

EUROPEAN MARKETS ACADEMY | CHOCOLATE MAKERS' FORUM

TRADE FAIR | COCOA DINNER | CONFERENCE | FESTIVAL



GOOD COCOA, BETTER CHOCOLATE

The sixth edition of Chocoa will take place from February 21st until 25th 2018 in Amsterdam. Our objective is to increase the market for *'good cocoa and better chocolate'*.

Chocoa facilitates market access for sustainable and quality cocoa and cocoa products by bringing together stakeholders from the entire supply chain, from cocoa farmers to chocolate consumers. Join our European markets academy, trade fair for cocoa producers and buyers, chocolate makers forum, networking dinner, conference and chocolate festival.

CHOCOA, AMSTERDAM FEBRUARY 21ST - 25TH 2018

- 10.000 visitors for 5 days of events attracting stakeholders from the entire cocoa supply chain including cocoa producers, chocolate manufacturers, trade and industry, governments, NGO's, financial and logistic services suppliers and consumers
- 150 booths of cocoa, semi-finished products, chocolate and service providers
- Workshops, tastings, presentations and seminars
- Debates on sustainable cocoa production and chocolate consumption
- Media campaign 2017 boosting a value of €1,2 million and a total reach of over 18 million people including 7,2 million online.

INDUSTRY EVENTS

EUROPEAN MARKETS ACADEMY WEDNESDAY FEBRUARY 21st

Chocoa's main objective is to facilitate international trade in sustainably produced cocoa and cocoa products. Join the European Markets Academy for a full day of lectures on requirements for successful operations on European markets as well as visits to cocoa companies in the port of Amsterdam. From customs and health regulations to preparing for matchmaking at the trade fair, the programme provides a solid preparation for your exports to the European market.

WHY PARTICIPATE: improve your knowledge on European markets and boost your sales. A sound preparation for the Chocoa trade fair or for any other export promotion to Europe.

TRADE FAIR THURSDAY FEBRUARY 22nd AND FRIDAY 23rd

The annual meeting place for supply and demand of cocoa. 75 booths focussing on quality and sustainable cocoa. Discover cocoa beans, cocoa products, service suppliers, distributors and manufacturers from all over the world.

WHY EXHIBIT? Meet cocoa buyers, chocolate distributors and other professionals in the cocoa supply chain. Exhibitors benefit from reduced rates for the European Markets Academy, the Conference and the Grand Diner du Chocolat.

WHY VISIT: Travel the world in two days and meet cocoa producers from all over the world.

CHOCOLATE MAKERS' FORUM THURSDAY FEBRUARY 22nd AND FRIDAY 23rd

The business of chocolate making is rapidly changing. Stay ahead of the developments and be inspired during the Chocolate Makers' Forum. Meet chocolate makers from all over the world to connect and discuss current trends in chocolate making. Find distributors and grow your market. Participate

in lectures and discussions in the seminar programme and propose your chocolate for peer tastings.

WHY PARTICIPATE: Connect with chocolate makers at the Chocolate Makers Forum, get inspired by the presentations and panel discussions and discover new origins of cocoa at the trade fair.



'GRAND DINER DU CHOCOLAT' THURSDAY FEBRUARY 22nd

The Chocoa dinner is recognized as one of the most important Dutch networking events for the cocoa and chocolate industry. Join over 200 industry participants and sponsors for the famous cocoa dinner prepared by internationally renowned chefs.

WHY PARTICIPATE: Meet other professionals in the cocoa supply chain while enjoying a unique and inspiring cocoa-themed menu.

CONFERENCE FRIDAY FEBRUARY 23rd

Chocoa provides a platform for international debate on the progress of sustainability in the cocoa and chocolate industry, bridges the gap between fine flavour and mainstream cocoa and establishes links with sustainability and quality projects in other commodities. Sustainability is key to the continuity of the supply chain. It is a process, not a status. We bring together speakers from all over the world and an audience of over 250 stakeholders from all parts of the cocoa supply chain.

WHY PARTICIPATE: Contribute to the debate, be actively involved and get inspired by the presentations and panel discussions, meet other stakeholders.

COCOA TRADE IN AMSTERDAM

Chocoa is held in the centre of Amsterdam in the monumental Beurs van Berlage. Amsterdam is the largest port for transport, storage of cocoa beans and processing of cocoa as well as the cradle for sustainability initiatives such as Max

Havelaar (Fairtrade) and UTZ Certified. Perfectly located at short distances from the largest concentrations of consumers in West- and Central Europe with good connections over sea and by road, rail and air.



CONSUMER EVENTS

FESTIVAL

SATURDAY FEBRUARY 24th AND SUNDAY 25th

The festival celebrates good chocolate with over 75 booths offering a wide range of sustainable chocolate. 8,500 Visitors can enjoy two full days of tastings, pairings, demonstrations, public debates on sustainability, live cooking, entertainment, discussions with chocolate makers and with cocoa farmers. The festival targets the conscious consumers from early adopters to first followers.

Why exhibit: Meet enthusiastic consumers, communicate your message directly, enjoy direct consumer feedback, get an impression of the Dutch market for chocolate, increase your market, show your engagement in sustainable chocolate.





PARTNERSHIPS

Chocoa facilitates a platform for small and large stakeholders in the cocoa value chain with the objective to boost sustainable cocoa production and chocolate consumption. By bringing people together from all parts of the industry, Chocoa offers the inspiration that is needed to think beyond existing boundaries, to the benefit of all participants and with the intention to contribute to good cocoa and better chocolate.

Chocoa is organised by Caroline Lubbers and Jack Steijn (Equipoise), in cooperation with the Chocolate Festival Foundation. Chocoa is one of the many projects of Equipoise, an Amsterdam based social enterprise, contributing to the sustainability of the cocoa sector.

We thank our sponsors, supporters and participants throughout the whole value chain for joining us and making Chocoa possible. Browse through the growing list online at www.chocoa.nl/supporters



CONTACTS

To know more about the wide range of options at Chocoa, please contact Caroline Lubbers and Jack Steijn at info@chocoa.nl.

Looking forward to bring 'good cocoa, better chocolate' further, together with you, February 21st - 25th 2018 in Amsterdam! www.chocoa.nl



We care: this leaflet is sustainably produced.

www.chocoa.nl

