



EVENT: Cocoa Export Masterclass 2024

DATE: 6 – 10th of February 2024

TIME: 08:00 - 18:00

LOCATION: Beurs van Berlage, Amsterdam, the Netherlands

Cocoa Export Masterclass (CEM)

The Cocoa Export Masterclass (CEM) is back for the third time, offering an immersive 5-day program that consolidates various key Chocoa events as well as parts of the Masterclass Course and lectures of exhibitors and speakers at Chocoa. This comprehensive program encompasses the European Markets Academy, the Amsterdam Sustainable Cocoa Conference, the Chocolate Makers Forum, guided tours at the Trade Fair, and a delightful array of events during the Chocolate Festival.

Kicking off on Tuesday, February 6th, the program begins with the European Markets Academy, featuring a series of lectures and excursions centered around cocoa export to the European market. Three different tracks are available: One for cocoa producers, one for cocoa processors and one for chocolate makers. From Wednesday to Saturday, the CEM participants will enjoy tailored sessions at the conference and forum, exclusive interactions at the trade fair, and engaging discussions with exhibitors.

Each day starts with a briefing, highlighting key questions and focus areas for the day ahead. It's followed by a carefully curated selection of Chocoa program events. As the day concludes, there's a debriefing session, an opportunity for evaluation, discussion of important questions and a Q&A session. The program on Saturday, February 10th, is dedicated to exploring the world of chocolate and understanding consumer perspectives.

The Cocoa Export Training is your five-day crash course in mastering cocoa exporting to the European market, benefitting from the Chocoa program and from the experience of cocoa and chocolate professionals that are present at the event.

Each CEM 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 CEM 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.



Tuesday 6th February - Option 1

EMA 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

17:00 – 18:00 Feedback session – Closure of the day



Tuesday 6th February - Option 2

EMA 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

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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

17:00 – 18:00 Feedback session – Closure of the day



Tuesday 6th February - Option 3

EMA 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

17:00 – 18:00 Feedback session – Closure of the day



Wednesday 7th February

Masterclass Modules

Chocoa Trade Fair

08:30 **Opening and breakfast**

09:30 **Masterclass Module: World Production**

World Production charts how cocoa production and trade patterns have moved around the world. We begin with the earliest cocoa value chain, which was contained within ancient Mesoamerica, and follow shifting trade patterns through to today's vast African markets. Each time the cocoa market shifts geographically, we analyze reasons why the shift occurred and its impact on trade. We examine not only the historical facts regarding cocoa market shifts, but both supply- and demand-related motivating factors behind those shifts. We dive deeply into how geopolitical shifts in cocoa trading impacted people's relationships with cocoa, and whether they saw in it the promise of hope, or the oppression of exploitation.

11:15 **Break**

11:30 **Masterclass Module: Botany**

To understand "cocoa" as a food, drink, or marketable product of any type, we must first become acquainted with the genus *Theobroma*, and then with the unique attributes of the species cacao. Our starting point is the fact that this species evolved in a specific environmental context – the Amazon basin. From there, we expand our understanding to the botanical relationships that make up any cocoa growing system, and the specificity of these relationships across contexts.

13:15 **Lunch**

14:00 **Chocoa Trade Fair: Tour & interview with exhibitors**

With its focus on quality, sustainable cocoa, the Chocoa Trade Fair is the place where supply and demand meet. Travel the world and discover many of the origins present. Meet cocoa producers, service providers, machine makers and many more people to expand your network and create new business opportunities.

During this session you will be guided around the Chocoa Trade Fair and get the opportunity to interview exhibitors.

15:00 **Chocoa Trade Fair: Presentation by trade fair exhibitors**

NTBC

15:45 **Chocoa Trade Fair: Presentation by trade fair exhibitors**

NTBC

16:30 **Feedback session – Closure of the day**

17:30 **End of the program**



Thursday 8th February

Cacao Of Excellence

Masterclass Modules

Chocoa Conferences & Trade Fair

08:00 **Opening and breakfast**

09:00 **Cocoa of Excellence: Opening ceremonies**

Cacao of Excellence is a non-profit programme led by the Alliance of Bioversity International and the International Center for Tropical Agriculture. Since 2009, Cacao of Excellence has been empowering smallholder cacao farmers and fostering their cacao's profitability to improve farmer livelihoods and drive sustainability of the cacao supply chain. The Cacao of Excellence awards celebrate and promote quality and diversity through a culture of excellence in the cocoa sector, building on our previous International Cocoa Awards. Global recognition is provided to producers of superior quality cacao and excellence and diversity of flavours across origins are celebrated.

Different ceremonies will be organised throughout the day to announce and celebrate the winners per continent. You will have the opportunity to join the ceremony of the continent that you are interested in.

09:40 **Masterclass Module: Certification**

Certification begins with a discussion of the history of certifications in Europe and North America: when and why they emerged, and how they became a popular tool to further socioeconomic justice. We then tackle the concept of mass balance, by analyzing the components that make up the idea of mass balance, and see how they fit together. To illustrate the concept, we analyze a fictional chocolate company to calculate how much cocoa it could buy under the mass balance system, and the implication for marketing its chocolate. If time permits, we may compare certification labels to understand their impact goals and methods for reaching those goals (and, of course, whether they allow mass balance!).

