



The full Amsterdam Cocoa Week provides 40+ events and meetings, below a day-by-day description.

Tuesday 4 February

Partner meetings

- **Include Platform** – Invisible farmers and workers (*Closed*)
- **WWF_Equipoise** Training workshop on EUDR compliance & traceability (*Closed*)
- **ITC Meeting** (*Closed*)

European Markets Academy

Participants from outside Europe will work with invaluable tools and insights for comprehending the nuances for a successful entry into the European market. Explore the latest EU regulations, including the EUDR and CSR3D and their implications for the cocoa supply chain. Industry experts will share tools, research findings and practical strategies for compliance. The first part of each program kicks off with lectures and the second part consists of excursions in or around Amsterdam to visit cocoa and chocolate industry players.

Financial Course

Cacao entrepreneurs will be equipped with the financial knowledge and skills needed to thrive in the industry. From mastering the basics of financial management to securing the right type of capital for your business, this course will guide them through every critical step of the process. From exploring traditional loans, pre-financing for export cooperatives, CAPEX loans for infrastructure at origin or climate finance, to understanding the right funding sources.

Farmers Day

The first Farmers' Day at Chocoa is scheduled on the first day of the Amsterdam Cocoa Week, so farmers can benefit optimally from other events and networking. The Farmers' Day

allows for a peer-to-peer exchange among cocoa farmers and gives farmers the opportunity to set the agenda for upcoming Chocoa editions. Moreover, on the Farmers' Day, farmers can have direct interactions with experts, relevant service providers and supporting organizations.

Wednesday 5 February

Partner meetings

- The **International Observatory of Cacao & chocolate (IOCC)** Introduction (*Registration*)
- **Fairfood, IDH and the Living Income Community of Practice** invite you to an afternoon of collaboration to move the needle on living income in the cocoa sector (*Registration*).
- **ICI**: session on the scale and scope of forced labour in cocoa, practical actions to prevent and address this in cocoa and what the EU Forced Labour regulation means for companies. (*Registration*)
- **KIT Child Labour - Living Income Nexus - KIT Institute**, friend of the Amsterdam Cocoa Week, organizes a partner session exploring the complex relation between poverty and child labor. (*Registration*)
- **KIEM Project**: Discover the Innovation in Cocoa Fermentation at Chocoa Festival! (*Open*)
- New crop - liquor, and chocolate tasting by **Belco Cacao** (*Registration*)
- **Port of Amsterdam** - EUDR implications for Trade & Transport (*Registration*)
- **Pacific Investment and ITC** Exporter Meeting (*Registration*)
- **Cacao du Brésil and RVO** (*Closed meeting*)

Chocoa Trade Fair

The world's largest trade event dedicated to sustainable cocoa, cocoa products and related services, with a proven track record of success for exhibitors and visitors alike. More than 100 stands and over 2.750 professionals from all over the world. A tailored event showcasing specialists of every step of the cocoa value chain. Meet top industry players, explore new business opportunities and showcase your products to a global audience. Build connections that matter!

Financial Course

Day 2 of the Financial Course.

Chocolate Makers Forum

The Chocolate Makers Forum brings together industry professionals, chocolate makers, and experts to discuss the latest challenges and opportunities in the world of craft chocolate. With panels featuring expert speakers and interactive sessions designed to provide practical tools and insights, this year's forum will focus on topics essential to driving sustainability and maintaining quality and flavour standards in the craft chocolate and cocoa industry. Topics

include: Craft Chocolate Evolution: Navigating Crisis, Compliance, and New Opportunities in Tourism, Marketing, and Private Labels

Private label Session – “From Bean to Brand: Building a Successful Craft Chocolate Private Label ”

Bringing insights into mega trends and Private and White Label worlds, followed by a focused session tailored to craft chocolate makers interested in entering the world of private label production. Guiding attendees through the essentials of building a successful private label line, including market insights, key requirements like consistency, packaging, and licensing, and strategies for attracting and managing clients while maintaining top-tier quality. This session helps makers understand the demands of scaling, the importance of pricing and contracts, and how to develop a brand that stands out.

Amsterdam Cocoa Week Opening Reception

Network and celebrate the opening of the Amsterdam Cocoa Week, together with our sponsors IDH, ICE and many others that came to Amsterdam to meet you.

