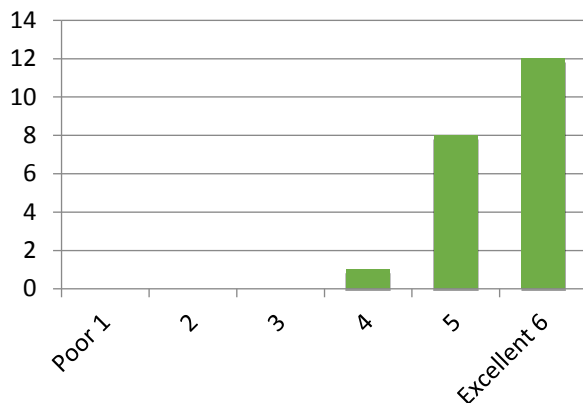


## Survey Responses to the EUROPEAN COCOA FORUM 2016

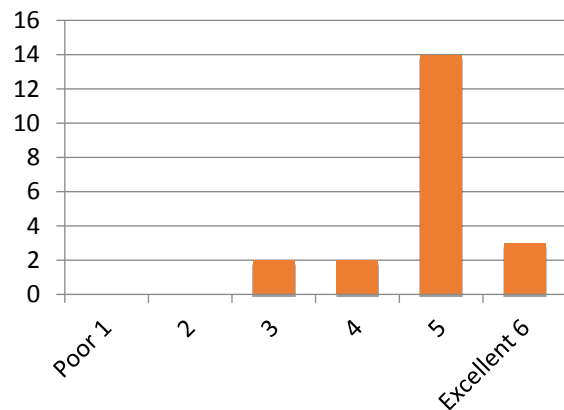
The survey was sent to all delegates, speakers and moderators who took part in the European Cocoa Forum in Dubrovnik, and aimed at gathering feedback on the organisation of the event in all its parts. The questions are measured from 1 to 6 with **1** being **poor** and **6** being **excellent**.

### Question 1: Please rate the following:

**ECA's 6<sup>th</sup> European Cocoa Forum (Overall, i.e. conference & Social Events)**



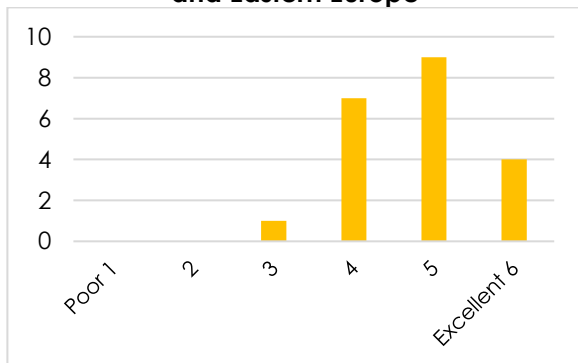
**Conference Programme (i.e. choice of topics & speakers)**



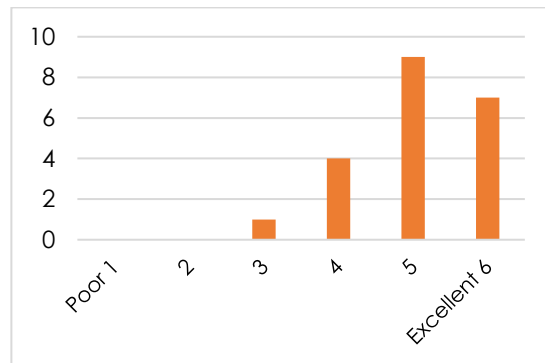
Most respondents rated the whole ECA Forum as excellent: about 95% of respondents rated the whole event (conference and social events) as a 5 or above. Respondents also highly rated the conference sessions - 67% gave it a 5 and 14% rated it as excellent (6).

