

CHOCOA 2018, AMSTERDAM

The 6th edition of Chococoa has been very successful, especially the business-to-business events. Between 21 and 25 February more than 7,500 visitors came to Amsterdam for Chococoa 2018. Never before were we fully booked in terms of booths for the Trade Fair and the Festival, more than 150 in total. Several events, such as the European Markets Academy, were sold out weeks before the start. This shows that Chococoa is growing and that it is gaining a worldwide reputation in the cocoa and chocolate industry.

THE NEXT CHOCOCOA TAKES PLACE 20-24 FEBRUARY 2019 IN THE BEURS VAN BERLAGE IN AMSTERDAM.

EUROPEAN MARKETS ACADEMY

The European Markets Academy had an overwhelming number of participants (140) from all over the world. Participants had the opportunity to choose one track in three that were offered: for producers or exporters, for chocolate makers, or a more in-depth track for participants of previous years. Each contained a tailor made program with 3 presentations provided by experts in the field and one or two field trips to cocoa industry around Amsterdam. Topics that were discussed are the new EU Cadmium regulations, post harvesting demands of chocolate makers and the importance of certification for cocoa.

WINCC EVENT

The Women in Cocoa and Chocolate event has grown significantly since it first started at the World Cocoa Conference in the Dominican Republic in 2016. Women are often drivers of change, though they don't have the same voice as men do. Organized by Solidaridad, the goal of the WINCC events is to connect and inspire women in the industry. Previous events have taken place in Abidjan, Washington, Berlin and Amsterdam. The event, visited by more than 50 women, was about how women can take a more active and leading role in the industry. With a focus on women leadership, experts, trainers and female entrepreneurs shared their experiences and provided tips and interesting insights. The event closed with cocktails and a special chocolate dinner.

TRADE FAIR

The Trade Fair is a substantial part of Chococoa. This is where cocoa producers, machine makers and other professionals meet potential customers. The two main halls of the Beurs van Berlage were filled with exhibitors from all parts of the supply chain and of the world! The number of companies from Africa grew this year, as well as that of Peru, Ecuador and Colombia. Visitors could sign up for guided tours or listen to innovative pop up cocoa talks. Experts shared their views on block chain, impact investments, political turmoil in Venezuela and how chocolate companies can make a positive impact on sustainability. Visitors to the

trade show were almost all active in the cocoa supply chain and potential business relations for the exhibitors.

CHOCOA 4 BUSINESS MATCHMAKING

In order to facilitate matchmaking, Chocoa has developed a matchmaking application for smart phones: chocoa4business. This could be used to flip through visitor lists, exhibitor's profiles, sponsors and speakers. Through the app it was possible to express interest, schedule an appointment and chat. The app can be used year round. The visitors received weekly updates with intelligent recommendations for people they should definitely meet. The system created 15.000 of such recommendations. This resulted in 440 new connections, 450 meeting requests and 110 meetings that took place in a dedicated matchmaking area at the Trade Fair.

CHOCOLATE MAKERS' FORUM

The Chocolate Makers Forum has experienced major growth and maturity in the programme. More than 100 chocolate makers joined the Forum consisting of one day dedicated to cocoa and one day to chocolate. During interactive and informal sessions, participants could learn about the models available for checking the bean quality, the factors that determine the flavour of cocoa, cadmium regulations in Europe, processes for making chocolate, the costs of production, marketing and building a sustainable business. Visitors could sign up for special tours on topics like bean sourcing, post-harvest, machinery, bean cutting. They could also join a bean to bar tasting. The tours were a great way to put an extra spotlight on the trade fair exhibitors.

CHOCOLATIER MASTERCLASS

This was Chocoa's first year to organize the Masterclass for chocolatiers and pastry chefs. And it's here to stay! More than 50 participants learned why it is important to buy good quality and certified chocolate. Many chocolatiers and pastry chefs secretly dream about making chocolate themselves, but believe it to be too hazardous or expensive. Where to start? What machine to use, and what cocoa beans? Hidde de Brabander, Master pastry chef and TV personality, led the Masterclass about how to make chocolate from the bean. The group met with exhibitors on the Trade Fair and took part in a live cooking demo of Veliche chocolate by Cargill, as well as a 3d printing presentation from byFlow.

CHOCOA DINNER

Guests of the Chocoa Dinner at the Amsterdam Hilton are still talking about it! The evening brought a great network experience for more than 180 professionals, combined with fine dining with a cocoa and chocolate theme. The chef who prepared this extraordinary dinner was none less than two star Michelin chef Sidney Schutte from Librije's Zusje (Waldorf Astoria).

CONFERENCE: SUSTAINABILITY BEYOND COCOA PRODUCTION

Sustainability is a process, not a status. It is ever changing and inherently complex, but it is necessary to discuss the perspectives of different stakeholders. The 250 participants had the opportunity to listen to cutting-edge debates and learn from new insights by experts and

leading companies. The main questions were: how can farmers be supported so that they can become entrepreneurs themselves? How important is sustainability beyond the farm gate, for example the logistics of cocoa? And what are the effects of more production on our forests? The event opened this year with a bang: opera singer Diana Aivia treated visitors to a beautiful aria, while the audience tasted the chocolate that had inspired the music choice of the singer. Speakers included John Ament (Mars Confectionery), Nicko Debenham (Barry Callebaut), Cedric van Cutsem (Cocoa Life, Mondelez), Filip Buggenhout (Cargill), Annemarie Yao (Fairtrade Africa), Hilaire Lamizana (Port of San Pedro, Côte d'Ivoire) and many more.

COCOA BEAN AUCTION

The first ever auction of Cocoa of Excellence award winning beans took place at the end of the two days of B2B events. Participants of Conference and Chocolate Makers' Forum, exhibitors and visitors of the Trade Fair had the opportunity to place a bid on one of the lots, from Colombia, Madagascar and Tanzania. As it was possible to have the beans processed into chocolate, bidding was open to everyone. Prices reached €450,- to €600,- per 60 – 65kilo bag. Where better than the historical Beurs van Berlage, where cocoa beans were traded in the old days, could the first live auction of cocoa beans have taken place?

CHOCOA FESTIVAL

The 6th edition of the Festival attracted more than 6,000 visitors to Chocoa. Chocoa visitors ask questions about sustainability, the origins of cocoa, and so on. They are willing to pay higher prices for good quality chocolate. Statistics show that women between 25 – 45 are the dominant profile. The Festival hosted more than 75 exhibitors from all around the world, including the United Arab Emirates, Russia, Scotland and India. There were more than 3.000 seats for tastings. Visitors could listen to debates about sustainability and fair pricing, enjoy chocolate games or just stroll around the chocolate booths in the three large halls of the Beurs. Throughout the weekend a professional jury and hundreds of visitors tasted the best single origin hot chocolate drinks available in the Netherlands and chose the very best: Macao Movement won the first prize with her Dominican Republic. The Bakery institute organized demos about cooking with chocolate and the creation of chocolate bonbons.

THANK YOU

Chocoa wants to thank all sponsors, exhibitors, speakers and visitors for joining the events and for sharing our mission for good quality, better chocolate. Chocoa is proud to have hosted you and hopes to see you again next year for an even greater event. Stay updated on Chocoa news by signing up to our newsletter or by following us on social media.

WE LOOK FORWARD TO SEEING YOU AGAIN IN AMSTERDAM 20-24 FEBRUARY 2019