WINCC Event

An exciting evening dedicated to the different roles women have throughout the entire cocoa & chocolate value chain. In our connected value chain we can't work without each other and we will showcase and promote the women within the cocoa industry. Hear from leading women who will share their personal stories, insights, and advice. Build valuable relationships that can help you advance your career and make a positive impact in the cocoa industry.

Cocoa Talks

An inspiring program of interactive talks and presentations, just on the Trade Fair floor, you cannot miss it.

Thursday 6 February

Amsterdam Sustainable Cocoa Conference

The first day of the Conference will focus more on sector-wide developments and structural challenges and responses of global industry.

Session 1: Are we ready for a new era?

The combination of a sharp rise in world market cocoa prices and a sharp decline in cocoa production seem to have caught the industry off guard. We take stock of the latest insights and predictions on cocoa prices and cocoa production. Panelists will bring in compelling evidence and share their expertise on market dynamics and the current challenges that lie ahead of the sector. Topics include understanding market dynamics and outlook for cocoa production, a future for cocoa smallholders and market segmentation.

Session 2: Let's hear it from retail!

Retailers are well positioned to influence sustainable sourcing practices and sustainable chocolate consumption. Increasingly, retailers showcase their private label chocolate as fair and sustainable chocolates. In this session we will hear from different retailers how they take responsibility, what drives them, and what are challenges. Topics include Sustainable procurement, Alliances between retailers, brands and NGOs and Influencing consumer behavior: the role of price and quality.

Session 3: Are companies ready to take joint action?

The realization that individual company projects do not have the desired result in the countries of origin is not new. The global consensus seems that reducing structural challenges requires collaboration between different stakeholders, including farmers, NGOs, companies and governments. But how do we shape joint action in a highly competitive market? Topics include Landscape approaches, Income diversification & women empowerment and New coalitions to meet global commitments.

Chocolate Makers Forum

Session 1: EUDR - Navigating the EUDR, Practical Steps for Compliance

This session will guide chocolate makers and cocoa supply chain stakeholders through the EU's Deforestation Regulation (EUDR) and its traceability requirements. The session begins with a panel discussion featuring industry experts on the role of competent authorities, useful compliance tools, and the story from an experienced cocoa trader. Following the panel, there will be a break session into focused groups on key compliance topics: readiness assessment, identifying remaining compliance gaps, and determining partners, tools, and resources needed for full compliance.

Session 2: "Social Media For Craft Chocolate Makers by The Chocolate Journalist"

Led by industry expert Sharon Terenzi, also known as The Chocolate Journalist, this interactive session equips craft chocolate makers with the insights and tools they need to thrive on social media. session will dive into proven strategies for effectively showcasing your chocolate's unique story, building a loyal audience, and maximizing reach. She'll cover headache-free content strategies for any chocolate maker. How to use what you've already got to stand out, connect with your audience and see how this can impact your sales.

Session 3: The Quality and Flavour Crisis: Bridging Cocoa Production and Chocolate Making

This panel will explore the "flavour crisis" facing the craft chocolate world today, diving into how global challenges are affecting the flavour and the sourcing of cocoa. With rising costs, political instability, and environmental strain, how can chocolate makers and cocoa producers ensure consistent, high-quality products? Topics include The flavour crisis in craft chocolate, Defining quality, Sustainable sourcing vs. flavour complexity and How to communicate quality to discerning consumers.

Chocoa Trade Fair

Day 2 of the Chocoa Trade Fair

Cocoa Talks

Day 2 of Cocoa Talks

Partner meetings

- **PromPeru** - Peruvian Cocoa Tasting
- **Cacao Latitudes - Exploring Ugandas Finest and a Cocoa Masterclass Teaser**
- **ECA Board meeting** (*Closed*)
- **Meridia** session EUDR and Deforestation (*Registration*)
- **CARE & Mondelez** - Entrepreneurship Pathways in Cocoa (*Registration*)
- **Elucid Social Club Launch** - an innovative network reshaping the role of healthcare in global supply chains. (*Registration*)

Grand Diner du Chocolat

The Grand Diner du Chocolat is a celebration of cocoa and chocolate, an evening of surprising and exquisite taste combinations. Guests embark on a gastronomic journey with an extraordinary duo of chefs; Michelin starred chef Enrique Limardo from Washington DC and Franz Conde Executive chef of Hilton Amsterdam. This professional networking dinner for the industry will gather nearly 200 participants from all parts of the world and throughout the cocoa value chain. An excellent opportunity to combine fine dining while expanding your network.