### Question 2: More specifically, please rate the different conference sessions

**Harnessing Market Opportunities in Central and Eastern Europe**

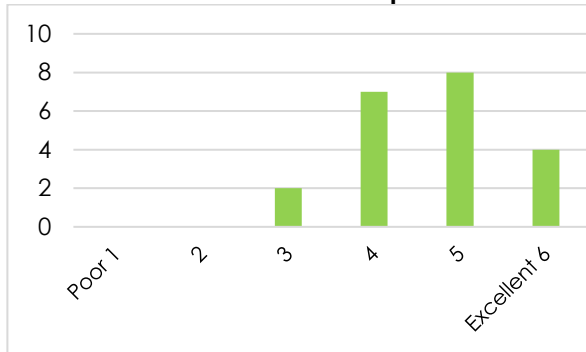


**Climate Change**

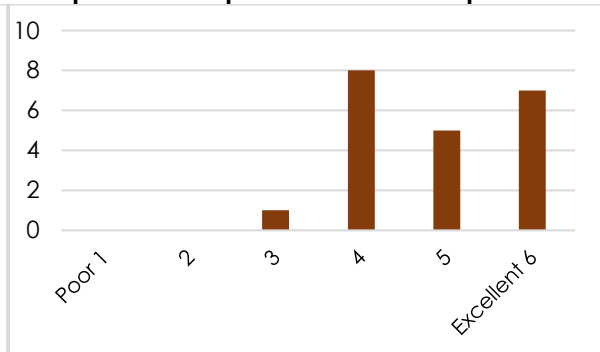




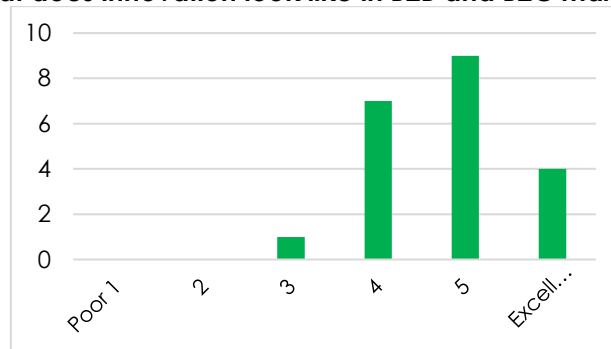
### How can we better match scientific cocoa research and industrial expectations?



### Regulatory concerns for the cocoa sector and potential impact on business operators



### What does innovation look like in B2B and B2C markets?



Furthermore, most conference sessions had favorable reviews. **The panel discussion on Climate Change was the most liked** with 33% of respondents rating it as excellent (6).

### **Question 3: Are there any other topics you would have liked to have seen on the agenda for this event?**

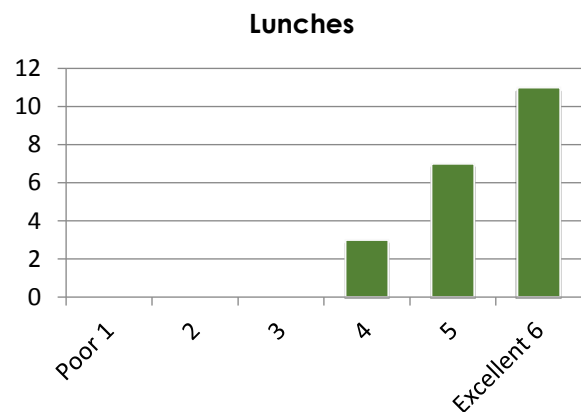
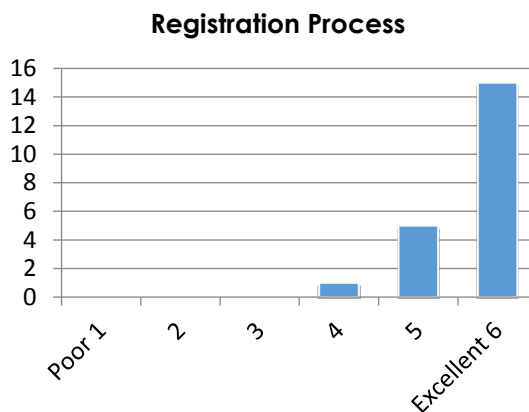
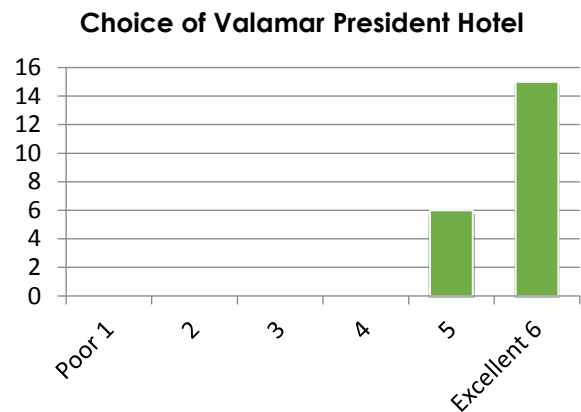
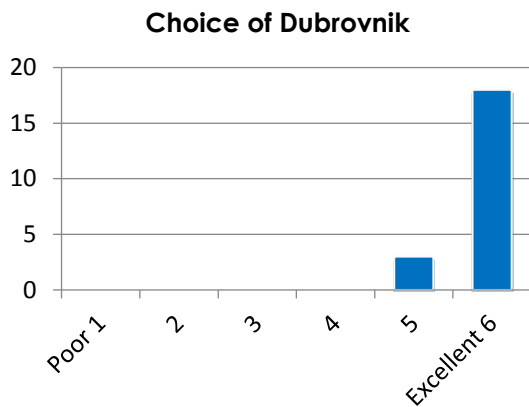
When asked for suggested topics on the agenda, most replies centered on the idea of **logistics and supply**. Respondents also mentioned **mergers and acquisitions within the value chain** and the **ecological footprint of shipping commodities** around the world.

