



22-25 APRIL 2018
HOTEL MARITIM BERLIN
BERLIN, GERMANY

1500+
Attendees

65+
Countries

600
Organisations

WORLD COCOA CONFERENCE 2018



A New Vision for the Cocoa Sector



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www.worldcocoaconference.org

Dear Colleague,

On behalf of the International Cocoa Organization, its Council and its member countries, I would like to invite all stakeholders in the cocoa and chocolate sector to join us for the fourth edition of the World Cocoa Conference, in Berlin, Germany, 22-25 April 2018.

At a time when there are significant threats to the sector, and its various stakeholder groups, we have a welcome opportunity at the Conference to discuss and deal with the most difficult issues in cocoa. We at the ICCO strongly feel that these serious topics need to be addressed by all members of the value chain, from farmers (and especially from them) through the trade and industry to the final consumer.

We are able to present this fourth edition of the World Cocoa Conference as a result of the gracious invitation of our hosts, the government of the Federal Republic of Germany. In Berlin, we will be striving even more than previously to bring the whole sector and the entire chain into the discussions. To that end, we have not only gathered a range of expertise across a huge spectrum of cocoa and chocolate knowledge and experience. With the help of some technology, we are also planning to focus much more on interactivity and stimulating discussions among all our attendees, across four different areas of sustainable development.

The reason we are doing this is because we feel that the difficulties currently faced by the cocoa sector can never be solved by one element of the value chain alone.

It is only by involving producers and the consumers, trade and industry, governments, civil society and other relevant development partners, that we will be able to progress along the road toward those sustainable goals in the Global Cocoa Agenda that we first mapped out together in 2012 at the first World Cocoa Conference in Abidjan.

Beyond these core topics, we are pleased once again to be looking in depth at the Fine and Flavour cocoa sector, and the speciality chocolate segment which is linked to it. And we are most gratified to be returning to the topic of Women in Cocoa and Chocolate, which should offer us all new insights into the way, regardless of gender, we can all work together for the benefit of the whole sector.

Once again we will have an Exhibition bringing together some of the most important businesses and organisations serving the sector, and there will also be innovative sessions and more light-hearted opportunities to network and compare experiences.

If you are a cocoa or chocolate sector stakeholder, please join us in Berlin. This event is for you: to move the sector forward, we need your input and we would like to hear your voice.



Dr. Jean-Marc Anga
Executive Director
International Cocoa Organization

WHY ATTEND WORLD COCOA CONFERENCE IN BERLIN?

- Hear** from the leading influencers in the global cocoa and chocolate sector
- Examine** the impact of low prices on the sustainability of cocoa production and the outlook for the global supply/demand balance
- Assess** prospects for boosting demand for cocoa in mature markets, origin countries and fast growing economies
- Address** the challenges facing cocoa producing communities around the world
- Utilise** new research to enhance cocoa production and develop climate smart technologies
- Join** stakeholders from across the value chain – farmers, producer organisations, national governments, traders, chocolate manufacturers and NGOs



SUNDAY 22 APRIL 2018

09:00 - 17:00	Fine and Flavour Cocoa Forum in the Berlin Room (For more information see page 7)
15:30	General Registration Opens
17:15	Official Exhibition Inauguration <i>Dr. Jean-Marc Anga</i> , Executive Director, ICCO <i>Friedrich Wacker</i> , German Federal Ministry of Agriculture and Food
17:30	Welcome Drinks Reception in the Exhibition Hall

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 Boahen 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 Oorthuizen, Executive Director, **IDH**

Antonie Fountain, Managing Director, **Voice Network**

Warren Sako, 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

SIMULTANEOUS BREAKOUT SESSIONS

DEEP DIVES INTO VIABLE SOLUTIONS

TRACK 1: SUSTAINABLE PRODUCTION, PROSPEROUS FARMERS AND THRIVING COMMUNITIES (MARITIM ROOM)

How can we move to a sustainable business case and a living income for farmers?

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

TRACK 2: SUSTAINABLE INDUSTRY (BERLIN ROOM B)

How can we create an efficient industry chain that more effectively links farmers to markets and ensures profitability for everyone in the whole chain?

Moderator: **Daniele Giovannucci**, President, *Committee on Sustainability Assessment (COSA)*

TRACK 3: SUSTAINABLE CONSUMPTION (BERLIN ROOM C-E)

How do we ensure continuous and growing demand for sustainably produced cocoa and cocoa-based products?

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

TRACK 4: SUSTAINABLE MANAGEMENT (WIEN ROOM)

How do we create the right enabling environment to make the whole sector more sustainable?

Moderator: **Lucas Simons**, CEO, *NewForesight*

9.00 What is the actual situation of cocoa farmers?

Anna Laven, *KIT* - The Netherlands
Esapa Patrick, *South West Farmers' Cooperative (SOWEFCU)* - Cameroun
Aminata Bamba, *ECOOKIM* - Côte d'Ivoire

How important is the farm gate cocoa price for a living income and what can be done to improve it?

