



EVENT: European Markets Academy 2019

DATE: Wednesday 20th of February, 2019

TIME: 08:30-18:00

LOCATION: Beurs van Berlage, Amsterdam, the Netherlands

European Markets Academy (EMA)

The third edition of the EMA consists of three different programmes: a regular course for cocoa producers, a regular course for chocolate makers and an advanced course for participants who attended one of the regular courses of earlier years. The EMA was sold out last year and we are expecting the same this year, so please book early.

Each group will attend three workshop-type lectures provided by experts and a related excursion in or around Amsterdam to companies that are active in cocoa or chocolate. Participants can select one programme and one excursion of their choice while registering for the EMA on the event page.

The content of the lectures and the destinations of the locations are specifically designed for cocoa producers, chocolate makers from outside the EU and exhibitors at the Trade Fair. However, any individual that is eager to learn about the relevant regulations and procedures of selling on the European market is welcome to attend. The working language at the EMA is English.

The EMA will include a reader that will be provided to each participant. The reader contains information on the speakers, the destinations of the excursions and a selection of articles that serve as background information for the workshops.

Please note that changes to the programme may occur.



Cocoa producers – Regular course

08:00 – Registration

08:30 – Official opening

09:00 – Sustainability and certification

Speaker: Jack Steijn (Equipoise/ISO 34101 committee)

Sustainability of cocoa production and beyond: carbon compensation schemes, carbon credits and various certifications such as UTZ Certified, Fair Trade and more. What are the expectations of the European market, especially consumers, regarding cocoa sustainability?

09:45 – Cocoa break

10:00 – Post harvest demands of chocolate makers

Speaker: Zoi Papalexandratou (ZOTO)

European Bean to bar chocolate makers often have high demands when it comes to cocoa, especially in terms of quality. What are requirements of chocolate makers in terms of fermentation and drying?

11:00 – Logistics & insurance

Speaker: Renate Herrmann (Edge Group)

Renate Herrmann is a risk consultant from Edge Group, an insurance broker focusing on special trade and cargo risks. She will discuss trade terms like FOB, FCA, CFR and CIF, the corresponding risk-structure when shipping the cocoa from grower to trader/consumer and the insurance thereof.

12:00 – Lunch

13:30 – Transportation to excursions



Chocolate makers – Regular course

08:00 – Registration

08:30 – Official opening

09:00 – Boosting chocolate sales with good packaging

Speaker: Raymond Soerodikromo (The Chocolate Shop)

How can packaging impact your sales? What are the do's the don'ts? This lecture will discuss the right marketing strategies for packaging to maximise sales.

09:45 – Cocoa break

10:00 – Food safety: consequences of changing health regulations

Speaker: Mirjam Pulleman (Wageningen University, CIAT) & Marika van Santvoort (Moving Cacao)

It is essential that cocoa and chocolate products are safe to eat. From January 2019 regulation on the maximum amounts of cadmium allowed in cacao products will be implemented in Europe. This will have an effect on chocolate makers who sell in Europe. What do we know about cadmium in cacao? How to get prepared? Can you still use your preferred cocoa beans?

11:00 – Trends in the European specialty chocolate sector

Speaker: Philipp Kauffmann (Original Beans)

A speaker from the specialty chocolate brand Original Beans will talk about the current trends in the specialty chocolate sector.

12:00 – Lunch

13:30 – Transportation to excursions



Cocoa producers – Advanced course

08:00 – Registration

08:30 – Official opening

09:00 – Food safety: consequences of changing health regulations

Speaker: Mirjam Pulleman (Wageningen University, CIAT) & Marika van Santvoort (Moving Cacao)

European regulations regarding food safety are changing rapidly. A new regulation regarding maximum levels of cadmium in cocoa beans will become effective in the EU on the 1st of January 2019. What are the consequences of this new regulation for cocoa producers and exporters? And mostly – what can be done to mitigate its effect? Get the facts and hear the outcomes of studies and experiments.

09:45 – Cocoa break

10:00 – De-commoditising cocoa

Speaker: Caroline Lubbers (Equipoise)

Your cocoa is not just a commodity, it is special. This lecture will focus on how to ensure that your cocoa stands out from others, how to market and promote and how to find customers.

11:00 – The European and North American specialty cacao and chocolate market

Speaker: José Lopez Ganem (FCCI, Harvard University)

José Lopez Ganem from the Fine Cacao and Chocolate Institute (FCCI) will provide a research-based introduction to the size, scale, and trends in the specialty cacao and chocolate market of Europe and North America.

12:00 – Lunch

13:30 – Transportation to excursions



Programme excursions

Each participant will have the possibility to choose one of four different excursions to cocoa related companies in and around Amsterdam. Please find the different excursion destinations below. Please note that changes to destination may occur.

Excursion 1: CWT Commodities & Cargill

CWT Commodities

CWT Commodities offers a modern and efficient warehouse for cocoa beans, as well as an extensive range of extra services such as sampling, reconditioning of damaged commodities and forwarding services for bulk and containerized shipments.

Cargill

Cargill has a large cocoa & chocolate factory where they deliver a wide range of products including cocoa powder, liquor, butter, chocolates, fillings and coatings. You will have the rare opportunity to visit their factory.

Excursion 2: Tradin Organic

Tradin Organic is the global front runner in organic ingredients. Offering a full service portfolio based on their unique sourcing, sustainability initiatives and processing & distribution capabilities. Their business includes a wide variety of commodities, including different cocoa products: beans, butter, liquor and powder.

Excursion 3: Royal Duyvis Wiener & Daarnhouwer

Royal Duyvis Wiener is a leading manufacturer of cocoa processing and chocolate production equipment. Enjoy a tour with this leading company in the cocoa market that makes machines for large and small volumes of chocolate. Together with Daarnhouwer, a trading house specialized in ultra-quality cocoa, they will organise a tour and chocolate tasting in the factory. A unique opportunity!

Excursion 4: Tour of the Port of Amsterdam

The Port of Amsterdam is the largest port for the throughput of cocoa in the world! This excursion provides a unique opportunity to see the city and the harbour. The excursion also includes a visit to a cocoa warehouse and presentations on the port and its activities regarding cocoa and chocolate.