



# PROGRAM, 21-24 APRIL 2024

## SUNDAY, 21 APRIL 2024

11:00 Conference Registration Opens

14:00-16:30 **Side events**

SILVER HALL **Side event 1 – Harnessing the value of cacao quality and diversity for improved producer livelihoods** - presented by Bioversity International / CIAT Alliance

**Part 1 - Developing capacity for understanding and improving cacao quality and flavour based on a common language**

Moderator : *Zoi Papalexandratou, Lead Cocoa Advisor, Zoto*

Speakers:

- *Cristian Noboa, Technical Director, ANECACAO (Ecuador)*
- *Carolina Aguilar, Cocoa Director, Maximizing Opportunities in Coffee and Cacao in the Americas (MOCCA) project (United States Department of Agriculture), Lutheran World Relief*
- *Katrien Delaet, Cacao Entrepreneur & Co-owner, Silva Cacao*
- *Sylvestre Awono, Group Cacao Manager, Puratos*

**Part 2 - Development of a Superior Quality Cacao market segment: Aligning vision across the value chain**

Moderator: *Jonas Mva Mva IDH Regional Director Africa, Landscapes & Cocoa The Sustainable Trade Initiative (IDH)*

Speakers:

- *Mohamed Manssouri, Director, FAO Investment Center*
- *Michael Ndoping, General Manager, National Cocoa and Coffee Board of Cameroon (ONCC)*
- *Marcello Corno, Head of Cocoa Science, Barry Callebaut*
- *Andrew Meter, Research Associate, Cacao of Excellence/Alliance of Bioversity and CIAT*

COPPER HALL **Side event 2 – Value and costs' distribution in the cocoa and chocolate value chain** - presented by Le BASIC

Moderator: *Peter Moehringner, GIZ*

speakers:

- *Lisa Kirfel-Rühle, BMZ*
- *Karen Janssens Colruyt*
- *Antonie Fountain, VOICE*
- *Leticia Yankey, Cocoa Mmaa Cooperative, Ghana*
- *Zoé Druilhe, DG-INTPA*

17:00 **Official Inauguration of the Exhibition**

- AGORA
- *Mrs Hadja Lahbib, Minister of Foreign Affairs, European affairs and Foreign trade of the Belgian federal government*
  - *Mrs. Ans Persoons, Secretary of state of the government of the Brussels region in charge of Urbanism, Heritage, International relations and Foreign trade*
  - *HE Mr. Rafael Soriano Ortiz, Chairman of the ICCO Council*

17:30 **Welcome Drinks Reception**



## MONDAY, 22 APRIL 2024

07:30 WCC5 Conference Registration continues.

### PLENARY SESSION

09:00 **Opening of the Conference**

Introduction by the *Facilitator: Leanne de Bassompierre*

09:15 Opening Speech by *Her Majesty the Queen*

- Address by the *EU Executive Vice President, Mr. Valdis Dombrovskis*
- Address by *H.E Souleymane Diarrassouba, Minister of Commerce, Industry and Promotion of SMEs of Côte d'Ivoire*
- Address by *Mr. Alvaro Esteban Del Hierro Paredes, Vice Minister for Agriculture and Livestock of Ecuador*
- Address by the *European Commissioner for International Partnerships, Mrs. Jutta Urpilainen*
- Address by the *Chairman of the ICCO Council, HE Mr. Rafael Soriano Ortiz*

10:15 Statement by *Mrs. Harper McConnell, VP Global Cocoa Sustainability, Mars, Platinum Sponsor*

10:30 Cocoa Break

11:00 **Policy Approach of the Belgian Development Cooperation for Sustainable Cocoa Supply Chain**

*Moderator: Dr Heidy Rombouts, Director-General, Directorate-General Development Cooperation and Humanitarian Aid*

Opening speech: *H.E. Caroline Gennez, Minister of Development Cooperation and of Major Cities Policy of the Kingdom of Belgium*

