlands-andthe-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 ABIDIAN 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:

- 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
- Caraill
- 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
- 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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THE ONLY **GLOBAL COCOA FORUM**



REGISTRATION AND ENQUIRIES **INFORMATION:**

Prices

Booking Option	Conference Price	Total
☐ Corporate rate	€1095*	
☐ Non-profit organisations, government, research and academic institutions in ICCO Member nations	€295*	
□ Non-profit organisations, government, research and academic institutions in non-ICCO Member nations	€495*	
*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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