



EVENT: European Markets Academy 2024

DATE: Tuesday 6th of February 2024

TIME: 08:00 – 17:00

LOCATION: Beurs van Berlage, Amsterdam, the Netherlands

European Markets Academy (EMA)

The program of the 6th edition of the EMA consists of three different tracks: One for cocoa producers, one for cocoa processors and one for chocolate makers.

The first part of each program kicks off with two overall lectures on EU legislation and flavour development, followed by three specific workshop-style lectures for each track, delivered by seasoned experts. The second part consists of excursions in or around Amsterdam to visit cocoa and chocolate industry players. Following registration, participants will have the opportunity to select their preferred track and excursion.

While the lecture content and excursion destinations are crafted with cocoa producers, cocoa derivative processors, international chocolate makers, and Trade Fair exhibitors in mind, any individual eager to learn about the relevant regulations and procedures to sell on the European market is welcome to attend.

Each EMA participant will receive a comprehensive reader. This reader includes speaker profiles, excursion details, and a collection of articles providing valuable background information for the workshops.

The working language at the EMA is English.

Given our history of selling out quickly, we strongly advise early booking to secure your spot in 2024.

Please note that changes to the programme and to excursion destinations may occur.



Track 1: Cocoa Producers Course

08:00 **Registration**

08:30 **Official opening**

09:00 **EU Regulations & Legislation** and how it affects different value chain actors

Gain invaluable insights into the latest EU regulations affecting cocoa and chocolate producers who export or import into the EU. Learn about new regulations on deforestation, forced labour, social and environmental sustainability, and how to prepare for the upcoming deforestation directive set to be implemented by the end of 2024.

9:45 **Flavour Pack Panel**

Uncover the taste intricacies of cocoa - from genetics and soil microbiomes to harvesting, post-harvesting, and even processing. Our experts will decode it all. Delve into process nuances, from traditional bean roasting to innovative nib roasting. Explore pulp content variations, aging techniques like barrel aging and whisky-soaked nibs, and the impact of genetics and terroir. Discover the role of fermentation additives and how diverse fermentation protocols can yield 60 unique cocoa "flavour types." Join us for a flavour-packed journey.

11:00 – 11:20 **Market entry: Regulatory legal and non-legal compliance**

This section will explore the regulatory framework and non-legal compliance requirements of market entry in EU for cocoa and derivatives producers and chocolate makers.

11:20 – 11:40 **Marketing tools to boost your Entry to the EU**

Explore effective marketing techniques and distribution channels to successfully promote and sell your cocoa and chocolate products in the European market.

11:40 – 12:00 **Cocoa Logistics: Regulatory compliance, tips and lessons learned**

Navigating transport and customs and other essential practical considerations for exporting to the EU will be tackled in this section.

12:00 **Lunch**

13:00 **Transportation to Excursions**

14:00 **Excursions**

In this excursion we will visit cocoa warehouses and including, but not limited to the Port of Amsterdam.



Destinations are still to be confirmed, so stay tuned.

16:00 Return to the Beurs van Berlage

Track 2: Cocoa Processors Course

08:00 Registration

08:30 Official opening

09:00 EU Regulations & Legislation and how it affects different value chain actors

Gain invaluable insights into the latest EU regulations affecting cocoa and chocolate producers who export or import into the EU. Learn about new regulations on deforestation, forced labour, social and environmental sustainability, and how to prepare for the upcoming deforestation directive set to be implemented by the end of 2024.

9:45 Flavour Pack Panel

Uncover the taste intricacies of cocoa - from genetics and soil microbiomes to harvesting, post-harvesting, and even processing. Our experts will decode it all. Delve into process nuances, from traditional bean roasting to innovative nib roasting. Explore pulp content variations, aging techniques like barrel aging and whisky-soaked nibs, and the impact of genetics and terroir. Discover the role of fermentation additives and how diverse fermentation protocols can yield 60 unique cocoa "flavour types." Join us for a flavour-packed journey.

11:00 – 11:20 Understanding Cocoa derivative Pricing Scheme: Ratios versus fixed price?

Ratios, respond to market fluctuations, offering a dynamic pricing model. On the flip side, fixed pricing provides stability and predictability, mitigating risks associated with market volatility. Each scheme has its merits and challenges, shaping the strategies of cocoa producers and stakeholders.

Join us in this insightful journey as we weigh the pros and cons of ratios and fixed pricing, uncovering the factors that influence decision-making in the cocoa derivatives landscape.

11:20 – 11:40 Cocoa derivatives Logistics: Regulatory compliance, tips and lessons learned



Navigating transport and customs and other essential practical considerations for exporting your cocoa derivatives to the EU will be tackled in this section.

11:40 – 12:00 **Cocoa Processing: Tips and lessons learned**

Our expert speakers will share their experiences and knowledge, offering practical tips that elevate cocoa processing. From optimizing efficiency to enhancing flavor profiles, join us in uncovering the key strategies and lessons that have shaped successful cocoa processors.

12:00 **Lunch**

13:00 **Transportation to Excursions**

14:00 **Excursions**

In this excursion, participants will have the opportunity to visit a cocoa manufacturing facility in the area of Amsterdam.

16:00 **Return to the Beurs van Berlage**

Track 3: Chocolate Makers Course

08:00 **Registration**

08:30 **Official opening**

09:00 **EU Regulations & Legislation and how it affects different value chain actors**

Gain invaluable insights into the latest EU regulations affecting cocoa and chocolate producers who export or import into the EU. Learn about new regulations on deforestation, forced labour, social and environmental sustainability, and how to prepare for the upcoming deforestation directive set to be implemented by the end of 2024.

9:45 **Flavour Pack Panel**

Uncover the taste intricacies of cocoa - from genetics and soil microbiomes to harvesting, post-harvesting, and even processing. Our experts will decode it all. Delve into process nuances, from traditional bean roasting to innovative nib roasting. Explore pulp content variations, aging techniques like barrel aging and whisky-soaked nibs, and the impact of genetics and terroir. Discover the role of fermentation additives and how diverse fermentation protocols can yield 60 unique cocoa "flavour types." Join us for a flavour-packed journey.



11:00 – 11:20 Marketing tools to boost your Entry to the EU

Explore effective marketing techniques and distribution channels to successfully promote and sell your cocoa and chocolate products in the European market.

11:20 – 11:40 Price Structure

In this section, we will understand how to establish the perfect price structure for chocolate sales. Our expert speaker will share insights into the factors influencing pricing decisions. From production costs, retail margins to market trends, discover the delicate balance between competitive pricing and maximizing profitability.

11:40 – 12:00 Sustainability at the heart of Chocolate Packaging

In this session, we will unravel the story behind chocolate packaging that goes beyond aesthetics - it's about sustainability. Join us as we explore innovative approaches, eco-friendly materials, and impactful practices that place sustainability at the very core of chocolate packaging.

12:00 Lunch

13:00 Transportation to excursions

14:00 Excursions

In this excursion, we will visit Chocolate Makers, a very special factory at the Amsterdam cocoa harbour, where everything from bean to bar is made in-house and completely solar powered. We will learn, smell and taste. You will learn everything about their sustainable way of working, about the world of chocolate and about the wonderful taste range they have crafted.

16:00 Return to the Beurs van Berlage