Carla Veldhuizen, *Fairtrade*
Dr Annemarie Matthes, *GIZ* - Germany
Eric Ranaivosoa, *Groupement des Acteurs du Cacao de Madagascar*

How can we create access to inputs and services? How important is access to finance?

Dirk Lebe, *Swisscontact* - Indonesia
Coralie David, *ResponsAbility* - France
James Webb, *IDH* - The Netherlands
Justine Maytraud, *Solidarité International pour le développement et l'Investissement* - France
Solène Prince Agbodjan, *OIKO Credit*

How can we create commercially-oriented and professional farmer-based organizations? How can we reach unorganized farmers and avoid the low-hanging fruit syndrome?

Michiel Hendriks, *Farmstrong Foundation* - Switzerland
Hugh Johnson, *WCFO* - Jamaica
Judith Steffens, *PRO-PLANTEURS/GISCO* - Germany
Victor Ganoza, *TechnoServe Peru* - Peru

What is the global demand and supply balance and what are the emerging new markets?

Dr Edward George, *Ecobank* - UK
Steve Wateridge, *Tropical Research* - UK
Eric Bergman, *Jenkins Sugar Group* - USA

How will innovative cocoa-based recipes shape future demand?

Martin Christy, *International Institute of Chocolate and Cacao Tasting* - UK

What is the role of industry and governments and multistakeholder platforms in facilitating the enabling environment?

Urs Furrer, *Chocosuisse* - Switzerland
Rick Scobey, *WCF* - USA
Jonas Mva Mva, *IDH* - The Netherlands
Leif Pedersen, *UNDP Green Commodities Program* - Switzerland
Wolf Kropp-Büttner, *GISCO* - Germany

Financial service providers in cocoa: What are the latest tools available to assist cocoa farmers and their governments?

Claudia Huber, *Dev-Impact* - Switzerland
Jay Daniliuk, *USAID*
Mariam Gabala, *Cabinet MDG Consulting* - Côte d'Ivoire
Jean-Luc Konan, *Cofina* - Côte d'Ivoire
Yvonne Chileshe, *ACP Secretariat*
Michael de Groot, *Rabobank* - The Netherlands

10.30 **Morning Cocoa Break**
Impact interviews on the couch by Solidaridad (1st Floor Foyer)

11.00 How can we increase sustainable productivity: What are the trends in mechanization and digitalization in farming?

Speakers:
Manfred Borer, Advisor, *PT Koltiva Hassan Elamri*, Head of Business Management Crop Protection West & central Africa, *BASF*
Elise Benhamou, Agronomy & Business Development Cocoa, GBU Africa, *Netam*

The effects of climate change and deforestation: how can farmers adapt or mitigate them?

Brigitte Laliberté, *Bioversity International* - Italy
Petra Kollmannsberger, *12Tree* - Germany
Toussaint N'Guessan, *Organisation Mondiale des Cultivateurs de Cacao - World Cocoa Producer Organisation* - Côte d'Ivoire
Edit Kiss, *Althelia* - UK
Jonas Mva Mva, *IDH* - The Netherlands

How can we mitigate the price risk in cocoa? How can we further develop innovation in addressing price volatility, and what are examples of innovative mechanisms?

Nicolas Mounard, *Farm Africa* - UK
David Short, *Aidenvironment* - The Netherlands
Albert Scalla, *INTL FCStone* - USA
Federico Vignati, Chief Executive Environment and Climate Change, *CAF* - Peru

How powerful is marketing in influencing demand?

John George, *Euromonitor International*, UK
Sarah Browner, *Innova Market Insights* - The Netherlands

What is the effect of consumption promotion schemes in countries of origin?

Fernando Teixeira Mendes, Comissão Executiva do Plano da Lavoura Cacaueira, *CEPLAC* - Brazil
Gerardo Paez, *Empresa el Vergel* - Nicaragua

The missing link of extension services: how can we better facilitate the transfer of science to farmers?

Ruud Ludermann, *University of Wageningen - Centre for Development Innovation*
Stephan Brunner, *Bayer Crop Science* - Germany
Leoncio Altamirano, *Cooperativa Multisectorial cacaoteros Organicos de Rosita* - Nicaragua

How do we optimize farmer protection (safety net)?

