

Cocoa Revolution

Emerging Markets, Processing Trends, Yield and Quality Improvement

4 - 5 Mar 2015 | Singapore (GoodWood Park Hotel)

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Day 1 - March 4th, Wednesday

- 08:00 Registration
- 09:00 Chairman's Introduction
- 09:05 **Olam's Cocoa Position and Value Chain Activities in Africa**
*V. Srivathsan, Managing Director Africa & M East
Olam International Limited*
- 09:45 **New Cocoa Plantation Project in Peru Developing cocoa as a large scale agro industrial crop**
 - Game changing cocoa bean variety CCN 51 type with good yield potential, and resistance to the diseases.
 - Bringing positive changes and ethical labour practices*Dennis Melka, Founder / CEO
United Cacao Limited SEZC*
- 10:15 Discussion followed by Coffee Break
- 10:45 **Global View on the Future of the Cocoa Market and the Dynamics of the Butter: Powder Balance**
*Gerard Stapleton
Head of South-East Asian Research
LMC International Ltd*
- 11:15 **Perspective from Emerging Consumer Markets**
i) China
Cocoa & Chocolate Market Demand/ Supply
*David Yao, General Manager
Shanghai BBKA Aloha Chocolate Ltd*
- 11:45 **ii) India**
Cocoa trends and consumption - Perspective from an Artisan Chocolate producer
 - Chocolate market - challenges in a price competitive market

- Growth potential for real chocolate and compound chocolate
 - Cocoa plantation in India
*Balpreet Singh, Owner
Kreative Chocolates*
- 12:15 **Flavors: Solutions for Cocoa Supply and Quality Variations**
*Stephanie Salord, Director of Innovation and Design - Flavor Creation and Ingredients
Firmenich SA - HQ*
- 12:45 Discussion followed by Lunch
- 14:00 **Consumer Trends and Preferences in Chocolate Consumption**
*Senior Representative
Euromonitor*
- 14:30 **Increasing Productivity by Supporting Conservation and Use of Cacao Genetic Diversity**
*Dr. Martin Gilmour
Cocoa Sustainability R&D Director
Mars Global Chocolate*
- 15:00 Discussion followed by Tea Break
- 15:30 **Yield Improvement & Innovative Techniques in Cocoa Agronomy**
 - Closing the yield gap
 - State of art on cocoa agronomy and paradigm in cocoa cultivation
 - Innovative techniques and appropriation by farmers
 - Waste and efficiency in fertilizers and pesticides input*Philippe Bastide, Cocoa Expert
CIRAD*
- 16:00 **Colombia**
Diversifying the cocoa market with fine flavor cocoa varieties
*Sakai Yoshiharu, Partner
Zarahemla Fine Foods*

- 16:30 **Indonesia**
- 17:00 **Malaysia**
Innovations and product development to grow Malaysia as Asia's cocoa producer
*Dr. Lee Choon Hui, Director-General
Malaysian Cocoa Board*
- 17:30 **Philippines**
Can Philippines emerge as the top quality cocoa bean supplier
*Simon Bakker, CEO
Kennemer Foods International, Incorporated (KFI)*
- 18:00 Discussion. End of Day 1

Day 2 - March 5th, Thursday

- 08:30 Chairman's Introduction
- 08:35 **Vietnam - Raising the Bar for Best Cocoa Quality in Asia**
*Gricha Safarian, Managing Director
Puratos Grand-Place® Vietnam*
- 09:05 **A Taste for Cocoa – Capital Markets' Appetite for Cocoa Related Investments**
*Doug Hawkins, Partner
Hardman & Co*
- 09:35 **Cargo Loss Prevention and Insurance during Marine Transportation (from loading up to discharge) of Cocoa Beans**
*Henry Allard, CEO
Filhet-Allard Maritime*
- 10:10 Discussion followed by Coffee Break
- 10:40 **West Africa**
i) Ghana
 - Adding value to our raw materials & improving cocoa quality and yield
 - Export challenges
 - Domestic demand*Edmund Poku, Managing Director
Niche Cocoa Industry Ltd*

- 11:10 **Making the Most of the Africa's Cocoa Economy: Afreximbank's Africa Cocoa Initiative (AFRICOIN)**
*Benedict Okey Oramah, Executive VP - Corporate Banking & Bis Development
African Export Import Bank (AFREXIMBANK)*
- 11:40 **Improving Qualities on Cocoa**
 - Where the qualities come from
 - Main factors determining qualities (from fields to factories)
 - Main signs and labels
 - How to get added values
 - Strategies from buyers and producers*Philippe Bastide, Cocoa Expert
CIRAD*
- 12:10 Final Discussion. Close of Conference
- 12:30 Closing Lunch

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