

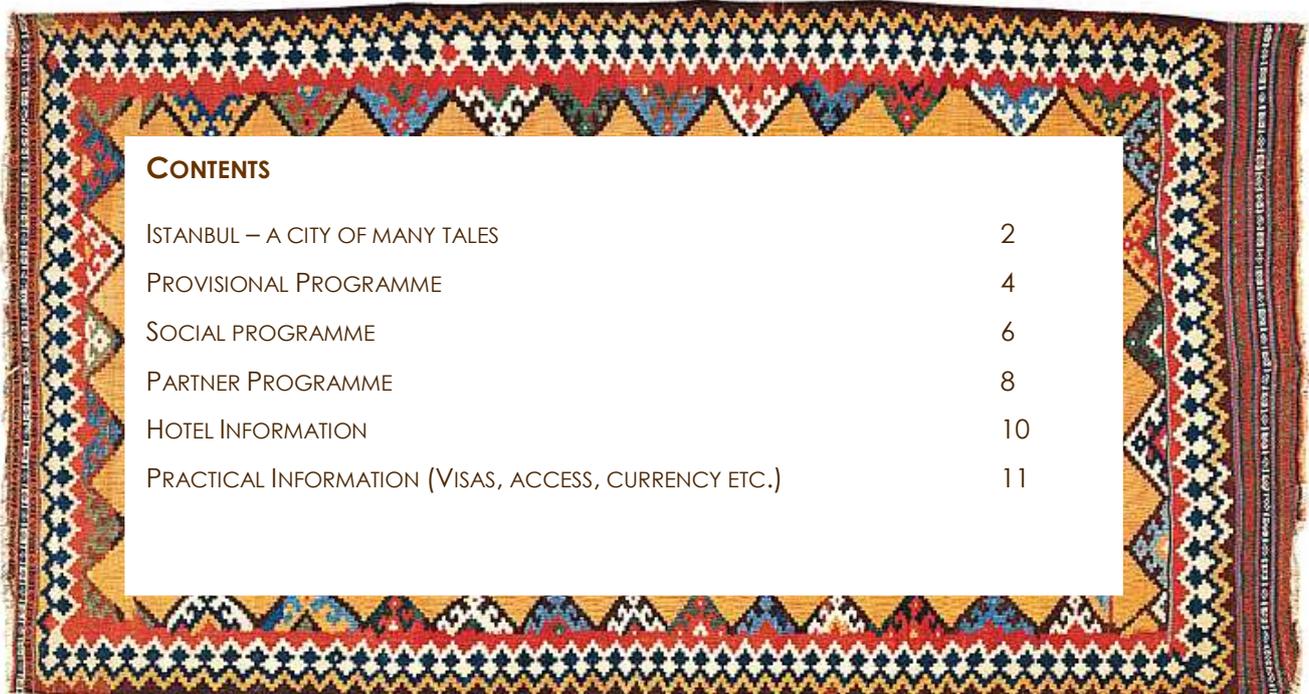
## GENERAL CONCEPT

The ECA cocoa conference, that has now come to be known as 'Concoction', is designed for members of the international cocoa and chocolate community to learn about current challenges and opportunities in the cocoa world, to listen to other stakeholders' perspectives on topics of common interest, and to exchange views with their customers, suppliers ... and even competitors.

This year's event will be taking place in Istanbul on 12 and 13 September under the theme:

## *Bridging Tomorrow's Cocoa and Chocolate Markets*

We expect 180 participants representing cocoa-producing countries, the European institutions, Member States, the private sector and civil society. Our speakers include the Chairman of the Turkish Exporters' Assembly, the Director General of Côte d'Ivoire's Conseil Café Cacao, and a host of entrepreneurs active in the cocoa, chocolate and confectionery markets in the Middle-East and in Asia. Another key feature of this year's programme is an all-women's panel on top-of-mind issues facing the supply chain as well as an NGO panel on what success looks like on the ground...