Isaac Gyamfi, *Solidaridad*, Ghana
Vincent Okyere Akomeah, *Ghana Cocoa Board*

AGENDA - TUESDAY 24 APRIL 2018

TRACK 1:
SUSTAINABLE PRODUCTION,
PROSPEROUS FARMERS AND
THRIVING COMMUNITIES
(MARITIM ROOM)

TRACK 2:
SUSTAINABLE INDUSTRY
(BERLIN ROOM B)

TRACK 3:
SUSTAINABLE CONSUMPTION
(BERLIN ROOM C-E)

TRACK 4:
SUSTAINABLE MANAGEMENT
(WIEN ROOM)

12.30 Lunch

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

<p>14.00 How can we attract the youth into cocoa farming (focusing on professionalizing young cocoa farmers, access to credit and land rights)? <i>Euphrasie Aka, International Cocoa Initiative</i> <i>Frank Okyere, Farmgate Foundation</i> <i>Jose Valdez Santos, Valdez Cacao</i> <i>SFM S.R.L - Dominican Republic</i> <i>Carina Yuri Picado, Cooperative La Campesina - Nicaragua</i> <i>Beatrice Moulianitaki, Head of Sustainable Sourcing, The Hershey Company - Switzerland</i></p>	<p>Will increased origin processing impact trade and increase profitability in origin countries? What are the opportunities for small-scale cocoa processing? <i>Francesca Kleemans, Cargill - The Netherlands</i> <i>Gerard Stapleton, LMC International - UK</i> <i>Joseph Forson, Ghana Cocoa Board - Ghana</i> <i>Joaquin Muñoz, CEMOI - France</i></p> <p>Is the ethical cocoa trade a myth or reality? <i>Dario Soto Abril, Fairtrade International - Germany</i> <i>Eric Garnier, Choba Choba - Switzerland</i> <i>Elizabeth Rizo, Ritter Sport - Nicaragua</i></p>	<p>What role can retailers play in influencing the growing demand for sustainably-produced cocoa? <i>Florian Schütze, Lidl - Germany</i></p> <p>Certification and its challenges? <i>Jack Steijn, ISO/CEN - The Netherlands</i> <i>Han de Groot, Rainforest Alliance</i> <i>Fuzz Kitto, Stop the Traffik - Australia</i></p> <p>What are the new markets for healthy cocoa products and how can we market them? <i>Participants to be confirmed</i></p>	<p>How do we bring about good production management policies and what are their effects in producing countries? <i>Richard Asare, IITA - Nigeria</i> <i>Dr Niek Koning, WUR - The Netherlands</i></p> <p>Could commodity exchanges trading cocoa based in producing countries improve volatility and stabilize cocoa prices? <i>Prof Christopher Gilbert, Bologna Institute for Policy Research, John Hopkins School of Advanced International Studies - Italy</i></p>
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15.30 Afternoon Cocoa Break

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

<p>16.00 Human rights in cocoa communities: focus on the gender issue. How can we develop gender equity and more opportunities for women in the cocoa sector? <i>Helen Van Hoeven, Oxfam America</i> <i>Viviane Brou Oussou N'Goran, Federation of Women Farmers - Côte d'Ivoire</i> <i>Margreet Groot, Modelez - Switzerland</i></p> <p>How can we eliminate the worst forms of child labour in cocoa-producing countries? <i>Amany Konan, Comité National de Surveillance des actions de lutte contre la traite, l'exploitation et le travail des enfants (CNS) - Côte d'Ivoire</i> <i>Nick Weatherill, International Cocoa Initiative - Switzerland</i> <i>Virginie Mahin, Mondelēz - Switzerland</i></p>	<p>How can we create traceability in our supply chains? What are the technological advances and breakthroughs? <i>Andre van den Beld, COCOANET B.V. - The Netherlands</i> <i>Taco Terheijden, Cargill - The Netherlands</i></p> <p>What are the opportunities in diversification and the alternative methods to generate additional income (a business case approach)? <i>Richard Asare, IITA</i> <i>Dr. Christophe Kouamé, World Agroforestry Côte d'Ivoire</i> <i>Hernan Manson, International Trade Center Switzerland</i> <i>Edmond Konan, Global Business Group</i></p>	<p>What is the secret of producing the best chocolate? <i>Andreas Bertram, ZDS - Germany</i> <i>Warren Hsu, Fu Wan Chocolate Resort - Taiwan</i> <i>Samantha Aquim, Aquim Gastronomia - Brazil</i> <i>Jose Vicente Franceschi, Casa Franceschi - Venezuela</i> <i>Rex Puentespina, Malagos Chocolate - Philippines</i></p> <p>What is the impact of sanitary and phytosanitary (SPS) measures on the cocoa supply chain? <i>Alice Costa, CAOBISCO - Belgium</i> <i>Juan Pablo Zuñiga, ANECACAO - Ecuador</i> <i>Julia Manetsberger, European Cocoa Association</i> <i>Representative of Nicaragua- TBA</i></p>	<p>How can we improve social conditions and economic development at smallholder level? <i>Emanuele Biraghi, UNICEF - Côte d'Ivoire</i> <i>Abraham Adusei, WCFO - Ghana</i> <i>Victorine Kouaglou, Societe Cooperative Koado-Due - Côte d'Ivoire</i></p> <p>What is the GCA framework and how do we activate it? <i>Philippe Fontayne, Vice-Président, Conseil National du Cacao - Madagascar</i> <i>Producing countries TBA</i></p> <p>How can we get sufficient land under production and improve land titles? <i>Gisèle Dutheuil, Institut Audace Afrique - Côte d'Ivoire</i> <i>Producing Country Representatives - TBA</i></p>
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17.30 Closing Remarks

