

WEDNESDAY 20 FEBRUARY		THURSDAY 21 FEBRUARY				FRIDAY 22 FEBRUARY			
EUROPEAN MARKETS ACADEMY	WINCC EVENT	TRADE FAIR	CHOCOLATIER MASTERCLASS	CHOCOLATE MAKERS' FORUM <i>All about cocoa</i>	CONFERENCE <i>Choconomics & Cocoa Politics</i>	TRADE FAIR	CHOCOLATE MAKERS' FORUM <i>All about chocolate</i>	CONFERENCE <i>Choconomics & Cocoa Politics</i>	
8.30 - 9.00	Registration			Registration & Networking			Registration & Networking		
9.00 - 10.00	Session 1			The bitter and the sweet: Demystifying Africa			Chocolate making: Defining your recipe and getting well tempered!		
10.00 - 11.00	Session 2		Registration						
			Developments in sustainable chocolate						
			The bean to bar movement	Guided tours & networking		Cocoa Talk I	Guided tours & Matchmaking	Cocoa, coffee or tea	
			Full bean chocolate Demo						
11.00 - 12.00	Session 3	Panel Tree to bar				Cocoa Talk II		The conference continues	
			Chocolate Design - Modern Techniques					Health of the Cocoa farmer	
12.00 - 13.00	Lunch				Registration				
			Improve your sales	Flavour development			Key step of the chocolate chain:	Lunch break	
13.00 - 14.00	Transportation to excursions	Cocoa Talk I			Opening	Cocoa Talk III	Marketing & Retailing!		
			Bean to bar Demo		The Economics and Politics of Cocoa: Deforestation		Break	Late Night Show in the afternoon	
14.00 - 15.00	Excursions	Cocoa Talk II					Economics on the chocolate business: Choconomics	Heavy metals in cocoa	
	Registration, coffee and tea			Bean quality Part 1: Evaluation, practices, techniques	Break	Cocoa Talk IV		Conclusions	
15.00 - 16.00	Women in Cocoa & Chocolate Network event (WINCC)	Cocoa Talk III		Bean quality - Part 2	The Economics and Politics of Cocoa		Live auction of Cocoa of Excellence beans ⁴		
16.00 - 17.00		Cocoa Talk IV			Break-away sessions		Drinks & Networking at the Trade Fair ⁵		
				Closing remarks and Networking					
17.00 - 18.00	Return to Beurs van Berlage				Closing session				
18.00 - 19.00	Debriefing of Cocoa Export training ²		18.30-23.00: CHOCOA GRAND DINER AT THE HILTON						
19.30 - 23.00	Speakers dinner & WINCC dinner								

¹ Three programs are offered simultaneously

² This only applies to the visitors of the Cocoa Export Training

³ The Cocoa Export Training will be held from 20-23 February

⁴ The Cocoa Auction is freely accessible

⁵ Only for the visitors of the Chocolate Makers' Forum and the Conference.