

**EUROPEAN MARKETS ACADEMY | COCOA EXPORT TRAINING | TRADE FAIR  
CHOCOLATIER MASTERCLASS | CHOCOLATE MAKERS' FORUM  
CONFERENCE | DINNER | RETAIL EVENT | FESTIVAL**



# **GOOD COCOA, BETTER CHOCOLATE**

**CHOCOA, AMSTERDAM 20 - 24 FEBRUARY 2019**

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, the new Cocoa Export Training, the Trade Fair for cocoa producers and buyers, Chocolatier Masterclass, Chocolate Makers' Forum, Chocoa Dinner, Conference and Chocolate Festival. All events share the objective of increasing the market for good cocoa and better chocolate.

**Connect, learn, experience and do business!**

- 9.000 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, contests, presentations and seminars
- Courses, visits, guided tours, masterclasses and training programmes
- Annual meeting place for chocolate makers
- Debates on sustainable cocoa production and chocolate consumption
- Matchmaking app for visitors, sponsors, participants and exhibitors



## **EUROPEAN MARKETS ACADEMY WEDNESDAY 20 FEBRUARY**

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CHOCOA aims to facilitate direct trade. 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 customer's preferences and market developments, the programme provides a solid preparation for the export of cocoa and chocolate to Europe.

## **COCOA EXPORT TRAINING WEDNESDAY 20 - SATURDAY 23 FEBRUARY**

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PREPARE YOURSELF more intensively for export to Europe in Chocoo's new Cocoa Export Training. Starting with the European Markets Academy, a dedicated trainer and matchmaker will take you through selected parts of the programme including accompanied tours and dedicated talks. Benefit from the experience of your peers and see what is necessary to make your export plans successful. This training is particularly relevant to cocoa producers that have the ambition to start to export soon and to development organisations that support cocoa producers in these ambitions.



## **WINCC EVENT WEDNESDAY 20 FEBRUARY**

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CHOCOA hosts the Women In Cocoa & Chocolate network (WINCC) for an afternoon session. Connecting women in the cocoa and chocolate value chain, engaging them in stimulating professional growth, inspiring them to become leaders and help building a sustainable value chain.



## **TRADE FAIR THURSDAY 21 AND FRIDAY 22 FEBRUARY**

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THE ANNUAL MEETING PLACE where cocoa supply meets demand. 75 booths focussing on quality and sustainable cocoa. Discover cocoa beans, cocoa products, service suppliers, machine makers, distributors and manufacturers. Visit the Trade Fair to travel the world in 2 days and meet cocoa professionals from all over the world!

## **CHOCOLATE MAKERS' FORUM THURSDAY 21 AND FRIDAY 22 FEBRUARY**

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THE BUSINESS OF CHOCOLATE MAKING is rapidly changing. Stay ahead of developments and be inspired during the Chocolate Makers' Forum. Meet fellow chocolate makers from all over the world to connect and learn from each other. Find distributors and grow your business. Participate in lectures and discussions and meet Trade Fair exhibitors during dedicated tours.



## CHOCOLATIER MASTERCLASS THURSDAY 21 FEBRUARY

CHOCOLATIERS AND (PASTRY) CHEFS join this Masterclass to discover new techniques and new bean origins, cocoa liquor and couvertures. Learn about the importance of sustainability in the chocolate value chain. Find out how to make chocolate from the bean and meet with peers from other countries. See live cooking demos, listen to innovating cocoa talks and join guided tours on the Trade Fair. A relevant learning experience for every chef who is interested in good quality chocolate!

## CHOCOA DINNER THURSDAY 21 FEBRUARY

THE CHOCOA DINNER is widely recognised as one of the most important Dutch networking events for the cocoa and chocolate industry. Join over 250 cocoa and chocolate professionals for the famous cocoa dinner prepared by an internationally renowned chef in the classy Amsterdam Hilton.

## CONFERENCE THURSDAY 21 and FRIDAY 22 FEBRUARY

SUSTAINABILITY is a process, not a status. Chocoo provides a platform for the international debate on the progress of sustainability in the cocoa and chocolate industry. It bridges the gap between fine flavour and mainstream cocoa and establishes links with sustainability and quality projects in other commodities. The Conference brings together interesting speakers from all over the world and an audience of over 300 stakeholders from all parts of the cocoa supply chain. Hot topics, new insights, excellent speakers and cutting-edge debates, the Conference is an exciting experience for everyone interested in sustainability and cocoa.

## COCOA AUCTION FRIDAY 22 FEBRUARY

LIVE AUCTION of Cocoa of Excellence award winning beans. The winning bidders can make chocolate themselves or have their own personalized chocolate, made by experienced chocolate makers. Anyone can participate in the bidding: chocolate makers, pastry chefs and any organization that values good chocolate. Contribute to a just price for the cocoa farmers responsible for producing high-quality cocoa.

## Want to sign up?

Go to [www.chocoo.nl](http://www.chocoo.nl) and get your tickets today!  
Do you want to exhibit at Chocoo? Send us an email at [info@chocoo.nl](mailto:info@chocoo.nl).



## MATCHMAKING

THE CHOCOA4BUSINESS matchmaking app, launched in 2018, offers year-round access to the participants of Chocoo 2019. This is a free service for exhibitors, speakers, sponsors and visitors of Chocoo business events. Use this tool to check who else is attending and check their profiles. Optimize your stay in Amsterdam by planning your meetings in advance. And in case you missed out on someone at the event, try again later in the year. The app is available until January 2020.

Prepare your stay in Amsterdam well! Get your tickets today at [www.chocoo.nl](http://www.chocoo.nl) and benefit of early bird discounts. Get connected and stay updated through the Chocoo Professionals Facebook page, LinkedIn, Twitter and Instagram.





## FESTIVAL

SATURDAY 23 AND SUNDAY 24 FEBRUARY

THE FESTIVAL celebrates good, sustainable chocolate and related products with over 75 booths. Exhibitors meet an expected 7,500 visitors, mostly consumers, who enjoy two full days of tastings, demonstrations, live cooking shows, entertainment, contests and meeting with chocolate makers and cocoa farmers. The Festival targets conscious consumers: from early adopters to first followers and chocoholics.

## RETAIL EVENT

SUNDAY 24 FEBRUARY

THE RETAIL EVENT attracts buyers of retail chains, owners of restaurants and shop keepers that are interested in the latest trends in chocolate, meeting exhibitors of the Festival and understanding how good chocolate offers an competitive advantage to their business.



## CONTACT

Do you have a question or want to know how you can get most out of your visit to Chocoo? Contact us via [info@chocoo.nl](mailto:info@chocoo.nl).

Chocoo is organised by Caroline Lubbers and Jack Steijn (Equipoise) in cooperation with the Chocolate Festival Foundation. We are grateful to our sponsors, supporters and participants throughout the cocoa value chain for joining us and making Chocoo happen. Browse through the growing list online at [www.chocoo.nl/supporters](http://www.chocoo.nl/supporters).

Chocoo is organized in the monumental Beurs van Berlage, in the heart of Amsterdam. The city is the largest port for the transport, storage and processing of cocoa beans as well as the cradle for several sustainability initiatives. Perfectly located at short distances from consuming markets in West- and Central Europe and with good connections over sea and by road, rail and air. Want to know more about how your company can benefit from Chocoo? Contact us at [info@chocoo.nl](mailto:info@chocoo.nl).

**We are looking forward to bring good cocoa, better chocolate further with you. See you between 20 - 24 February 2019 in Amsterdam!**

We care: this leaflet is  
Sustainably produced.

[www.chocoo.nl](http://www.chocoo.nl)