Panellists: *Mr Yessongbananan Moussa Yeo, Director-General, Yeyasso cooperative, Ivory Coast; H.E. Abou Dosso, Ambassador of the Republic of Ivory Coast to the Kingdom of Belgium, the Grand Duchy of Luxembourg and the European Union, former chair of the OACPS working party on cocoa; Dr Frédéric Lapeyre, Director of the Priority Action Programme on Formalization at the ILO; Professor Dr Surya Deva, UN Special Rapporteur on the Right to Development*

11:45 Presentation by *Michel Arrion, Executive Director, ICCO*, of the main theme of the Conference, and its relevance for ICCO

12:15 Conference programme outlined by the *Facilitator: Leanne de Bassompierre*

12:30 Lunch Break and Press Conference

14:00 **Panel 1: The quest for the living income of smallholder farmers: why are we stuck and how can we fix it?**

*Moderator: Viwanou Gnassounou*

*Lead panellist: Alex Arnaud Assanvo (CIGHCI)*

*Panelists: Anna Laven; Omer Maledy (CICC of Cameroun); Charles Snoeck (ISCO); Leticia Yankey (Cocoa Mmaa Cooperative Ghana); Timothy S. McCoy (The Hershey Company); Pauline Zei (INADES)*

15:30 Cocoa Break

16:00-17:30 **The EU Sustainable Cocoa Initiative**

The detailed programme can be accessed on our website.



17:30 Key highlights and summary of the day by the *Facilitator: Leanne de Bassompierre*

17:45 End of the day



## TUESDAY, 23 APRIL 2024

	<b>TRACK 1 SUSTAINABLE DEVELOPMENT</b>	<b>TRACK 2: MARKET DEVELOPMENT</b>	<b>TRACK 3: GOVERNANCE, MANAGEMENT AND THE FUNCTIONING OF MARKETS</b>
	COPPER HALL Moderator 1: <b>Dr Tedd George</b>	SILVER HALL Moderator 2: <b>Leanne de Bassompierre</b>	GOLD HALL Moderator 3: <b>Viwanou Gnassounou</b>
09:00	<b>Panel 2: The true cost of cocoa</b>	<b>Panel 6: Prospects for the Asian cocoa markets</b>	<b>Panel 10: Cocoa policies and regulations</b>
	<p>There is a pressing need for a new paradigm in business operations, where companies must consider the environment and social costs incurred by their activities. Is the cocoa sector ready to take on this challenge?</p> <p><b>Lead panellist: Gricha Safarian</b>, (Puratos)</p> <p><i>Panellists: Carla Veldhuyzen van Zanten (Fairtrade International), Virginie Mfegue (Solidaridad International), Anne Meyer (Nitidae), Andrea Rusman (Impact Institute and True Price Foundation), Sylvestre Seka (Coffee and Cocoa Council, Côte d'Ivoire)</i></p>	<p>The markets of developing and emerging economies serve 85% of the world population; and, yet they adsorb only one-third of the world cocoa production. What is the most suitable marketing-mix to target these markets?</p> <p><b>Lead panellist: Michele Cui</b> (CAA)</p> <p><i>Panellists: Ramesh Kumar (Cocoa Manufacturing Group Malaysia), Arief Susanto (Askindo), Merlyn Casanova Loor (National Association of Cocoa Exporters of Ecuador-ANECACAO), a representative from Indonesia, Fuad Mohammed Abubakar (Ghana Cocoa Marketing Company, UK)</i></p>	<p>Importing and exporting countries have adopted policies, regulations, and standards on sustainable cocoa. Are they compatible? What is their impact on trade, costs and prices?</p> <p><b>Lead panellist: Olivier Wybo</b> (ASAFO &amp; Co)</p> <p><i>Panelists: Astrid Ladefoged (DG ENV -EC), Koné Brahima Yves (Coffee and Cocoa Council, Côte d'Ivoire), Joseph Boahen Aidoo (Ghana Cocoa Board), Beatrice Moulilianitaki (Meridia), Chris Vincent (WCF), Cecile Renier (UCL), Barbara Trachte (Secretary of State of the Brussels Government)</i></p>
10:30	Cocoa Break	Cocoa Break	Cocoa Break