CONTENTS	
ISTANBUL – A CITY OF MANY TALES	2
PROVISIONAL PROGRAMME	4
SOCIAL PROGRAMME	6
PARTNER PROGRAMME	8
HOTEL INFORMATION	10
PRACTICAL INFORMATION (VISAS, ACCESS, CURRENCY ETC.)	11

## ISTANBUL: A CITY OF MANY TALES



Istanbul is the largest city in Turkey, constituting the country's economic, cultural and historical heart. With a population of 13.9 million, the city forms one of the largest urban agglomerations in Europe. Istanbul is a transcontinental city, straddling the Bosphorus - one of the world's busiest waterways. Its commercial and historical centre lies in Europe, while a third of its population lives in Asia.

Founded on the Sarayburnu promontory around 660 BC as Byzantium, the city now known as Istanbul developed to become one of the most significant cities in history. For nearly sixteen centuries following its reestablishment as Constantinople in 330 AD, it served as the capital of four empires: the Roman Empire (330–395), the Byzantine Empire (395–1204 and 1261–1453), the Latin Empire (1204–1261) and the Ottoman Empire (1453–1922). It was instrumental in the advancement of Christianity during Roman and Byzantine times, before the Ottomans conquered the city in 1453 and transformed it into an Islamic stronghold and the seat of the last caliphate. Although the Republic of Turkey established its capital in Ankara, palaces and imperial mosques still line Istanbul's hills as visible reminders of the city's previous central role.



### Did you know?

Turkey is home to two of the World's Seven Wonders.

- The Temple of Artemis also known as the Temple of Diana, in Ephesus, 50 km south from the modern port city of İzmir.
- The Mausoleum at Halicarnassus or Tomb of Mausolus, remains of which can still be found in Bodrum.

The city's biggest draw remains its historic center, partially listed as a UNESCO World Heritage Site, but its cultural and entertainment hub can be found across the city's natural harbor, the Golden Horn, in the Beyoğlu district. Considered a global city, Istanbul is one of the fastest-growing metropolitan economies in the world.

## KEY CONFERENCE THEMES

According to Euromonitor International, retail volume sales of chocolate confectionery in the Middle East and Africa will have grown by 20% over the 2010-2015 period, while AC Nielsen forecasts that the Middle-East's market for chocolate will be worth USD 5.8 billion by 2016.

The Turkish market for confectionery and chocolate products itself has boasted significant growth over recent years. With growing interest from foreign brands, Turkish confectionery exports to the EU, North Africa, Russia, Saudi Arabia, the U.S., Turkic republics, the Middle East and the Far East grew rapidly in the past five years.

One of the main conference aims will be to explore the potential of these rapidly growing markets and to see how they compare to growth elsewhere, for instance in BRICs countries.

Beyond geography, the cocoa industry is evolving in many ways. More than ever before, challenges related to productivity, quality, as well as social and ethical considerations are top of mind for industry actors.

How do we take a different perspective on some of the challenges and opportunities arising from an ever-more global environment?

Join us in Istanbul to discuss these, and many other top-of-mind topics for the global cocoa and chocolate industry.

Turkey has long been known as the home of the lokum, or Turkish delight.

Traditional varieties are generally flavoured with rosewater, mastic, bergamot, orange or lemon. The confection is often packaged and eaten in small cubes dusted with icing sugar.

In addition to premium varieties consisting largely of chopped dates, pistachios and hazelnuts or walnuts, Turkish manufacturers are producing chocolate-based lokums, as well as a growing variety of fine chocolates, made with dried fruits and nuts...



## Wednesday 11 September 2013

2.00 pm – 5.00 pm:

Registration

7.30 pm:

ECA Board and FCC Council Members Dinner (on invitation)

## PROVISIONAL PROGRAMME

### Thursday 12 September 2013

9.00 am – 1.00 pm:                    **Registration**  
   **ECA Board Meeting (on invitation)**  
   **FCC Council Meeting (on invitation)**  
   **Partner programme (see details of proposed guided tours on page 8)**

12.00 pm:                                **Kick-off lunch (open to delegates and partners)**

2.00 pm - 5.00 pm:                    **Partner programme (see details of proposed guided tours on page 8)**

2.00 pm - 5.30 pm:                    **Business sessions**

- **Welcome to participants and overview of conference programme- Scott Walker – ECA Chairman**
- **Welcome and Introduction to Tim's role in Turkey - Mehmet Büyükeksi – Chairman TIM (Turkish Export Assembly)**
- **Panel Discussion I**