18.30 Coaches depart from the Maritim Berlin Hotel for the Official Gala Dinner of WCC4 (By registration only)

19.00 WCC4 Gala Dinner at the German Historical Museum

AGENDA - WEDNESDAY 25 APRIL 2018

PLENARY SESSIONS (MARITIM ROOM)

NEXT STEPS AND THE WAY FORWARD

Moderator: **Lucas Simons**, *NewForesight*

09:00 Panel discussion: New Vision – The Way Forward

Opening statement by:

Viwanou Gnassounou, Assistant Secretary General, *ACP Secretariat*

Panelists include:

Simran Sethi, Institute for Food and Development Policy, *United States*

Daniele Giovannucci, Cosa - *United States*

Dr Torben Erbrath, *BDSI* - Germany
and government and Industry representatives

10:00 Assessing the Progress toward a Sustainable World Cocoa Economy

- Key performance Indicators
Will Saab, Senior Consultant, *NewForesight*
- Visual Presentation of the outcome of the 3D installation
Boukje Theeuwes, *Solidaridad*

10:30 Cocoa Break

(Including a guided tasting of samples of chocolate from experts from the Fine and Flavour Forum)

11:00 New products, new potential

New Products

- Making Chocolate Products Without Fat, Sugar or Sweeteners - A New Chemistry
Gregory Aharonian, President, Chief Scientist, *Kukaxoco*
- Ruby Chocolate (Barry Callebaut): its potential and market share
Bas Smit, Head of Global Marketing, *Barry Callebaut*

New Potential

- Fine or Flavour Cocoa – Highlight from the Forum
Martin Christy, Director, *IITCC*

12:00

The science in support of cocoa farming

- Highlights from the International Symposium on Cocoa Research
Brigitte Laliberté, Expert on Cocoa Genetic Resources, *Bioversity International*

12:20

Gender Equality and Women Empowerment

- Highlights from the Women in Cocoa and Chocolate Forum
Caroline Lubbers, *Solidaridad*
Yaa Amekudzi, Director Cocoa Life, *Ghana, Mondelez International*

12:40

Reviewing the Berlin Declaration of the World Cocoa Conference 2018

- Considering the main document resulting from the Conference, distributed earlier today

13:00

Lunch

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

14:30

The Berlin Declaration: Presentation of the Recommendations of WCC4 and adoption by the Conference

15:00

Closing Remarks and the Official Announcement of the host city for the Fifth World Cocoa Conference in 2020

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

15:15

Closing Remarks by the Host Government

Dr Maria Flachsbarth, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development, *Germany*

15:30

Closing of the Conference

Tastings of speciality chocolate in the Exhibition area



FINE AND FLAVOUR COCOA FORUM (BERLIN ROOM) - SUNDAY 22ND APRIL 2018

08:30	Registration Moderators: <i>Martin Christy</i> and <i>Maricel Presilla</i>
09:00	Introduction and Opening Remarks <i>Dr. Jean-Marc Anga</i> , Executive Director, <i>ICCO</i> <i>Martin Christy</i> , Director, <i>International Institute of Chocolate and Cacao Tasting</i> (UK)
09:10	An overview of the developments since the 2016 Fine and Flavour Forum in origin cocoas and chocolate products <i>Maricel Presilla</i> , Founder, <i>International Institute of Chocolate and Cacao Tasting (IICCT) & International Chocolate Awards, Gran Cacao Company, FCIA</i>

NEW RESPONSES TO ADDRESS VARIOUS MARKET ISSUES:

09:30	Standards and tools for evaluating fine cacao and chocolate <i>Dr Darin Sukha</i> , Research Fellow, <i>Cocoa Research Centre of the University of the West Indies</i> , (Trinidad and Tobago) <i>Dr. Alex Rast</i> , <i>University of Southampton</i> (UK) <i>Martin Christy</i> , Director, <i>International Institute of Chocolate and Cacao Tasting</i> (UK) <i>Maricel Presilla</i> , Founder, <i>International Institute of Chocolate and Cacao Tasting (IICCT) & International Chocolate Awards, Gran Cacao Company, FCIA</i> (This topic will be discussed on Roundtable 1 at 15:50)
10:10	Do certified and ethical products work in conjunction with fine cacao? Speakers to include a farmer/co-operative and a chocolate producer (This topic will be discussed on Roundtable 2 at 15:50)
10:40	Panel: How Fine and Flavour cacao can increase farmer income / Productivity and Profit <i>Frank Homann</i> , Founder and CEO, <i>Xoco</i> (Honduras/Denmark), <i>Guido Castanga</i> , Award-winning artisanal bean-to-bar chocolatier, <i>giandujotti</i> maker, author, TV personality (Italy) (This topic will be discussed on Roundtable 3 at 15:50)
11:10	Cocoa Break
11:30	Examining the increase in small-scale production: can cocoa emulate the rise of speciality coffee? <i>Warren Hsu</i> , CEO, Executive Chef and Chocolate Maker, <i>Fu Wan Chocolate Resort</i> (Taiwan) <i>Spencer Hyman</i> , <i>Cocoa Runners</i> (UK) (This topic will be discussed on Roundtable 4 at 15:50)
12:00	Assessing the threat from cadmium legislation on fine cocoa origins and on small chocolate makers <i>Mikkel Friis-Holm</i> , Award-winning bean-to-bar chocolate maker, chef (Denmark) <i>Esteban Tinoco</i> , Economist, <i>International Cocoa Organization</i> (Ecuador) <i>Carmen Rosa Chavez</i> , <i>Ministry of Agriculture</i> (Peru) (This topic will be discussed on Roundtable 5 at 15:50)

Lunch

LATEST DEVELOPMENTS IN SOME OF THE MOST INNOVATIVE FINE AND FLAVOUR ORIGINS:

14:00	Nicaragua <i>H.E. Mr. Orlando Solórzano</i> , Minister of Development, <i>Industry and Commerce</i>
14:10	Ecuador Representative TBA
14:20	Dominican Republic <i>H.E. Mr. Federico Cuello</i> , Ambassador to the United Kingdom and Northern Ireland
14:30	Madagascar <i>H.E. Mr. Chabani Nouridine</i> , Minister of Trade and Consumption, <i>Chairman of the National Cocoa Council</i>
14:40	Peru Representative TBA
14:50	New Approaches to Promoting Quality Chocolate: The View of Successful Suppliers to the German Market <i>Michaela Schupp</i> , Owner, <i>Chocolats-de-luxe.de</i> (Germany) <i>Iveta Kilianová</i> , <i>Hover Chocolates</i> (Germany) <i>Ciaran Close</i> , <i>Hover Chocolates</i> (Germany) <i>Katharina Zeilinger</i> , <i>Belyzium Craft Chocolate</i> (Germany)

Cocoa Break

15:50	Roundtable Discussions Table 1: Standards and tools for evaluating fine cacao and chocolate Table 2: Sustainability, certification and labelling in the fine and flavour cocoa sector Table 3: Productivity and Farmer incomes in Fine Cacao Table 4: Marketing for end Consumers Table 5: Cadmium legislation and its effect on the fine cocoa and chocolate sectors
16:50	Forum Closes and Introducing the World's Finest Chocolate Meet the Winners of the International Chocolate Awards and hear why they won. Hear descriptions and join tastings, with award-winning chocolate makers and the farmers that grew the cacao
17:15	Forum ends - Exhibition inauguration ceremony <i>Dr. Jean-Marc Anga</i> , Executive Director, <i>ICCO</i> <i>Friedrich Wacker</i> , <i>German Federal Ministry of Agriculture and Food</i>
17:30	Welcome Drinks Reception (Exhibition)

WOMEN IN COCOA AND CHOCOLATE EVENT (BERLIN ROOM) - MONDAY 23 APRIL 2018

Open to all attendees - The (not so) secret recipe for a future vision for the cocoa sector: add more women!

Research from Harvard University, the World Bank, McKinsey, Solidaridad and Oxfam, to name but a few, shows that adding more women to any process results in improved innovation, profits and impact. The cocoa sector is facing unprecedented challenges related to human rights, responsible trade and climate change. Join us for a thought-provoking and engaging discussion about how adding more women to the mix can help the sector face these challenges in innovative and powerful new ways.

Solidaridad and Mondelez International with its Cocoa Life team are pleased to invite you on **Monday evening 23 April**, right after the last plenary session of the formal programme of the ICCO conference WCC4, between **18.00 and 21.00 hrs.** The event will take place in the Berlin Room in the Maritim Hotel.

18.00

18.25

18.30

18.45

19.00

19.15

20.00

20.15

21.00

Welcome, drinks and bites

Opening, welcome word

Cathy Pieters, *Mondelez International*

Introduction of the theme

Boukje Theeuwes, *Solidaridad*

Keynote speaker

Andrew Bovernick, Global Head of the Green Commodities Programme, *UNDP*

Inspirational speaker

Yaa Peprah Amekudzi, Director Cocoa Life Ghana, *Mondelez International*

Interactive group exercise and reflections

Wrap up of the evening

Caroline Lubbers, *Solidaridad*

Music, dance and drinks: networking time

End of the program

CONFERENCE VENUE

Berlin provides the perfect location for the World Cocoa Conference 2018, as capital of one of the world's most important consuming countries and as a dynamic and cosmopolitan city offering something for every visitor.

