



# DAILY WRAP



## A New Vision for the Cocoa Sector



### HIGHLIGHTS FROM DAY 1

#### FINE AND FLAVOUR FORUM

#### NEW RESPONSES TO ADDRESS VARIOUS MARKET ISSUES

#### EXHIBITION INAUGURAL CEREMONY

## WELCOME TO THE WORLD COCOA CONFERENCE 2018

Dr Jean-Marc Anga, Executive Director, *ICCO* addressed the delegates on the opening day of the World Cocoa Conference with the Fine and Flavour Cocoa Forum. Setting the tone for the conference, he talked about the vision, the challenges that lie ahead and how to measure the solutions that will be discussed and shared through the many panels and tracks over the next three days.

Kicking off the Forum, led by Martin Christy, Director, *International Institute of Chocolate and Cacao Tasting (UK)* there were engaging Panels with expert panellists discussing a range of topics addressing new responses to address various market issues such as:

- a) Standards and tools for evaluating fine cacao and chocolate;
- b) Do certified and ethical products work in conjunction with fine cacao?;
- c) How Fine and Flavour cocoa can increase farmer income / Productivity and Profit.



Dr. Jean-Marc Anga, Executive Director, ICCO



Martin Christy, Director, International Institute of Chocolate and Cacao Tasting (UK) and Maricel Presilla, Founder, International Institute of Chocolate and Cacao Tasting (IICCT)



Photos by Matt Wallace

*“There is no sustainability if the farmer cannot make a living.”*

— MARICEL PRESILLA  
FOUNDER, INTERNATIONAL  
INSTITUTE OF CHOCOLATE AND  
CACAO TASTING (IICCT)



Photos by Matt Wallace

*"Can Cocoa  
Emulate the Rise  
of Speciality  
Coffee?"*

— SPENCER HYMAN  
COCOA RUNNERS (UK)



Photos by Matt Wallace

*"The importance of #LatAm cacao in the world market goes beyond its monetary value."*

— FEDERICO VIGNATI  
ECONOMIST, SPEAKER



Day 1 presented the arriving delegates with fascinating and informative panels, the Exhibition Inauguration ceremony and Tasting sessions to round out the day. All of which were supported by a team of experts in translation, marketing, media, event staff and speciality consultants.





Dr. Jean-Marc Anga, Executive Director, ICCO announces at the Exhibition Inauguration Ceremony



Delegates get the opportunity to taste a variety of chocolates from the Winners of the International Chocolate Awards.



The Exhibition Hall in the Main Reception of the Maritim Hotel, Berlin.

# Here's What's On

[Day 2 ]  
#wcc4berlin

## AGENDA - MONDAY 23 APRIL 2018

07:45 Registration Opens

PLENARY SESSIONS (MARITIM ROOM)

VISION AND CHALLENGES

### Official Opening of the Conference (part I)

#### 9:30 Welcome Address from the City of Berlin

*Dr. Dirk Behrendt, Senator for Justice, Consumer Protection and Anti-Discrimination*

#### 9:35 Welcome Address

*H.E. Julia Klöckner, H.E. Minister of Food and Agriculture of Germany*

#### 9:55 Schokofair Presentation

#### 10:00 Ministerial Addresses

*H.E. Minister of Trade of Côte d'Ivoire, H.E.M. Souleymane Diarrassouba*

*H.E. Minister of Trade of Cameroon, H.E.M. Luc Magloire Mbarga Atangana*

*H.E. Minister of Agriculture of Ecuador, H.E.M. Rubén Flores Agreda*

*H.E. Minister of Development, Industry and Commerce of Nicaragua, H.E.M. Orlando Solorzano Delgadillo*

*H.E. Minister of Agriculture of the Dominican Republic, H.E.M. Angel Estevez Boudierd*

*H.E. Minister of Agriculture of Peru, H.E.M. Gustavo Eduardo Mostajo Ocola*

#### 10:50 Keynote Presentation

*Dr. Jean-Marc Anga, Executive Director, ICCO*

#### 11:10 Cocoa Break

Impact interviews on the couch by Solidaridad (1st Floor Foyer)

### Official Opening of the Conference (part II)

#### 11:40 Statement by the Platinum Sponsor

*Frank Mars, Member of the Board of Directors, Mars Incorporated*

#### 11:55 An Overview of Germany's Chocolate Industry

*Stephan Nießner, Chairman, The Association of the German Confectionery Industry*