Another suggestion is related to **technology** and how this is evolving on the farm/local level.

Other notable topics mentioned include **industry overview**, the future of cocoa in **Latin America**, **new locations for cocoa cultivation**, and **sustainability**.

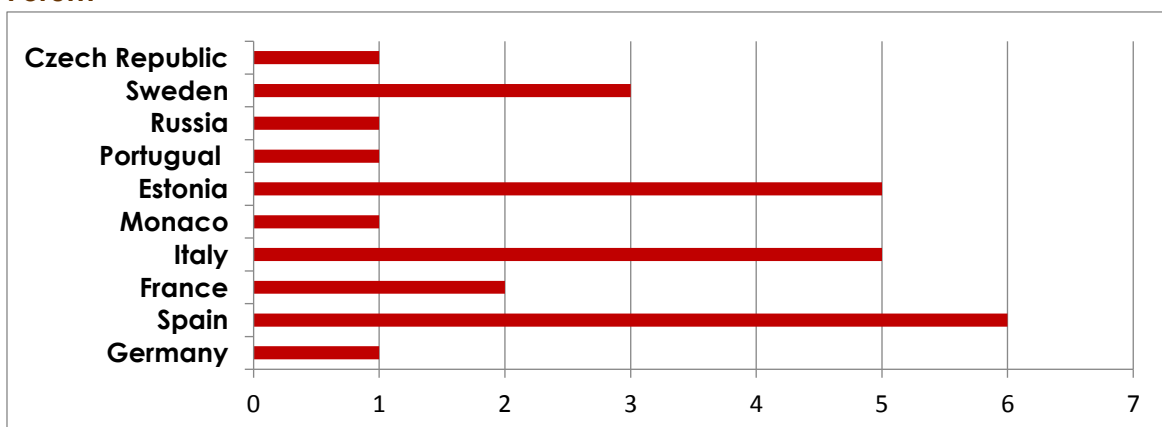
### **Question 4: How would you rate the following?**

Overall, the respondents were very happy with the location of the ECA Forum. Furthermore, many thought that the registration process and the lunches were very well organised.



The location choice of Dubrovnik and Valamar President Hotel were rated well. About 86% and 71% of the respondents rated, respectively, Dubrovnik and the hotel as excellent.