Germany is the largest chocolate market in Europe and its per capita consumption is second only to that of neighbouring Switzerland. It has long been an important cocoa processor and is home to some of the world's leading developers of processing technology. With the strong interest of German consumers in sustainable food production, this location will provide a context for the issues to be addressed at the World Cocoa Conference 2018.

The **Hotel Maritim Berlin** is located close to the vibrant Potsdamer Platz and a short walk from some of Berlin's most iconic monuments including the Reichstag and the Brandenburg Gate. Offering all the amenities you would expect at a leading conference venue, the hotel gives you luxurious, convenient and good value accommodation for your stay in Berlin.

NEW FEATURES FOR 2018

Delegates will benefit from new features designed to encourage sharing ideas, meeting new contacts and building valuable partnerships within the cocoa sector.



Dig deeper during round table discussions and impact interviews:

Every coffee and lunch break Solidaridad organizes Impact Interviews on the couch in the foyer (1st floor). 7 opinion makers from industry, governments and civil society organizations are interviewed. Come, get inspired and voice your opinion for change that matters.



Have your voice heard with interactive polling during the conference:

Be an active participant in the conference sessions by sharing your own opinions with moderators and the rest of the audience by responding to on-stage questions via the latest polling technology. Express your own views and get a snapshot of what your industry peers think.



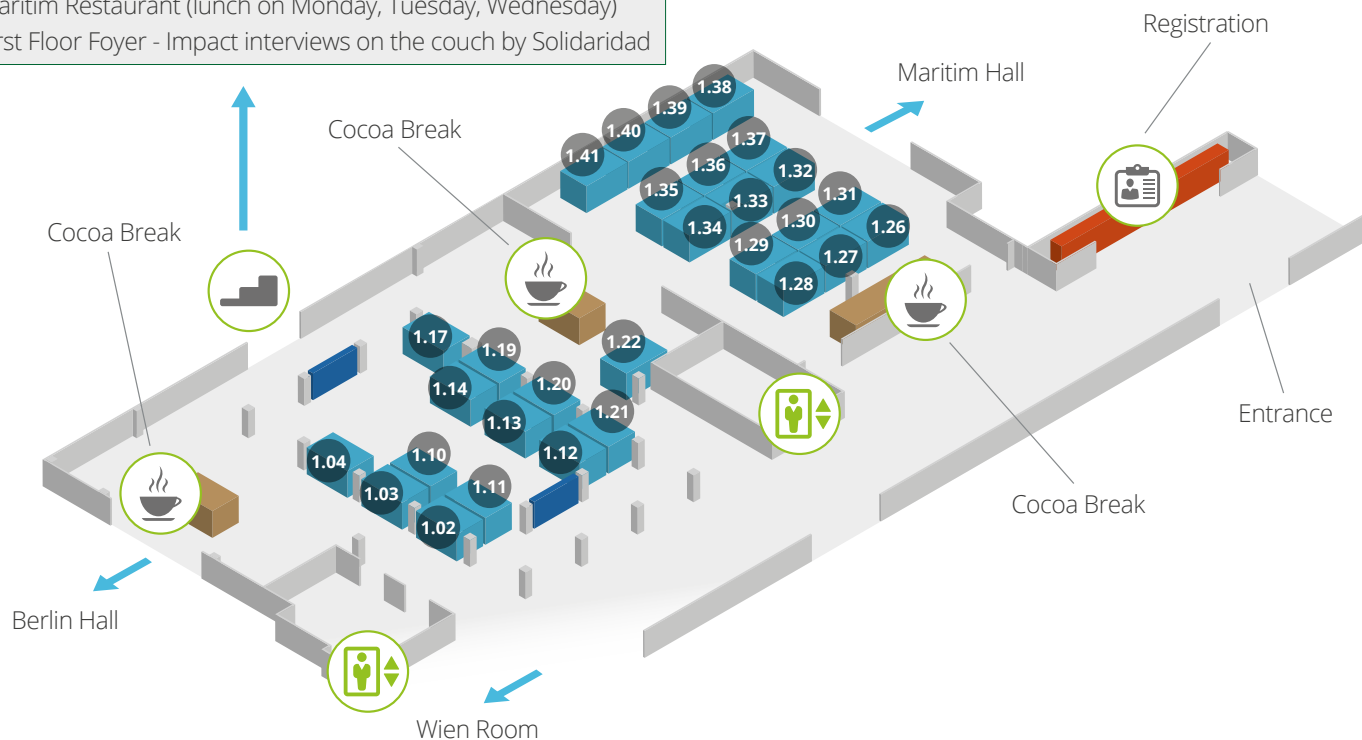
A tweet wall to capture views and insights throughout the event:

Use the hashtag **#WCC4BERLIN** when you tweet photos and comments and see them appear on screens around the event. By capturing and displaying tweets from participants, as well as commentators from around the world, the tweet wall will capture the dynamic spirit of the event.