Friday 7 February

Amsterdam Sustainable Cocoa Conference

The second day of the conference puts cocoa producers at the heart of the discussion.

Opening session: Recap Farmers' Day

In the opening session on the second day of the conference we will give cocoa producers the stage to share key takeaways from Farmers' Day. Their representatives will take a seat in the different panel discussions.

Session 4: Why should we care more for invisible farmers and workers in the cocoa supply chain?

The aim of this session is to understand more about these underrepresented groups and create a sense of urgency on why we cannot close our eyes for this 'invisible' more hidden part of the cocoa farming population. Topics include Farmers and workers in cocoa's indirect supply chain, Living wage mapping for workers' visibility and The scope of forced labor and what are key factors that put people at risk.

Session 5: What's new in Carbon Finance?

In this session we will bring in the latest developments in carbon finance relevant for the cocoa industry and farmers. We will discuss what makes carbon finance challenging and the potential for farmers to benefit more from this approach. Topics include Innovations in carbon finance, Making carbon finance work for farmers, Future outlook.

Session 6: Future proof cocoa and chocolate

As climate change, market volatility, and social issues threaten cocoa production, this session will explore innovative strategies and technologies that work towards a risk-free future for cocoa and chocolate. We discuss both more disruptive strategies, like cacao cell cultivation, but also dive into technologies that secure traceability and help the sector prepare better for EU legislation. Topics include Cacao cell cultivation, Getting ready for EU Legislation, Local value addition.

Chocolate Makers Forum

Session 4: Distribution – "Expand Your Craft Chocolate Brand in Europe: Retailer and Distribution Insights"

Craft chocolate makers will hear directly from retailers and gain a comprehensive understanding of the European distribution landscape. Learn how to position your brand for success in key markets such as Germany, Spain, the Netherlands, and the UK. Discover what retailers look for in craft chocolate products, from standout packaging and consistent quality to aligning with market trends. This is your chance to refine your pitch, ask questions, understand the distribution process, and establish relationships that could expand their market reach.

Session 5: Panel – "Tourism with a Taste: Leveraging Sustainable Cocoa Tourism"

Creative ways to diversify income include cocoa and chocolate tourism are emerging as exciting frontiers. This panel will dive into how both the cocoa producing side and craft chocolate makers can turn tourism into a thriving, sustainable revenue stream. Tourism not only elevates the appeal of chocolate but also strengthens the identity of the people and places behind it. Topics include How sustainable tourism supports local economies, Case studies, Marketing and branding benefits of chocolate tourism and Engaging visitors through farm-to-bar experiences and chocolate tastings.

The afternoon will end with a Special announcement!

Chocoa Trade Fair

Day 3 of the Trade Fair

Cocoa Talks

Day 3 of the Cocoa Talks

Masterclasses

Dive into the rich and delicious world of chocolate with our expert Masterclasses. Designed for baristas, gelato makers, chefs and culinary enthusiasts, these classes offer a comprehensive exploration of the various uses of chocolate and cacao in the culinary arts. Think of cocoa based drinks and cocktails, savoury dishes, the use of cocoa pulp and fibres, chocolate sorbets and more. The three masterclasses of Chocoa will each have a different focus to inspire you on the use of cocoa and chocolate. This years focus is on Cacao based drinks, Making Gelato with Cacao and Cocktails with Cacao.

Partner meetings

- Dream to bar school: **Belco** (*Registration*)
- **TRAIDE** - Cocoa Challenge: Developing a New Ethiopian Sector (*Open*)
- **Silva Cacao**
- **RVO/ETG Beyond Beans**

Saturday 8 and Sunday 9 February

Festival

Join us at the Chocoa Chocolate Festival, where chocolate lovers come together to celebrate the finest chocolates from around the globe. Explore around 100 Stands, enjoy a rich program of guided tastings and workshops to dive deep into the world of fine chocolate. Participate in the Hot Chocolate Awards, engage in interactive masterclasses and witness live demonstrations by industry experts. Learn about the journey of chocolate from bean to bar, with stories from cocoa farmers and chocolate makers from around the world. Make sure you study the abundant program of (40+) guided tastings at www.chocoladefestival.amsterdam