### **Question 5: Please indicate your suggested location for the next European Cocoa Forum**

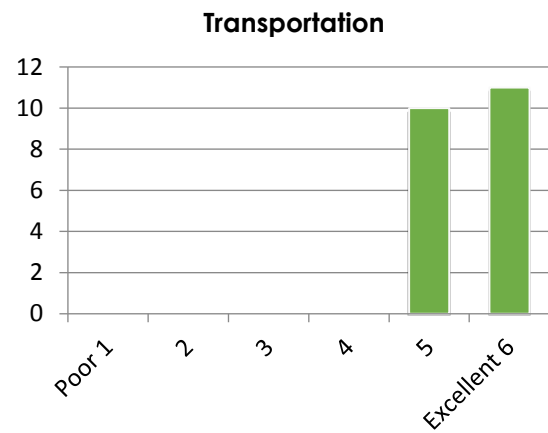
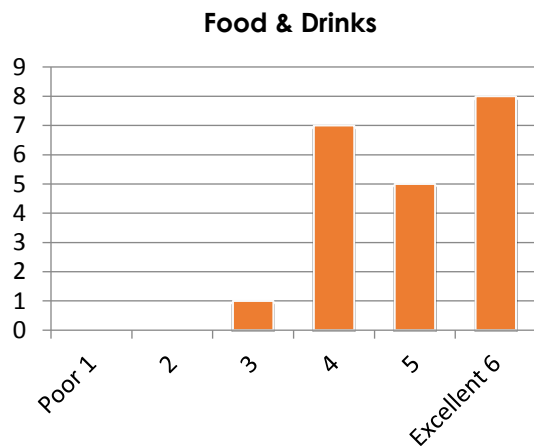
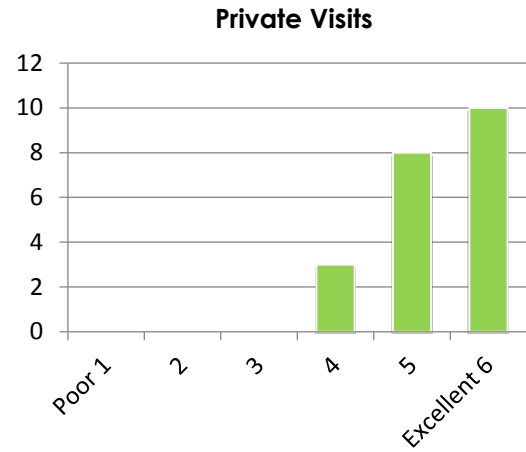


Many people who responded to the survey want the location for the next European Cocoa Forum to be in **Spain**. More specifically, they would like to see the forum be held in Madrid, Barcelona, or Seville. Another popular request was the **Baltic** such Tallinn, Estonia. Others would like to see it be held in a **Scandinavian** country or **Italy**. **France** and **Portugal** were also suggested.



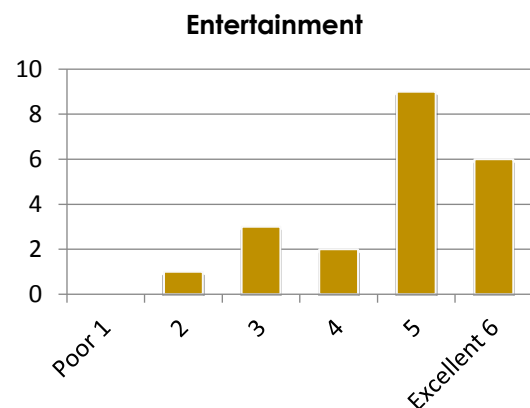
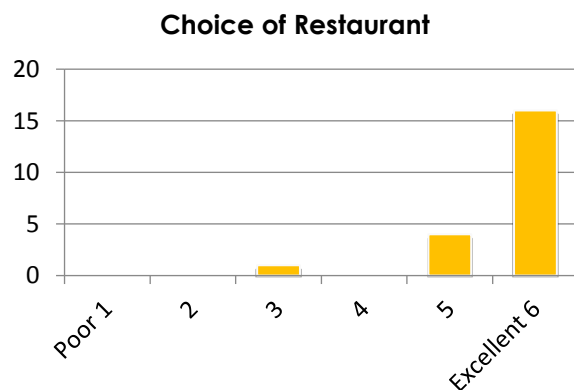
### Question 6: Thursday Walking Dinner

Most people responded to the Thursday walking dinner with great reviews.



