



## Press Release

### **Chococoa 2025: The Largets Gathering of the Global Cocoa Industry Celebrates 13 Years in Amsterdam Amsterdam, August 2024**

Chococoa is back for its 13th edition, set to take place from February 3-9, 2025, as part of the second annual Amsterdam Cocoa Week. This year's event holds special significance as it coincides with the 750th anniversary of Amsterdam, making the Dutch capital the epicenter of global discussions on cocoa sustainability.

#### **Chococoa 2025**

Chococoa 2025 will bring together top-level management from the cocoa and chocolate industry, purchasing and sustainability officials, ministers and ambassadors from cocoa-producing countries, cocoa authorities, farmers, service providers, NGOs and other key actors from the cocoa supply chain. In this next edition, new partners will join and two new events will be offered:

- **Financial Training Course for Farmer Organizations and Cocoa Start-ups** (February 4-5): A vital new addition, this course is designed to empower cocoa farmers and start-ups with essential financial knowledge, covering topics such as capital raising, risk management and business pitching.
- **Culinary Masterclasses** (February 5-6 & 7-8): These masterclasses cater to chefs, baristas and hospitality professionals, focusing on the use of fine cocoa ingredients in culinary arts, from savory dishes to innovative cocoa-based drinks.

#### **Returning Favorites**

Chococoa 2025 will also see the return of its most successful events, including:

- **European Markets Academy** (February 4): This course will offer participants from outside Europe the tools and insights needed to successfully enter the European market.
- **Grand Diner du Chocolat** (February 5): A gourmet celebration at Hilton Amsterdam, where participants will enjoy an extraordinary dining experience crafted by a duo of renowned chefs. This professional networking dinner will host over 215 industry leaders from around the world.
- **Amsterdam Sustainable Cocoa Conference (ASCC)** (February 6-7): Held at the historic Effectenbeurszaal, this conference will cover crucial topics like de-commoditizing cocoa, invisible farmers and workers, carbon finance, and future-proofing cocoa and chocolate.
- **Chocolate Makers Forum** (February 6-7): An annual gathering where chocolate makers discuss the latest trends and challenges in the industry, sharing knowledge and strategies for market development.
- **Chococoa Chocolate Festival** (February 8-9): A weekend celebration where around 8,000 chocolate enthusiasts will gather at Beurs van Berlage. The festival will feature tastings, entertainment and booths from global exhibitors, offering consumers a chance to explore and purchase diverse cocoa products.

#### **Amsterdam at the Heart of Cocoa Sustainability**

In this special year, Amsterdam will be the center of global discussions on cocoa sustainability, with thousands of producers, traders, processors, and NGOs coming together to shape the future of the industry. Chococoa 2025 promises to be an unmissable event for anyone passionate about the world of cocoa and chocolate.

#### **Join Us in Amsterdam**

Don't miss this unique opportunity to be part of Chococoa 2025. Register now and be at the forefront of cocoa innovation and sustainability.

For more information and to register, visit [www.chococoa.nl](http://www.chococoa.nl)

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