

EUROPEAN MARKETS ACADEMY 2025

TUESDAY 4TH FEBRUARY 2025

BEURS VAN BERLAGE, AMSTERDAM



Become a master in cocoa exporting to the European market as
cocoa producer, cocoa processor or chocolate maker

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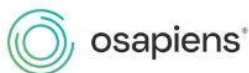
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INTRODUCTION

EUROPEAN MARKETS ACADEMY 2025

Chocoa 2025: European Markets Academy

Dates: February 4, 2025

The program of the 7th 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 foundational sessions on EU legislation, practical implementation and its impact on the cocoa industry, followed by a panel discussion focusing on managing retail prices in response to rising cocoa costs, delivered by industry experts, EU customs officials and regulatory bodies. The final sessions are three workshop-style lectures specific for each track, delivered by seasoned experts. The second part consists of excursions in or around Amsterdam to visit cocoa and chocolate industry players.

While the lecture content and excursion destinations are tailored to the specific interests of cocoa producers, cocoa derivative processors, international chocolate makers and Trade Fair exhibitors in mind, anyone eager to learn about the relevant regulations and procedures upon entering the European market is welcome to attend.

Each EMA participant should register beforehand for a specific track via email to helena@chocoa.nl. Upon registration a comprehensive reader will be received, containing speaker profiles, excursion details and a collection of articles to provide valuable background for the workshops. Please note that the working language at the EMA is English. Please note that changes to the programme and to excursion destinations may occur.

Given our history of selling out quickly, we strongly recommend early booking to secure your spot for 2025.

Tuesday 4th February 2025

Time	Session	Title
08:00 – 09:00	Opening	Registration and opening session of EMA 2025
09:00 – 10:00	0.1 - Lecture	Impact of EU Regulations & Legislation on the Cocoa Value Chain and Practical Implementation
10:15 – 11:10	0.2 - Panel	Navigating Production Costs and Retail Pricing in Challenging Market conditions
11:20 – 12:20	Breakout sessions per Track - Lecture	
	Track 1 – Cocoa producers	1.1 Navigating Regulatory, Legal and Non-Legal Compliance 1.2 Risk Management in the cocoa sector 1.3 Navigating Logistics in the Cocoa Supply Chain
	Track 2 – Cocoa processors	2.1 Understanding Cocoa Derivative Pricing Schemes 2.2 Cocoa Derivatives Regulatory Compliance 2.3 After life of by-products
	Track 3 – Chocolate Makers	3.1 Communicating Price Increases 3.2 Finance for Chocolate Makers 3.3 Variety is the Spice of Life
12:30 – 13:15		Lunch break
13:15 – 16:00	Interactive	Excursions (including transportation)



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PROGRAM - Track 1, 2 & 3

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Location: Administratiezaal, Beurs van Berlage, Amsterdam

08:00 Registration

08:30 Opening Session

Welcome remarks and an introduction to the European Markets Academy, setting the stage for discussions on industry regulations, sustainability and useful tips on cocoa and chocolate production and marketing to enter the European Market.

09:00 Session 0.1: Impact of EU Regulations & Legislation on the Cocoa Value Chain and Practical Implementation

Explore the latest EU regulations, including the EUDR and CSR3D and their implications for the cocoa supply chain. Industry experts will share tools, research findings and practical strategies for compliance, focusing on traceability systems like TRACES and Due Diligence Systems (DDS). Learn how producing countries are addressing these requirements and gain insights from EU customs officials on meeting regulatory standards.

Speakers: Jack Steijn, The Company Behind Chocoo and Equipoise
Carla Martin, Fine Cacao and Chocolate Institute (FCCI)
Alan Kroeger, Satellintelligence

10:00 Cocoa break

10:15 Session 0.2: Navigating Production Costs and Retail Pricing in Challenging Market conditions

This panel focuses on managing retail prices in response to rising cocoa costs by bringing together experts' insights from production, retail and supply chain sectors providing a comprehensive overview of the challenges of rising cocoa prices and shifting market dynamics. Participants will explore strategies to manage escalating production costs and sustaining demand in a competitive landscape.

Moderator: Maria Salvadora Jimenez, Daarnhouwer
Speakers: Stefania Siragusa, Guido Gobino
Kate Cavallin, Cacao Latitudes
Freddy Cabello, UNOCACE

11:20 Breakout sessions

Three tracks are crafted and each participant should register for a track (1. Cocoa producers, 2. Cocoa processors or 3. Chocolate Makers) via email to Helena (helena@chocoo.nl).

Participants can choose from a range of focused sessions covering various aspects of cocoa production, compliance and sustainability. Each session includes track-specific expert-led discussions and practical insights.

The pages below are detailed descriptions for each selected track, highlighting key topics, focus areas and speakers.



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PROGRAM Track 1: Cocoa producers

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Location: Keurzaal, Beurs van Berlage, Amsterdam

11:20 **Session 1.1: Navigating Regulatory, Legal and Non-Legal Compliance**

Entering the EU market requires a deep understanding of the complex landscape of regulatory, legal and non-legal requirements. This session will provide key insights into the essential considerations for market entry. Participants will learn about the necessary compliance measures and best practices to ensure a smooth entry into Europe. The discussion will cover both legal requirements and non-legal compliance measures, equipping attendees with the knowledge to navigate challenges and minimize risks.

Speaker: Katrien Delaet, Silva Cacao

11:40 **Session 1.2: Risk Management in the cocoa sector**

The cocoa sector faces a variety of risks that can impact producers, supply chain stakeholders, and global markets. Effective price risk management strategies are essential!