11:00	<b>Panel 3: Farmer Income and Social Responsibility in cocoa farming</b>	<b>Panel 7: Sensorial and nutritional quality attributes</b>	<b>Panel 11: Supply management</b>
	<p>Smallholder farmers are poor. Land tenure issues, low yields, low prices, bad purchasing practices are well-known drivers of poverty. But very little has changed. What went wrong? What should have been different?</p> <p><b>Lead panellist: Jordy van Honk</b> (IDH)</p> <p><i>Panellists: Regis Meritan (DG INTPA), Mathieu Desantoine (Enabel – Trade for Development Center), Tawiah Agyarko Kwarteng (CIGHCI), Carolina Aguilar (Lutheran World Relief), Sylvestre Awono (Puratos), Karen Janssens (Colruyt), Michael Ndoping (ONCC, Cameroun)</i></p>	<p>Taste has always been a factor affecting consumer choices. Meanwhile, healthy and nutritious products are increasingly in-demand. Which opportunities are these trends offering to the cocoa sector?</p> <p><b>Lead panellist: Dayog Kabore</b> (AFOODS Group)</p> <p><i>Panellists: M. Simon Bassanaga (CICC), Fabien Coutel (Treegether) Juan Hinojosa Gómez (Ministry of Agriculture of Dominican Republic), Ambroise NKOH (SCOOP-PCCPA Côte d'Ivoire), Sophie Vanderbecken (Le Caméléon)</i></p>	<p>Growth in the demand for cocoa products is limited. Indeed, while emerging and developing countries represent a considerable market, consumption per capita has not improved due to the limited growth in income. On the other hand, the expansion of cocoa consumption in volumes in advanced economies is constrained by the low natality rate. Could supply management play a role in supporting international cocoa prices?</p> <p><b>Lead panellist: Olasunkanmi Owoyemi</b> (Sunbeth Global Concepts)</p> <p><i>Panelists: Pascal Tillie (JRC), Marijn Moesbergen (Cargill), Merlyn Casanova (National Association of Cocoa Exporters of Ecuador -ANECACAO), Victor Iyama (FACAN), Emmanuel Opoku (Ghana Cocoa Board)</i></p>
12:30	Lunch Break	Lunch Break	Lunch Break