#### **Harnessing market opportunities in the Middle East & Africa**

*Hear from leading entrepreneurs and brands on the extraordinary growth in confectionery and chocolate based products in the Middle East & Africa. Hear how key players (both multinationals and smaller boutique brands) see perspectives for further expansion in the region. Panel moderated by Francisco Redruello (Euromonitor)*

- Amine Berrada – CEO – Aiguebelle/La Chérifienne (Morocco)
- Roy Debbas – CEO – Le Chocolat (Lebanon)
- Patrick Dorais – Director of Sales – Al Nassma (UAE)

#### • **Panel Discussion II**

#### **Supply and Demand Panel - focus on Asia**

*A panel discussion, moderated by Pamela Thornton of Armajaro Holdings, which will focus on supply, demand and pricing in the Asian region.*

- Euan Mann – Director – Complete Commodity Solutions
- Amit Suri – President and COO – OLAM Cocoa - OLAM International
- Frank Day - VP of Commodity Operations for The Hershey Company

6.30 - 10.30 pm:

#### **Walking Dinner**

**Private visit to Hagia Sofia**

**Dinner & Entertainment in Topkapi Palace gardens (c.f. p. 6)**

## Friday 13 September 2013

- 8.30-9.15 am: ECA GMM (for ECA Effective & Contributor Members – on invitation)  
9.00 am - 5.00 pm: Partner programme (see details of proposed guided tours on page 9)

### 9.30 am - 1.00 pm: Business sessions

- **Panel Discussion III**

**Views and perspectives from civil society on sustainability in the cocoa supply-chain**

*Hear from different NGOs on their vision for success in terms of cocoa sustainability and how their initiatives address priorities on the ground. This session will be moderated by Anthony Ward of Armajaro Holdings.*

- Antonie Fountain – Director - Stop the Traffik
- Marieke Poissonier – Policy and Advocacy Coordinator - Oxfam Wereldwinkels
- Youssouf N'Djore - Consultant - CARE International Côte d'Ivoire
- Hans Perk – International Program Manager Cocoa -Solidaridad

- **Keynote presentation**

**Banking on sustainable supply chain synergies**

*ABN-AMRO Director for Sustainable Development Richard Kooloos will present on the bank's new vision of impact banking in commodity supply-chains.*

- **Keynote presentation**

**Côte d'Ivoire – the Ivorian Cocoa Reform 1 year on**

*The Director General of the Conseil Café Cacao, Mme Touré-Litse, will present on initiatives taken by Côte d'Ivoire to strengthen the cocoa sector, and results achieved thus far.*

- **Panel Discussion IV**

**All-Women panel on Cocoa and Chocolate**

*Women active in the value-chain, from bean to bar, will exchange on how they see some of the opportunities and challenges for the sector going forward. Filipa Secretin of Nederland S.A. will moderate this session.*

- Esther Stevie Bissa - Farmer - New Generation Programme, Cameroon
- Solange Kouamé N'Guessan - Director of cocoa cooperatives, UCAS, Côte d'Ivoire
- Maud Clarissou – Marketing and Communications Manager, Cémoi Chocolat s.a.
- Marie-Odile Burlot – Director -Jeff de Bruges Exploitation

- **Closing remarks – Scott Walker - ECA Chairman**

1.00 - 2.30 pm: Lunch for delegates and partners

Free afternoon

6.30 - 11.00 pm: **Gala Dinner: Bosphorus Cocktail Cruise**

**Dinner and entertainment at Esma Sultan - a mansion perched along the shores of the Bosphorus (cf. p.7)**

## NETWORKING EVENTS AND SOCIAL PROGRAMME

Thursday 12 September 2013



### Walking Dinner

Our evening will kick off with a private visit to Hagia Sophia, or 'San Sofia', one of Istanbul's most famous architectural treasures. We will then make our way to the gardens of the beautiful Topkapi Palace where an evening of fine Ottoman dining and entertainment will be offered, with the generous support of our institutional sponsor, ABN Amro.