Upstairs to:

Maritim Restaurant (lunch on Monday, Tuesday, Wednesday)
First Floor Foyer - Impact interviews on the couch by Solidaridad



SPONSORSHIP AND EXHIBITION OPPORTUNITIES

As the leading forum for the global cocoa and chocolate industry, the World Cocoa Conference gives you an unrivalled opportunity to communicate your message to leaders in this sector from businesses, governments and NGOs.

As a sponsor or exhibitor at this event, you will gain exposure to over 1,500 participants, and to thousands of other decision-makers around the world who will be reached by our press activity before and after the conference. Our audience is drawn from a cross-section of all stakeholders in the cocoa value chain, from all over the world. So if you want to influence chocolate manufacturers, cocoa processors, producing organisations or any of the service providers in this sector, this is the ideal platform.

If you are interested in hearing more about the wide range of options available, please contact:

For enquiries from Europe, North America, South America and Asia:

Fern Millican

Phone: +44 (0)20 7199 4802

Email: fern.millican@worldcocoaconference.org

For enquiries from Africa:

Ismaël Boga-N'Guessan

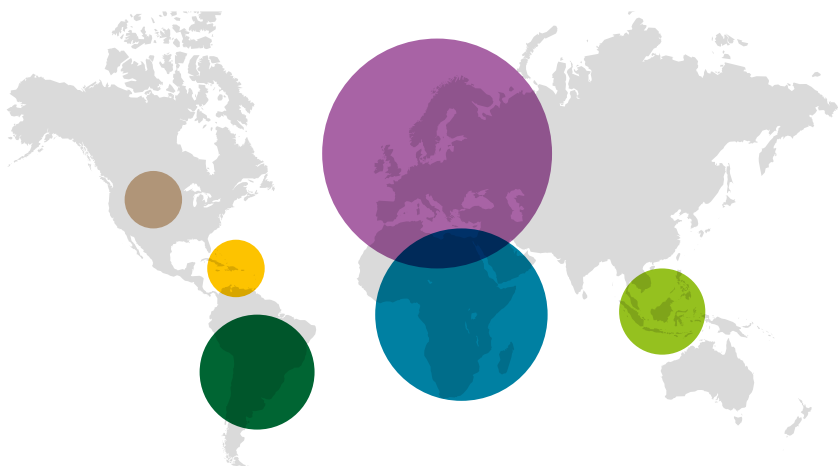
Phone: +225 (0)2241 3394

Email: ibn@axesmarketing.ci

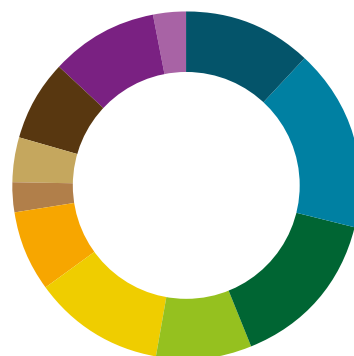
2016 AUDIENCE PROFILE

Attendees are drawn from all over the world:

- Asia-Pacific
- North America
- Africa
- Europe
- Latin America
- Caribbean



Join organisations from a cross-section of stakeholders:



- Government
- Chocolate Manufacturers
- Trading Companies
- Financial Services
- Cocoa Farmers / Producer Organisations
- Shipping / Warehousing / Logistics
- Farm Inputs
- Processing Technology
- NGOs
- Processors
- Research/Academia



REGISTRATION INFORMATION

BOOKING OPTION:	STANDARD	TOTAL
<input type="checkbox"/> Corporate rate	€1,395	
<input type="checkbox"/> Government/public sector, NGOs/ civil society and academia in ICCO Member countries	€295	
<input type="checkbox"/> Government/public sector, NGOs/ civil society and academia in non ICCO Member countries	€495	
		Total

EMAIL:

info@worldcocoaconference.org

FAX:

Complete this form and fax to:
+44 (0) 20 7681 3458

ONLINE:

www.worldcocoaconference.org

REGISTRATION FORM:

Please PRINT in block letters and return to:

Argus Media

Lacon House
84 Theobald's Road, London
WC1X 8NL, United Kingdom
Attn: Elizeth Bomba
Tel: +44 (0) 20 7780 4340
Fax: +44 (0) 20 7681 3458
info@worldcocoaconference.org

CONFERENCE VENUE:

Maritim Hotel Berlin
Stauffenbergstraße 26
10785 Berlin
Germany

COMPANY DETAILS:

Booker name:

Email:

Company name:

Address:

City:

Postal code:

Country:

VAT number:

Business activity:

Phone number:

DELEGATE 1 DETAILS

Name:

Dr/Mr/Ms:

Job title:

Email:

DELEGATE 2 DETAILS

Name:

Dr/Mr/Ms:

Job title:

Email:

DELEGATE 3 DETAILS

Name:

Dr/Mr/Ms:

Job title:

Email:

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TERMS AND CONDITIONS

In these Terms and Conditions the expressions: "we", "us" and "our" refer to Argus Media Limited a company incorporated in England with registered company number 01642534 and whose registered office is at Argus Media, Lacon House, 84 Theobald's Road, London, WC1X 8NL; and "you" and "your" refer to you. Subject to availability, we accept bookings for events through the online, electronic or postal submission of a registration form. Upon our communication to you (including by email) of our acceptance of your booking, there shall be a legally binding contract between you and us incorporating these Terms and Conditions. Payment 1. If payment is not received in full at the time of booking, your booking will be provisional until payment is received in full in accordance with paragraph 2 below. You acknowledge that we cannot guarantee bookings made on a provisional basis. 2. The event fee is payable within 30 days of the invoice date and in any event must be received in full 7 days before the event. 3. Fees are a fixed price and unless otherwise stated reductions and discounts cannot be offered should you not wish to attend the entire event. 4. In order to qualify for any "early bird" discounts, booking and payment in full must be received prior to the date specified above and on the invoice. 5. UK Excise Regulations, delegates from all countries are required to pay VAT on any event taking place in the UK. Cancellations & Substitutions 6. If you are unable to attend the event, you may send a substitute provided that you inform us in writing to info@worldcocoaconference.org before 23 March 2018 will be refunded in full, less a 15% administration charge. No refunds will be given for cancellations received on or after 23 March 2018. 8. Failure to attend all or part of an event for any reason whatsoever will be treated as a late cancellation and no refunds will be given. 9. If the event is cancelled for any reason within our control, then the registration fee will be fully refunded. We shall not be liable for any other loss, damage, costs (including without limitation travel, visa or accommodation costs), expenses or other liabilities incurred by you in connection with such cancellation. Refunds may take up to 25 business days. Events 10. Our agendas are correct at the time of issue; however, it may be necessary to make some amendments to the content, speakers, location, and/or timing of the event. 11. Please advise us of any special requirements (such as access or dietary requirements) at the time of booking. 12. We reserve the right to refuse admission to an event for any reason. 13. Views expressed by speakers at the event may not be the views of Argus. All event materials are provided to you on an "as is" basis and we make no warranty as to the completeness or accuracy of such materials. 14. You agree that, unless otherwise expressly stated, we own all intellectual property rights in all event materials and delegate lists. 15. You may not

film, photograph or otherwise record all or any part of the event without our prior written consent. 16. You must comply with all applicable laws and any health and safety requirements (including no smoking signs) in respect of the event. Privacy & Marketing 17. Any personal data you disclose to us is collected by Argus on behalf of itself and the International Cocoa Organization (ICCO), with whom it organises the World Cocoa Conference 2018. The personal data will be processed by us in accordance with the Data Protection Act 1998 and our privacy policy. 18. Your personal data may be used by us and carefully selected third parties (including the ICCO) to inform you about other products and services that may be of interest to you via telephone, post and/or email. If you do not wish to receive such marketing information, please contact us. 19. You agree that we may use your company name in marketing promotions in connection with this event. 20. We may record (by audio and/or visual means) all or part of the event. You agree that we may use and distribute such recordings for the purposes of training, publicity and documentation. Third Party Apps 21. From time to time, we may select third parties to create/provide web-based applications for our events ("Apps"). 22. You agree that your personal data may be transferred to such third parties and that your name, job title and company details may appear on the App. If you do not wish for your details to be used in this way, please contact us. 23 Argus does not accept responsibility or liability for your use/download, or inability to use/download, the App, nor for any defects, viruses, or corruptions arising out of your download and/or use of the App. Use of the App is entirely at your own risk. 24 Argus reserves the right in its sole discretion and at any time to withdraw use of or access to the App and reserves the right to moderate, edit and/or remove any part any functionality of the App and content posted by you or other users. 25 You should ensure that you read any third-party App privacy policies and terms of use before downloading such App. General 26. It is your responsibility to arrange appropriate insurance cover for your attendance at the event. 27. You are fully responsible and liable for any loss or damage caused by you to property or individuals at an event. 28. Except in respect of death or personal injury caused by our negligence or for fraud, our total aggregate liability in connection with the event shall be limited to the fee paid by you. 29. You are responsible for safeguarding your own property at the event. We accept no liability in respect of any damage to, or theft or loss of, your property. 30. These Terms and Conditions together with the registration form set out the entire agreement between you and us. 31. If any provision of these Terms and Conditions (in whole or in part) is found by any competent authority to be unenforceable or illegal, the remainder of provisions shall remain in force. 32. These Terms and Conditions shall be governed by the laws of England and you agree to submit to the exclusive jurisdiction of the English courts.