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	COPPER HALL Moderator 1: <b>Dr Tedd George</b>	SILVER HALL Moderator 2: <b>Leanne de Bassompierre</b>	GOLD HALL Moderator 3: <b>Viwanou Gnassounou</b>
14:00	<b>Panel 4: Strengthening Global Partnerships</b>	<b>Panel 8: Sanitary and Phytosanitary Measures</b>	<b>Panel 12: Commodity Exchange</b>
	<p>Many governments and agencies are supporting the economic, environmental, social sustainability of the cocoa sector through development cooperation projects. How can these activities contribute to improve the living income of cocoa farmers?</p> <p><b>Lead panellist: Lisa Kirfel (BMZ)</b></p> <p><i>Panellists: Mohamed Manssouri (FAO Investment Centre), Valerie Reboud (European Forest Institute), Koen van Troos (Beyond Chocolate), Ramle Kasin (Malaysian Cocoa Board), Johanna Renckens (Rikolto), Kirsti Gjertsen (Port of Antwerp)</i></p>	<p>The adoption of new food safety measures, addressing health hazards previously unknown, can have unintended consequences for those stakeholders who lack the capacity to adapt promptly to these changes. What can be done to minimize the risks of trade diversion?</p> <p><b>Lead panellist: Marc Joncheere (Cargill)</b></p> <p><i>Panellists: Frans Verstraete (DG SANTE, EC), Syed Mustaq Kader (Mask Associates), Hanuman Jain (Gloster Jute), Patricio Almeida (AGROCALIDAD), Catherine Entzminger (ECA)</i></p>	<p>In many producing countries, farmers sell their cocoa through punctual, arm-length transactions without any bargaining power. The presence of commodity exchanges in exporting countries could not only serve as a marketing information system but be instrumental in providing farmers with collateralized loans.</p> <p><b>Lead panellist: Tucci Ivowi (Ghana Commodity Exchange)</b></p> <p><i>Panellists: Debajyoti Bhattacharyya (AFEX Nigeria), Anthony Afam Atuche (Nigeria Commodity Exchange), Vladimir Zientek (Stone X) Kingsley Mbah, (Afreximbank)</i></p>
15:30	Cocoa Break	Cocoa Break	Cocoa Break
16:00	<b>Panel 5: The role of women in cocoa community</b>	<b>Panel 9: Cocoa By-products</b>	<b>Panel 13: Farmer Representativeness</b>
	<p>Women play an important role in cocoa farm communities, not only as farm workers but foremost as caregivers. Panellists will discuss the current issues and proposed solutions to increase the inclusiveness within the cocoa farm communities.</p> <p><b>Lead panellist: Hilary Barry (Lady Agri)</b></p> <p><i>Panellists: Caterine Cerda (Kallari &amp; Trias), Nadege Nzoyem (Rainforest Alliance), Sonia Lehmann (GIZ), Harper McConnell (Mars), Elda Esneda Daza Piedrahita (National Federation of Cocoa Growers of Colombia)</i></p>	<p>Cocoa beans represent only a small share of the weight of the cacao fruits. The pod and the pulp are considered as waste. How can we create a market for by-products to complement the income of cocoa farmers?</p> <p><b>Lead panellist: Christine Englebert (ENABEL)</b></p> <p><i>Panellists: Lars Gierveld (Kumasi drinks), Koumbou Hien (GIZ), Anian Schreiber (Koa Impact), Frédéric-Amon Marc TANOUH (SCEB cooperative), Fernando Antonio Teixeira Mendes (Ministry of Agriculture and Livestock of Brazil), Claudia Delbaere (CACAO LAB)</i></p>	<p>Farmers are not only the weakest link in the value chain, but they are also rarely included in stakeholders' consultations. What can be done to improve the representativeness of farmers?</p> <p><b>Lead panellist: Freddy Cabello (UNOCACE)</b></p> <p><i>Panellists: Evelyn Bahn (INKOTA), Assata Doumbia (COOP CA ECAM, Côte d'Ivoire), Nkoulou Wong (SCOOPS-AC), Abdulahi Aliyu (Rikolto), Wendy Arenas Wightman (ALISOS), Alexandre Robitaille-Lachance, (SOCODEVI), Traoré Bakary (COOP CA SOCAMEA, Côte d'Ivoire)</i></p>
17:30	<b>Wrap-up and closing remarks by the Moderator</b>	<b>Wrap-up and closing remarks by the Moderator</b>	<b>Wrap-up and closing remarks by the Moderator</b>
19:00	GALA DINNER	GALA DINNER	GALA DINNER



## WEDNESDAY, 24 APRIL 2024

### PLENARY SESSION

### WCC5 BRUSSELS DECLARATION

- 09:00 **The Quest for Sustainability: Challenges and Prospects**  
*Lieve Verboven (ILO)*
- 09:30 **The Global Cocoa Agenda: A Roadmap or A Dead End?**  
Presentation by *Antonie Fountain, the Cocoa Barometer Consortium*
- 10:00 Q&A
- 10:15 **Reports** by the 3 Panel Moderators
- 11:15 Cocoa Break
- 11:45 **Wrap-up** by the Facilitator with an interactive panel composed of:  
  
*Dr. Jorge Rojas Rodríguez, Ambassador of Colombia in Belgium*  
*Mr. Marchel Gerrmann, Ambassador Business and Development (Netherlands)*  
*Mr. Philippe Brandt, Ambassador of Switzerland in Belgium*  
*Mr. Luc Magloire Mbarga Atangana, Minister of Trade of Cameroon*  
*Mr. Aldo Cristiano, President, CAOBISCO*  
*Mr. Guus de Gruiter, Board member of ECA*  
*Mr. Eduard Baquero, President of the cocoa producers of Colombia (FEDECACAO)*  
*Mr. Bakary Traoré, Executive Director, IDEF/PICD*
- 12:15 **WCC5 Brussels Declaration**  
  
*Mr. Michel Arrion, Executive Director of the ICCO*  
He will read out the Brussels Declaration and will deliver concluding remarks
- 12:45 **Official closing** of the conference
- 13:00 Lunch Break

Note: in the afternoon, a side event will be organized by the Port of Antwerp-Bruges, for the ICCO Members Delegates only