- **Hagia Sofia**

**Hagia Sophia** is a former Orthodox patriarchal basilica (church), later a mosque, and now a museum. From the date of its construction in 537 until 1453, it served as an Eastern Orthodox cathedral and seat of the Patriarchate of Constantinople, except between 1204 and 1261, when it was converted to a Roman Catholic cathedral under the Latin Empire. The building was a mosque from 1453 until 1931. It was then secularized and opened as a museum in 1935.



Famous in particular for its massive dome, it is considered the epitome of Byzantine architecture and is said to have "changed the history of architecture". It was designed by the Greek scientists Isidore of Miletus, a physicist, and Anthemius of Tralles, a mathematician.

- **Topkapi Palace Gardens**



The Topkapi Palace is among the monuments contained within the "Historic Areas of Istanbul", which became a UNESCO World Heritage Site in 1985.

The palace complex consists of four main courtyards and many smaller buildings. At its peak, the palace was home to as many as 4,000 people, and covered a large area with a long shoreline. It contained mosques, a hospital, bakeries and a mint. Construction began in 1459, ordered by Sultan Mehmed II, the conqueror of Byzantine Constantinople. It received the name "Topkapi" (Cannon Gate) in the 19th century.



Following the end of the Ottoman Empire in 1924, Topkapi Palace was transformed into a museum of the imperial era. The palace includes many fine examples of Ottoman architecture. It contains large collections of porcelain, robes, weapons, shields, armor, Ottoman miniatures, Islamic calligraphic manuscripts and murals, as well as a display of Ottoman treasures and jewelry.

Surrounding the whole complex of the First to the Fourth Courtyard are the outer palace gardens.

Friday 13 September 2013

## Gala Dinner

Prepare to plunge into the Golden past of Istanbul, when the city was aglow with magnificent parties along the shores of the Bosphorus.

ECA's traditional gala dinner will start with a cocktail cruise. We will disembark at Esmâ Sultan, a stunning Ottoman mansion for an evening of fine dining and entertainment.

- **Cocktail Cruise**

Embark on a private boat for a delightful cruise on the Bosphorus which connects Marmara Sea and Black Sea. The boat will cruise approximately 1 hr along the Asian and European sides of the Bosphorus. Guests will have a chance to view old marble Palaces, fortresses and Ottoman villas on the waters, while the sun sets on the water...



Cocktails will be served to the tune of a quartet.

- **Gala Dinner at Esmâ Sultan Mansion**



Enjoy an evening of local entertainment and refined cuisine in the Esmâ Sultan Mansion, a historical yalı (waterside mansion) located just next to Ortaköy Mosque.

Named after Esmâ Sultan, the daughter of the 32nd Ottoman ruler, Sultan Abdülaziz, the historic mansion has borne witness to a number of historic events and figures over time. It was presented to Esmâ Sultan as a wedding gift.

The Mevlevilik is a Sufi order founded by the followers of Jalal ad-Din Muhammad Balkhi-Rumi, a 13th-century Persian poet, Islamic jurist and theologian. They are also known as the Whirling Dervishes due to their famous practice of whirling as a form of dhikr (remembrance of God). Dervish is a common term for an initiate of the Sufi path; the whirling is part of the formal Sama ceremony.



In 2005, UNESCO proclaimed the "The Mevlevi Sema Ceremony" of Turkey as amongst the Masterpieces of the Oral and Intangible Heritage of Humanity.

## PARTNER PROGRAMME

Please note that partners can choose up to two guided tours (one on Thursday, one on Friday) as part of the partner package.

**Thursday 12 September 2013**

**OPTION 1 (9.00 AM – 12.00 PM): OLD BAZAARS OF ISTANBUL**

Prepare for the ultimate oriental shopping experience in the most famous Bazaars of Istanbul with the help of an experienced tour guide.

- **The Egyptian Spice Bazaar**



Found near the Galata Bridge, is the famous Egyptian Spice Bazaar. Much smaller than the Grand Bazaar and less touristy too, the Spice Bazaar was built in 1660 to help support the upkeep of the mosque. The Grand Bazaar is known for its colors and noises, but the Spice Bazaar is a lesson in aromas and flavours. Here is where you can find all manner of Turkish delight candy (lokum), baklava, teas and Turkish coffee, and dried fruits. The array of containers overflowing with colorful spices is spectacular.

