

EUROPEAN MARKETS ACADEMY | CHOCOLATE MAKERS' FORUM

TRADE FAIR | COCOA DINNER | CONFERENCE | FESTIVAL



GOOD COCOA, BETTER CHOCOLATE

CHOCOA 2017

Chocoa will take place from February 22nd until 26th 2017 in Amsterdam. This year we celebrate the 5th anniversary of our annual event.

Chocoa facilitates market access for sustainable and good cocoa and cocoa products by bringing together stakeholders from the entire supply chain, from cocoa farmers to chocolate consumers. We offer an European markets academy, a trade fair for cocoa producers and buyers, a networking dinner, a conference and a chocolate festival. Our objective is to increase the market for 'good cocoa and better chocolate'.

KEY FACTS

- Dates Chocoa: February 22nd - 26th 2017
- Location: Beurs van Berlage, in the centre of Amsterdam
- Organised in the city with the largest port for cocoa import and storage and the region with the largest volume of cocoa processing in the world
- Unique event attracting stakeholders from the entire cocoa supply chain
- 9.000 visitors
- 150 stands
- Workshops, tastings, presentations and seminars
- Debates on sustainable cocoa production and chocolate consumption



INDUSTRY EVENTS AND VISITORS



EUROPEAN MARKETS ACADEMY WEDNESDAY FEBRUARY 22nd

Chocoa is more than a trade fair, it is a real facilitator of international trade. The European Markets Academy offers trade fair exhibitors and other participants a full day of lectures on requirements for successful operations on European markets as well as visits to cocoa companies in the port of Amsterdam. From customs and health regulations to feedback on sales pitches, the European Markets Academy counts as a solid preparation for your exports to the European market.

WHY PARTICIPATE? improve your knowledge on European markets and boost your sales. A sound preparation for the Chocoa Trade Fair or for any other export promotion to Europe.




TRADE FAIR THURSDAY FEBRUARY 23rd AND FRIDAY 24th

With its focus on quality, sustainable cocoa, the Chocoa Trade Fair is becoming *the* annual meeting place of cocoa producers, chocolate makers and distributors. 75 Stands of cocoa beans, cocoa products, service suppliers, distributors and manufacturers from all over the world, where supply and demand will meet. During the trade fair there will be a **Chocolate Makers' Forum**, the place for chocolate makers from all over the world to connect and discuss current trends in chocolate making. This programme includes workshops and seminars.

WHY EXHIBIT? Meet cocoa buyers, chocolate distributors and other professionals in the cocoa supply chain and do business. Benefit from reduced rates for the European Markets Academy, the Conference and the Grand Diner du Chocolat.

WHY VISIT? Travel the world in one day and meet cocoa producers from all over the world. Connect with chocolate makers at the Chocolate Makers Forum.



'GRAND DINER DU CHOCOLAT'

THURSDAY FEBRUARY 23rd

The Chocoa dinner is recognized as one of the most important Dutch networking events for the cocoa and chocolate industry. Join over 200 industry participants and sponsors for the famous cocoa dinner prepared by internationally renowned chefs.

WHY PARTICIPATE? Meet other professionals in the cocoa supply chain while enjoying a unique and inspiring cocoa-themed menu.

CONFERENCE

FRIDAY FEBRUARY 24th

Sustainability is a process, not a status. Chocoa provides a platform for international debate on the progress of sustainability in the cocoa and chocolate industry, bridges the gap between fine flavour and mainstream cocoa and establishes links with sustainability and quality projects in other commodities. We bring together speakers from all over the world and an audience of over 250 stakeholders from all parts of the cocoa supply chain.

WHY PARTICIPATE? Contribute to the debate, be actively involved and get inspired by the presentations and panel discussions, meet other stakeholders.

AMSTERDAM COCOA AND CHOCOLATE WEEK

MONDAY FEBRUARY 20th - SUNDAY 26th

To celebrate our 5th anniversary, we introduce the Amsterdam Cocoa and Chocolate Week. We are looking forward to cooperate with other organisations that organise their own meetings, seminars and receptions in the same week, benefitting from the concentration of cocoa events and the number of people they attract.



CONSUMER EVENTS AND VISITORS

FESTIVAL

SATURDAY FEBRUARY 25th AND SUNDAY 26th

The Amsterdam Cocoa and Chocolate Week ends with the Chocoa Festival, celebrating good chocolate. The Festival offers a wide range of sustainable chocolate to be sampled at over 75 stands. 7,500 visitors can enjoy two full days of tastings, demonstrations, public debates on sustainability, live cooking, entertainment, discussions with chocolate makers and with cocoa farmers. Related 'terroir products' will also be presented and paired with chocolate, such as coffee, wine, and more.