If desired you can follow the Cocoa of Excellence ceremony of Asia instead of this scheduled session.

11:15 **Chocoa Trade Fair: Interview with exhibitors**

During this session you will have the opportunity to interview exhibitors from the Chocoa Trade Fair.

If desired you can follow the Cocoa of Excellence ceremony of Africa instead of this scheduled session.

12:00 **Cocoa of Excellence: Celebration**

12:20 **Lunch**

13:00 **Option 1 - Amsterdam Sustainable Cocoa Conference: Health at the heart of sustainable cocoa**

Why is investing in health essential for sustainable cocoa and livelihoods? And whose responsibility is this? National health systems and rural health care is inadequate, and not everyone has access to the care they need. This leads to unnecessary health risks, especially for young mothers and children. Moreover, poor health is known to affect farmers' performance and their resilience. Although the income from cocoa is known to help to pay health bills, intensification of cocoa production also contributes to health problems and potentially leads to hazardous work. In this session we discuss the relevance of healthy farmers and their families for achieving main sustainability goals and we will show practical examples of how the cocoa sector can become healthier.



Option 2 – Chocolate Makers' Forum: Learning from wine and coffee

To elevate the craft chocolate industry, drawing insights from successful sectors like coffee and wine is crucial. Analyzing the success factors in these industries can expedite our learning curve and identify strategies that may be applicable to chocolate. By understanding parallels and differences, we aim to uncover key elements needed for the growth and enhancement of the chocolate market. Let's explore and innovate together to propel the chocolate industry forward.

14:45 Chocolate Makers' Forum: EU Legislation

In the ever-evolving landscape of cocoa sustainability, the role of EU legislation has become increasingly pivotal. As we navigate the complex intersection of environmental responsibility, ethical sourcing, and international trade, it's essential to ask probing questions about the impact and effectiveness of existing regulations. What strides have been made in aligning cocoa imports with sustainable practices, and how do these regulations address pressing concerns like deforestation and fair pricing? As consumers, businesses, and policymakers, how can we collectively contribute to fostering a more ethical and environmentally conscious cocoa industry within the framework of EU legislation?

16:00 Chocolate Makers' Forum: Interactions with speakers

Two 30min sessions will be organised whereby you will get the possibility to interact with the speakers of the Chocolate Makers' Forum.

If desired you can follow the Cocoa of Excellence ceremony of Central America and South Caribbean regions instead of this scheduled session.

17:00 Feedback session – Closure of the day

If desired you can follow the Cocoa of Excellence ceremony of South America instead of this scheduled session.

18:00 End of the program & Closure Cocoa of Excellence

To end the program of the day you are very welcome at the closure of Cocoa of Excellence.



Friday 9th February

Masterclass Modules

Chocoa Conferences & Trade Fair

08:30 **Opening and breakfast**

09:30 **Masterclass Module: Cocoa Futures**

Cocoa's world market price is set on the futures exchanges of London & New York. We begin this module by discussing situations whereby futures trading is portrayed as a sinister practice whose aim is to set an exploitative price that harms vulnerable farmers. We then take a step back to understand the practice of hedging on the futures market as a standard tool used in any industry to protect against future price changes. After walking through an example of hedging against a future price rise for a fictional cocoa company, we conclude with a general discussion and Q&A on hedging and how it is practiced by experienced trading professionals.

11:00 **Break**

11:15 **Chocoa: Marketing**

During this session we will explore effective marketing techniques and distribution channels to help you successfully promote and sell your products in the European market.

12:00 **From the cocoa bean to chocolate ice: Masterclass**

14:00 **Lunch**

14:45 **Chocolate Makers' Forum: Marketing & Storytelling**

Expanding your presence and growing the craft chocolate market segment requires a strategic approach to distinguish your brand and products from mainstream chocolate. Elevate your craft chocolate brand by strategically differentiating it in the market. Explore collaboration opportunities, consider your packaging, labelling and using hard facts to back up your claims.

16:00 **Break**

16:30 **Chocolate Makers' Forum: Innovation business models**

We're delving into craft chocolate business models, innovative product concepts while addressing the essential question of whether scaling your B2B chocolate business is right for you. Join us as we examine the intricate balance between achieving a sustainable business model and deciding whether to scale or not, and if so how.. We'll navigate the complexities of crafting business models that are not only profitable but also environmentally conscious and socially responsible.

Our panelists will provide valuable insights drawn from their own journeys, sharing success stories and lessons learned in the ever-evolving landscape of chocolate creations and commerce.

18:00 **Feedback session – Closure of the day**

19:00 **End of the program**



Saturday 10th February

Chocolate Festival

09:00 **Opening and breakfast**

10:00 **Chocolate Festival: Festival Tour**

During this session you will be guided around the 10th edition Chocoa Chocolate Festival.

We will take you on a tasty journey filled with new experiences: Taste, enjoy and discover new chocolate flavours, upon your wish perfectly paired with wine, coffee, tea or craft beer. Let experts from all over the world guide you during workshops, tastings or presentations and experience cacao and chocolate like you never have before.

11:00 **Chocolate Festival: Tasting Session**

During this session you will join a tasting session from the Chocoa Chocolate Festival.

12:00 **Proclamation**

Delivery of certificates of participation

Group photo

12:30 **End of the program**