



CONCOCTION IV

2010

Amsterdam
September (23 Optional), 24-26 2010

Dear future participant,



The European Cocoa Association (ECA) is proud to announce its 4th *International Cocoa Event*, which will mark the 10th Anniversary of the Association. The two day event will be held from Friday September 24 to Sunday September 26 2010¹ at the Sofitel Grand Hotel in Amsterdam. The ECA Board selected the Venice of the North for its anniversary event, recognizing its historical connection with cocoa processing and trading. As was the case for previous events, the primary focus is on the *Symposium*, Friday afternoon and Saturday morning.

Friday night dinner will be organised in the Hermitage Museum Amsterdam, that was opened in 2009. This lovely venue, that is rarely available for external events, has been secured with the help of one of our kind sponsors, Fortis Bank Nederland.

The Saturday evening *Gala Dinner* will be held in one of Amsterdam's well-kept secret: a beautiful church just off the Prinsengracht.

In both cases a lovely boat ride through the canals will bring us to evening venues, allowing a quick look at Amsterdam's beautiful architecture.

A *Partners Programme* will offer different options, including site visits and interactive workshops. Sports activities will be organized on the Thursday morning prior to the Conference kick-off. In addition, we are pleased to announce that our Dutch colleagues have prepared a special trip through the Zaan area where some of the finest cocoa pressing equipment is produced, on the afternoon of Thursday 23rd.

Registration forms will be sent out in the course of May 2010, along with an updated programme.



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Provisional Agenda

Thursday 23 September		
9.00	Golf Tournament	Optional (pre-conference package fee)
11.00	Tennis	Optional (pre-conference package fee)
14.00	FCC Council Meeting	By invitation only
19.00	FCC Council-ECA Board – Joint dinner	By invitation only
14.00	<i>Nederlandse Cacao Societeit tour through Amsterdam cocoa area</i>	<i>By invitation only</i>
Friday 24 September		
9.30	ECA Board Meeting	By invitation only
12.30	Welcome lunch & Convention kick-off	
14.00 – 18.00	Conference Session I	
14.00	<i>Partners' programme</i>	
18.30	Departure boats from hotel to Walking Dinner Venue	Dress code: Casual
Saturday 25 September		
9.00	ECA GMM	By invitation only
9.30	Conference Session II	
9.30	<i>Partners' programme</i>	
13.30	Lunch	
14.30	Afternoon at leisure	
19.00	Departure boats for Gala Dinner venue	Dress code: Black Tie
Sunday 26 September		
07.00 – 10.30	Breakfast	