



EVENT: European Markets Academy 2019

DATE: Wednesday 20th of February, 2019

TIME: 08:30-18:00

LOCATION: Beurs van Berlage, Amsterdam, the Netherlands

European Markets Academy (EMA)

The third edition of the EMA consists of three different programmes: a regular course for cocoa producers, a regular course for chocolate makers and an advanced course for participants who attended one of the regular courses of earlier years. The EMA was sold out last year and we are expecting the same this year, so please book early.

Each group will attend three workshop-type lectures provided by experts and a related excursion in or around Amsterdam to companies that are active in cocoa or chocolate. Participants can select one programme and one excursion of their choice after registration. The programme ends with an informal dinner for all participants. Please note that this dinner is optional and is not included in the price.

The content of the lectures and the destinations of the locations are specifically designed for cocoa producers, chocolate makers from outside the EU and exhibitors at the Trade Fair. However, any individual that is eager to learn about the relevant regulations and procedures of selling on the European market is welcome to attend. The working language at the EMA is English.

The EMA will include a reader that will be provided to each participant. The reader contains information on the speakers, the destinations of the excursions and a selection of articles that serve as background information for the workshops.

Please note that changes to the programme may occur.



Cocoa producers – Regular course

08:00 – Registration

08:30 – Official opening

09:00 – Sustainability and certification

Speaker: Jack Steijn (Equipoise/ISO 34101 committee)

Sustainability of cocoa production and beyond: carbon compensation schemes, carbon credits and various certifications such as UTZ Certified, Fair Trade and more. What are the expectations of the European market, especially consumers, regarding cocoa sustainability?

09:45 – Cocoa break

10:00 – Post harvest demands of chocolate makers

Speaker: to be announced

European Bean to bar chocolate makers often have high demands when it comes to cocoa, especially in terms of quality. What are requirements of chocolate makers in terms of fermentation and drying?

11:00 – Logistics & insurance

Speaker: to be announced

The export of cocoa from producing countries to consumer markets can be risky undertaking. The lecture will discuss trade terms, the corresponding risk-structure when shipping cocoa and insurance.

12:00 – Lunch

13:00 – Transportation to excursions



Chocolate makers – Regular course

08:00 – Registration

08:30 – Official opening

09:00 – Boosting chocolate sales with good packaging

Speaker: to be announced

How can packaging impact your sales? What are the do's the don'ts? This lecture will discuss the right marketing strategies for packaging to maximise sales.

09:45 – Cocoa break

10:00 – Food safety: consequences of changing health regulations

Speaker: to be announced

It is essential that cocoa and chocolate products are safe to eat. European regulations regarding food safety are changing rapidly. A new law regarding cadmium in cocoa beans will be introduced by the EU in 2019. What are the consequences of these changing regulations for chocolate makers?

11:00 – Trends in the European specialty chocolate sector

Speaker: from Original Beans (to be confirmed)

A speaker from the specialty chocolate brand Original Beans will talk about the current trends in the specialty chocolate sector.

12:00 – Lunch

13:00 – Transportation to excursions



Cocoa producers – Advanced course

08:00 – Registration

08:30 – Official opening

09:00 – Food safety: consequences of changing health regulations

Speaker: to be announced

It is essential that cocoa and chocolate products are safe to eat. European regulations regarding food safety are changing rapidly. A new law regarding cadmium in cocoa beans will be introduced by the EU in 2019. What are the consequences of these changing regulations for cocoa producers?

09:45 – Cocoa break

10:00 – De-commoditising cocoa

Speaker: Caroline Lubbers (Equipoise)

Your cocoa is not just a commodity, it is special. This lecture will focus on how to ensure that your cocoa stands out from others, how to market and promote and how to find customers.

11:00 – The European and North American specialty cacao and chocolate market

Speaker: Carla Martin (FCCI, Harvard University)

Carla Martin from the Fine Cacao and Chocolate Institute (FCCI) will provide a research-based introduction to the size, scale, and trends in the specialty cacao and chocolate market of Europe and North America.

12:00 – Lunch

13:00 – Transportation to excursions



Programme excursions

Each participant will have the choice from four different excursions to companies in and around Amsterdam. The destinations of excursions will be provided as soon as possible, but will include companies related to the storing and processing of cocoa and the making of chocolate.