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 Moehringer, GIZ
Speakers:
- Lisa Kirfel-Rühle, BMZ
- Karen Janssens Coiruyt
- 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)
Panellists: Anna Laven; Omer Maledy (CICC of Cameroon); 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
### TRACK 1: SUSTAINABLE DEVELOPMENT

**COPPER HALL**

**Moderator 1:** Dr Tedd George

09:00 **Panel 2: The true cost of cocoa**

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?

**Lead panellist:** Gricha Safarian, (Puratos)

Panellists: Carla Veldhuyzen van Zanten (Fairtrade International), Virginie Mfegue (Solidaridad International), Anne Meyer (Nitrade), Andrea Rusan (Impact Institute and True Price Foundation), Sylvestre Seka (Coffee and Cocoa Council, Côte d’Ivoire)

10:30 Cocoa Break

11:00 **Panel 3: Farmer Income and Social Responsibility in cocoa farming**

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?

**Lead panellist:** Jordy van Honk (IDH)

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)

12:30 Lunch Break

### TRACK 2: MARKET DEVELOPMENT

**SILVER HALL**

**Moderator 2:** Leanne de Bassompierre

09:00 **Panel 6: Prospects for the Asian cocoa markets**

The markets of developing and emerging economies serve 85% of the world population; and, yet they absorb only one-third of the world cocoa production. What is the most suitable marketing-mix to target these markets?

**Lead panellist:** Michele Cui (CAA)

Panellists: Ramesh Kumar (Cocoa Manufacturing Group Malaysia), Arief Susanto (Akindo), Merlyn Casanova Loor (National Association of Cocoa Exporters of Ecuador-ANECACAO), a representative from Indonesia, Fuad Mohammed Abubakar (Ghana Cocoa Marketing Company, UK)

10:30 Cocoa Break

11:00 **Panel 7: Sensorial and nutritional quality attributes**

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?

**Lead panellist:** Dayog Kabore (AFOODS Group)

Panellists: M. Simon Bassanaga (CICC), Fabien Coutel (Teegether) Juan Hinojosa Gómez (Ministry of Agriculture of Dominican Republic), Ambroise NKOH (SCOOP-PCCPA Côte d’Ivoire), Sophie Vanderbecken (Le Caméléon)

12:30 Lunch Break

### TRACK 3: GOVERNANCE, MANAGEMENT AND THE FUNCTIONING OF MARKETS

**GOLD HALL**

**Moderator 3:** Viwanou Gnassounou

09:00 **Panel 10: Cocoa policies and regulations**

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?

**Lead panellist:** Olivier Wybo (ASAFO & Co)

Panellists: Astrid Ladefoged (DG ENV -EC), Koné Brahimaha Yves (Coffee and Cocoa Council, Côte d’Ivoire), Joseph Boahen Aidoo (Ghana Cocoa Board), Beatrice Moulianitaki (Meridia), Chris Vincent (WCF), Cecile Renier (UCL), Barbara Trachte (Secretary of State of the Brussels Government)

10:30 Cocoa Break

11:00 **Panel 11: Supply management**

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?

**Lead panellist:** Olausunkami Owoyemi (Sunbeth Global Concepts)

Panellists: Pascal Tillie (JRC), Marijn Moesbergen (Cargill), Merlyn Casanova (National Association of Cocoa Exporters of Ecuador -ANECACAO), Victor Iyama (FACAN), Emmanuel Opoku (Ghana Cocoa Board)

12:30 Lunch Break
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**14:00**

**Panel 4:** Strengthening Global Partnerships  
**Panel 8:** Sanitary and Phytosanitary Measures  
**Panel 12:** Commodity Exchange

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?  

**Lead panellist:** Lisa Kirfel (BMZ)  
Panellists: Mohamed Manssouri (FAO Investment Centre), Koen van Troos (Beyond Chocolate), Ramle Kasin (Malaysian Cocoa Board), Johanna Renckens (Rikolto), Kirsti Gjertsen (Port of Antwerp)

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?  

**Lead panellist:** Marc Joncheere (Cargill)  
Panellists: Frans Verstraete (DG SANTE, EC), Syed Mustaq Kader (Mask Associates), Hanuman Jain (Gloster Jute), Patricio Almeida (AGROCALIDAD), Catherine Entzminger (ECA)

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.  

**Lead panellist:** Tucci Ivowi (Ghana Commodity Exchange)  
Panellists: Debajyoti Bhatcharyya (AFEX Nigeria), Anthony Afam Atuche (Nigeria Commodity Exchange), Vladimir Zientek (Stone X Kingsley Mbah, (Afreximbank)

**15:30**  
Cocoa Break

16:00  
**Panel 5:** The role of women in cocoa community  
**Panel 9:** Cocoa By-products  
**Panel 13:** Farmer Representativeness

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.  

**Lead panellist:** Hilary Barry (Lady Agri)  
Panellists: Caterine Cerda (Kallari & Trias), Nadege Nzoyem (Rainforest Alliance), Sonia Lehmann (GIZ), Harper McConnell (Mars), Elda Esmenda Daza Piedrahita (National Federation of Cocoa Growers of Colombia)

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?  

**Lead panellist:** Christine Englebert (ENABEL)  
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 Delboere (CACAOLAB)

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?  

**Lead panellist:** Freddy Cabello (UNOCACE)  
Panellists: Evelyn Bahn (INKOTA), Assata Doumbia (COOP CA CAMON 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)

**17:30**  
Wrap-up and closing remarks by the Moderator

19:00  
GALA DINNER

**Tuesday, 23 April 2024**
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