WHY EXHIBIT: Meet enthusiastic consumers, communicate your message directly, enjoy direct consumer feedback, get an impression of the Dutch market for chocolate, increase your market, show your engagement in sustainable chocolate.

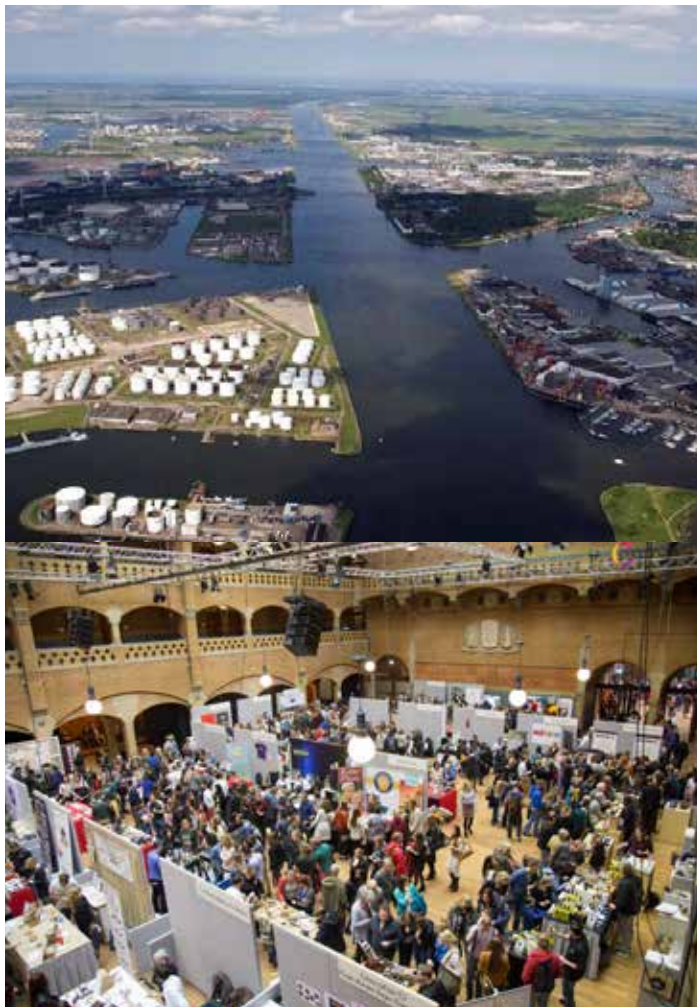
THE CITY, THE VENUE

Amsterdam is the gateway to Europe for cocoa beans, cocoa products as well as chocolate. Perfectly located at short distances from the largest concentrations of consumers in West- and Central Europe with good connections over sea and by road, rail and air.

Amsterdam is the largest port for transport, storage of cocoa beans and processing of cocoa as well as the cradle for sustainability initiatives such as Max Havelaar (Fairtrade) and UTZ Certified.

In the centre of Amsterdam, the historic Beurs van Berlage is the perfect location for the European Markets Academy, Trade Fair, Conference and Festival.

While planning your trip to Amsterdam do consider the special flight and hotel rates offered by our preferred partners. You might want to combine your stay in Europe with international trade fairs such as Biofach in Germany.



MARKETING REACH

The target group of Chocoa includes all parties in the cocoa and chocolate industry as well as consumers. The business-to-business events attract cocoa producers, chocolate manufacturers, trade and industry, governments, NGO's, financial and logistic services suppliers and academics.

Chocoa is advertised in specialised business press, invitations are circulated to members of trade associations and cocoa organisations.

The festival targets the conscious consumers from early adopters to first followers, young adults (21-40). The Chocoa media campaign in 2016 boosted a free publicity-value of €835.000,- and had a total reach of over 13 million people including a 6,2 million reach online.



CONTACTS

Chocoa is organised by Equipoise in cooperation with the Chocolate Festival Foundation. Chocoa is one of the many projects Equipoise develops to contribute to the sustainability of the cocoa sector.

To know more about the wide range of options at Chocoa, please contact us at info@chocoa.nl

**Looking forward to bring 'good cocoa, better chocolate' further with you,
February 22nd - 26th 2017 in Amsterdam!**