Speaker: Albert Scalla, StoneX
Vladimir Zientek, StoneX

12:00 **Session 1.3: Navigating Logistics in the Cocoa Supply Chain**

This session will dive into the complexities of cocoa logistics, covering essential regulatory requirements and best practices for efficient transportation and storage. Participants will gain practical tips for managing compliance in the cocoa supply chain and learn valuable lessons from industry experts on overcoming challenges in cocoa logistics.

Speaker: Jair De Paauw, C. Steinweg Group

12:30 **Lunch Break**

Participants from each track will come together for a lunch break, providing an excellent networking opportunity to connect, exchange ideas and build valuable relationships over a shared meal.

13:15 **Transportation to Excursions**

A Chocoo team member will take the participants on a short walk through Amsterdam to the buses that will take you to the excursion location specifically for this track.

14:00 **Excursions**

In this excursion we will visit the cocoa warehouse of C. Steinweg, a globally operating independent service provider in the fields of storage, handling, forwarding, chartering and other related commodity logistics services. C. Steinweg – Handelsveem is a well-known name in the cocoa industry for more than a century now, with warehouses all over the world, including the Port of Amsterdam, where it is handled with the care and expertise the business expects from a first-class warehousing company like Steinweg.

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



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PROGRAM Track 2: Cocoa processors

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Location: Mendes Da Costa zaal, Beurs van Berlage, Amsterdam

11:20 **Session 2.1: Understanding Cocoa Derivative Pricing Schemes**

This session will explore various pricing mechanisms in the cocoa derivatives market, with a focus on the advantages and challenges of ratio-based versus fixed pricing schemes. Participants will gain insights into selecting the most suitable pricing approach and effective strategies for communicating price changes to customers.

Speaker: Bart Verzaal, Commercial Cocoa Consultancy

11:40 **Session 2.2: Cocoa Derivatives Regulatory Compliance**

This session will address the essential aspects of regulatory compliance in cocoa derivative production. Industry experts will share best practices, valuable lessons learned, and practical tips to help producers navigate compliance challenges effectively, ensuring smooth operations and adherence to industry standards.

Speaker: Carolina Leguizamon, JS Cocoa

12:00 **Session 2.3: After life of by-products**

This session will explore sustainable practices in cocoa by-products focusing on innovative strategies for waste reduction and environmental impact. Participants will gain insights into efficient by-product management and eco-friendly packaging solutions, driving greater sustainability across the cocoa supply chain.

Speaker: Lars Gierveld, Kumasi Drinks

12:30 **Lunch Break**

Participants from each track will come together for a lunch break, providing an excellent networking opportunity to connect, exchange ideas and build valuable relationships over a shared meal.

13:15 **Transportation to Excursions**

A Chocoa team member will take the participants on a short walk through Amsterdam to the buses that will take you to the excursion location specifically for this track.

14:00 **Excursions**

In this excursion, participants will have the opportunity to visit Katoen Natie the preferred logistics partner for many leading companies in the cocoa and chocolate industry. From storage, handling and adding value to cocoa beans and semi-finished cocoa products for cocoa grinders, chocolate manufacturers, and international cocoa trading houses.

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



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PROGRAM Track 3: Chocolate Makers

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Location: Administratiezaal, Beurs van Berlage, Amsterdam

11:20 Session 3.1: Communicating Price Increases

In today's unpredictable market, price increases are often unavoidable. This session will equip participants with effective strategies for communicating these changes to customers and stakeholders without compromising brand loyalty or sales. Topics will include understanding the key factors driving cost increases, developing transparent and customer-focused communication and using value-based messaging to retain customer loyalty. Participants will also learn methods for managing expectations and minimizing potential backlash, ensuring that price adjustments are presented in a way that aligns with customer trust and business goals.

Speaker: Benjamin Figarede, Uncommon Cacao

11:40 Session 3.2: Finance for Chocolate Makers

This session will delve into financing options designed specifically for chocolate makers, addressing everything from managing cash flow to securing funding for growth and innovation. Attendees will explore various financing paths, including loans, grants, investor relations and alternative sources like crowdfunding. The session will also cover essential strategies for long-term financial planning and budget forecasting, equipping participants with tools to support sustainable expansion and stay resilient in a dynamic market.

Speaker: Rodney Nikkels, Chocolatemakers

12:00 Session 3.3: Variety is the spice of life

This session explores the importance of diversifying a chocolate maker's product range beyond the traditional focus on chocolate alone. While high-quality chocolate is at the heart of the business, expanding your offerings to include a broader selection of products can significantly boost profitability and attract a wider customer base. This includes complementary items such as pralines, spreads, truffles, but also collections that tap into key market trends for example, seasonal products for holidays. This doesn't only provide a unique selling point but also allows brands to capture customer attention during peak shopping periods. This approach can help ensure year-round revenue while fostering customer loyalty. Ultimately, the goal of this session is to inspire chocolate makers to think creatively about their product range and explore new avenues for growth by expanding their offerings and building a more profitable and sustainable business.

Speaker: Stefania Siragusa, Guido Gobino

12:30 Lunch Break

Participants from each track will come together for a lunch break, providing an excellent networking opportunity to connect, exchange ideas and build valuable relationships over a shared meal.

13:15 Transportation to excursions

A Chocoo team member will take the participants on a short walk through Amsterdam to the buses that will take you to the excursion location specifically for this track.

14:00 Excursions

In this excursion, we will visit the Chocolatemakers factory at the Amsterdam cocoa harbour, where everything from bean to bar is made in-house. 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



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