- **The Grand Covered Bazaar**

For a shopping experience that's truly a world apart, head to the Grand Bazaar. Made up of a vast maze of interconnecting passages, the bazaar has its own banks, baths, mosques, cafés and restaurants, not to mention the thousands of shops, all glittery and fairy. It's no longer the biggest shopping centre in the world, but it can still claim to be the oldest.



**OPTION 2 (2.00 PM - 5.00 PM): TURKISH BATH EXPERIENCE**

*Treat yourself to an unforgettable experience in the historical "Çemberlitaş Hamam"*



A relaxing and rejuvenating experience, the Turkish bath begins once you have undressed in private changing rooms and have been given a large wrap around. During the bath, you will be in a warm room where you will be doused with warm water, lathered and massaged with a 'kese', a special rough bath glove. After this relaxing experience, refreshments will be provided in the main lounge.

**Friday 13 September 2013**

**OPTION 1 (8.30 AM - 1.30 PM): ON THE FOOTSTEPS OF THE SULTANS**

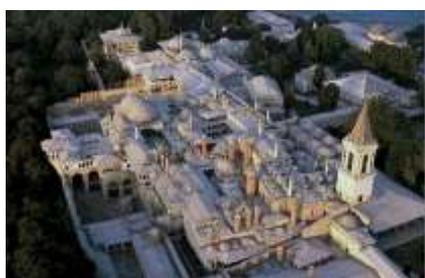
**The perfect combination: Visit two of Istanbul's cultural highlights and take a spree through the lanes of the Grand Bazaar...**

- **Visit to the Blue Mosque**

Dubbed the "Blue Mosque" by the Europeans due to its beautiful interior tiles with flower and tree motifs manufactured at the end of the high period of the great Iznik workshops, this is the only mosque (built from 1609 to 1616) in the world with six minarets and is probably the most famous landmark of the city.



- **Visit to the Topkapi Palace Museum**



Overlooking the Golden Horn stands the mare of buildings that was the great palace of the Ottoman Sultans, Topkapi Palace, from the 15th to the 19th Century. Today it is one of the richest museums of the world. Topkapi was not just the private residence of the Sultan and his court but, as the home of the Divan (the Cabinet), was the seat of the Supreme executive and of judicial control of a great empire. It houses an astonishing collection of rare objects which once belonged to the Sultans.

- **Visit to the Covered Grand Bazaar**

The oldest and largest covered bazaar in the world is situated in the heart of the city. It resembles a giant labyrinth with approximately sixty lanes and more than three thousand shops. The bazaar consisted originally of two 15th century buildings with thick walls that were covered with a series of domes. In the past, each lane was reserved for a different profession and the handicrafts produced here were rigorously controlled.



**OPTION 2 (3.00 PM – 5.00 PM): VISIT TO THE MUSEUM OF INNOCENCE**

**If you've been to Istanbul before, and have experienced its most famous sights and sees, this is the tour for you, an eye-opener of what is known as Istanbul melancholy or 'hüzün'.**

The Museum of Innocence is both a novel by Orhan Pamuk - Nobel Prize winning and internationally acclaimed author - and a museum. From the very beginnings of the project, since the 1990s, Pamuk had the idea of creating the novel and the museum together. The novel, which is about love found and lost, is set between 1974 and the early '00s, and describes life in Istanbul between 1950 and 2000 through memories and flashbacks centred around two families. The museum presents what the novel's characters used, wore, heard, saw, collected and dreamed of, all meticulously arranged in boxes and display cabinets. It is not essential to have read the book (published in 2008) in order to enjoy the museum (opened last year), just as it is not necessary to have visited the museum in order to fully enjoy the book. Those who choose this tour will be offered a copy of the novel, which will be stamped at the Museum.



## HOTELS

**Note that ECA has obtained preferential rates for its event. Rooms will be allocated on a first come-first served basis.**

### MAIN VENUE – CEYLAN INTERCONTINENTAL ISTANBUL

**Please note that hotel accommodation is to be reserved directly with the Ceylan Intercontinental, using the attached reservation form.**



Soaring above the historic city of Istanbul, this modern, elegant hotel is the perfect base to explore the Ottoman capital. Luxury features include an outdoor pool, landscaped garden, full-service spa and Turkish hammam. Fine dining awaits with four restaurants, including award-winning Safran serving exquisite Turkish and Ottoman cuisine. This luxury hotel in Istanbul is ideally located to explore the famed Grand Bazaar, Blue Mosque or Maiden Island by boat for the finest city views.