#### 12:10 Introduction of conference moderator

*Lucas Simons, CEO, NewForesight*

#### 12:30 Lunch – Sponsored by Mars

12:45 – 13:15 During lunch the Press Conference will take place in the Wien Room (Accredited press only will be admitted)

#### 14:00 Out-of-the box perspective on the Global Cocoa Agenda

*Rick Antonson, Guest Speaker, KSC - Canada*

#### 14:20 Panel discussion: Sustainable Production, Prosperous Farmers and Thriving Communities

Achieving living incomes for farmers against the background of the recent collapse in cocoa prices on the international markets  
Moderator:

*Simran Sethi, Journalist and Fellow, Institute for Food and Development Policy*

Panelists:

*Jose Antonio Martinez Rojas, Cocoa producer – Dominican Republic*  
*Friedel Hütz-Adams, Researcher, Südwind Institute – Germany*

*Arjen Boekhold, Chain Director, Tony's Chocolonely - The Netherlands*  
*Sayina Riman, President, Cocoa Association of Nigeria, CAN - Nigeria*  
*Cathy Pieters, Director Cocoa Life Program, Mondelez - Switzerland*

#### 14:50 Panel discussion: Sustainable Industry

Addressing deforestation in the cocoa supply chain

Moderator:

*Daniele Giovannucci, President, Committee on Sustainability Assessment*

Panelists:

*Etelie Higonet, Legal and Campaign Director, Mighty Earth - USA*  
*Rick Scobey, President, World Cocoa Foundation - USA*

*Andrew Bovarnick, Global Head, Green Commodities Programme, UNDP - USA*  
*Abraham Adusei, WCFO - Ghana*

*Dogui Aboa, Technical Counselor, SODEFOR, Ministry of Forestry - Côte d'Ivoire*

#### 15:20 Cocoa Break

Impact interviews on the couch by Solidaridad (1st Floor Foyer)

#### 15:50 Presentation: Sustainable Consumption

- How Producers/Consumers Can Influence the Entire Cocoa Value Chain

Moderator: *Dr. Torben Erbrath, Director, Association of the German Confectionery Industry - BDSI*

- The Ritter Sport model (from Nicaragua) for improving cocoa and chocolate sales

*Andreas Ronken, CEO, Ritter Sport - Germany*

Additional speakers:

*Carolina Aguilar, Deputy Regional Director, Quality & Growth Latin America, Lutheran World Relief*

*Evelyn Bahn, Business & Human Rights, Sustainable Cocoa, Inkota - Germany*

#### 16:20 Panel discussion: New vision for a sustainable cocoa sector from across the value chain

Moderator: *Lucas Simons, CEO, NewForesight*

**Group 1 – Producing Countries**

*Michael Ndoping, CEO, Office National du Cacao et du Café (ONCC) - Cameroon*

*Joseph Baahen Aidoo, Chief Executive, Ghana Cocoa Board*  
*HEM Ruben Flores Agreda, HE Minister of Agriculture - Ecuador*  
*Indonesia Senior representative, TBA*

**Group 2 – Industry, Development Agency, Civil Society, Farmer**

*Nicko Debenham, VP Global Cocoa Sustainability, Barry Callebaut*  
*Joost Oortuizen, Executive Director, IDH*  
*Antonie Fountain, Managing Director, Voice Network*  
*Warren Saka, Secretary General, WCFO*

#### 17:30 Overview of the day and information on the following day

*Lucas Simons, CEO, NewForesight*

#### 17:40 End of main programme

#### 18:30 Women in Cocoa & Chocolate (WINCC) Evening (Berlin Room)

See page 7 for further information

# WORLD COCOA CONFERENCE 2018



## On Social Media...

We aim to engage with all our delegates across the World Cocoa Conference to ensure your voice and your experience is heard.

Please make sure you share your thoughts on **Twitter** by adding the hashtag **#wcc4berlin** to your tweets.



<https://twitter.com/WorldCocoaConf/>

Follow us on **Instagram**



<https://www.instagram.com/worldcocoaconf/>

and on **Facebook**



<https://www.facebook.com/WorldCocoaConference/>



# WORLD COCOA CONFERENCE 2018



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