Our

business sessions will all be held in the Bosphorus Ballroom situated on the hotel's ground floor.

The Intercontinental Spa is an oasis in the heart of the city. Soft music, warm lighting, delicate fruits and the subtle aroma of essential oils welcome guests to Spa InterContinental. Reinforcing a commitment to nature, the spa uses only natural products not tested on animals.



One of Istanbul hottest night-spots has just opened on the ground floor of Ceylan: 'The Flamingo', which is under separate management, offers some of the best dining available in the city these days.

September is very busy in Istanbul, and a great time of the year to enjoy the city's wonders. We highly recommend you proceed with hotel reservations as soon as possible. Please note that no-charge cancellations are possible up until the 24<sup>th</sup> of August 2013.

## ALTERNATIVE ACCOMMODATION

The following hotels offer rooms at rates starting at 150 €. Please book directly with these properties.

### I. ELITE WORLD PRESTIGE HOTEL (4\* Superior) 5 to 8 minutes walking distance to Intercontinental

Elite World Prestige Hotel is also centrally located. The Hotel is just 5 km from the Old City (Hagia Sophia, Topkapi Palace and Museum, Sultanahmet). For more information please see: [www.eliteworldprestige.com.tr](http://www.eliteworldprestige.com.tr)

**For reservations: +90 (212) 313 83 83 or [infoistanbul@eliteworldhotels.com.tr](mailto:infoistanbul@eliteworldhotels.com.tr)**



### II. PALAZZO DONIZETTI HOTEL (4\* Boutique ) – 15-20 minutes walking distance to Intercontinental



Palazzo Donizetti Hotel is a boutique hotel located in the bustling Beyoglu area, and is named after the musician Giuseppe Donizetti who lived in Beyoglu in the times of the Ottoman Empire.

For more information please see: <http://www.palazzodonizetti.com/>

**For reservations: +90 (212) 249 51 51 or [info@palazzodonizetti.com](mailto:info@palazzodonizetti.com)**

### III. LASAGRADA HOTEL (4\*Deluxe) - approx. 20-25 minutes walking distance to Intercontinental Hotel

The Hotel is seated in the heart of the city. Just within walking distance to museums and shopping centers, popular cafés, bars, taverns and restaurants and within reach of social & cultural hubs.

For more information please see: <http://www.lasagradahotel.com>

**For reservations: +90 (212) 373 66 66 or [info@lasagradahotel.com](mailto:info@lasagradahotel.com)**



## PRACTICAL INFORMATION (DRESS CODE, VISAS, ACCESS, CURRENCY ETC.)

### Dress Code

- Casual dress for the Walking Dinner on Thursday 12 September
- Black Tie 'with a touch of red' for the Gala Dinner on Friday 13 September

### Visas

Visas are necessary for many nationalities. Since April of this year, visitors to Turkey can apply for a visa on-line: <https://www.evisa.gov.tr/en/>. Please check the website for requirements for different countries.

Alternatively, visa stamps can be obtained at arrival in the airports.

### Access

Most planes arrive at Istanbul Atatürk Airport (IATA: IST), 20 km west of the city centre.

Istanbul also has a second airport, Sabiha Gökçen International Airport (IATA: SAW), located in the Anatolian side of the city, 50 km from Istanbul (note that traffic can be very heavy so you must allow over an hour to reach the city centre from Sabiha).

### **Weather**

The weather in Istanbul in September is usually very pleasant, making it possible to enjoy outdoor dining. However, especially for events along the shore of the Bosphorus, ladies should remember to bring a shawl (which will come in handy when visiting the mosques).

### **Currency**

Approximate exchange rates (June 2013):

1 € = 2.5 Turkish Liras – 1 US\$ = 2 Turkish Liras – 1 £ = 3 Turkish Liras



*We look forward to seeing you in Istanbul*