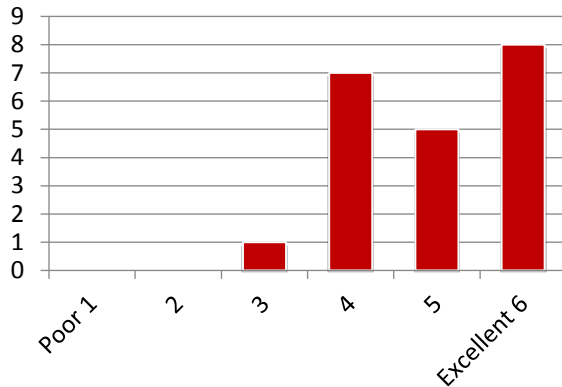
In majority, most respondents were satisfied with the Thursday Walking Dinner. Transportation was rated above average with 52% of respondents rating it as excellent. The private visits were also rated highly, but the choice of restaurant and food were not rated as highly as transportation or private visits.

### Question 7: Friday Gala Dinner

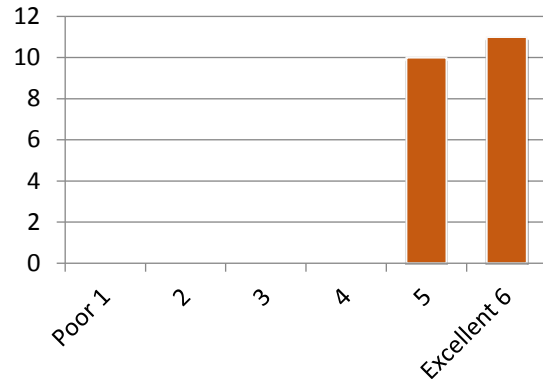




### Food & Drinks



### Transportation

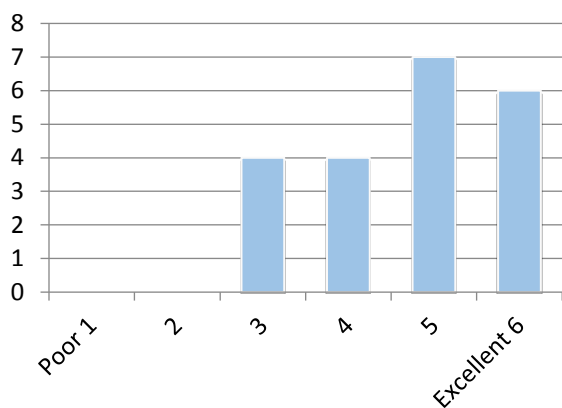


Like the Thursday Walking Dinner, transportation to the event was considered excellent. In addition, the respondents rated the restaurant more favourably than the Thursday one. Most people were satisfied with the entertainment and the food & drinks.

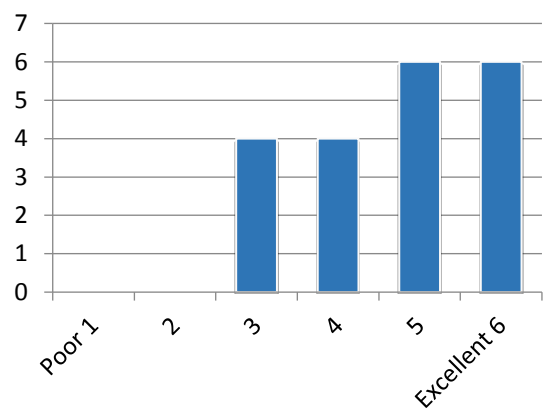
### **Question 8: Partners programme**

Most were satisfied with the choice of the partner programmes. Replies were generally spread out evenly between being average to being excellent.

### Lokrum Island



### Konavle Valley



For the most part, the partner programmes were looked favourably upon.

### **Question 9: Additional information**

Overall, most were happy with how the forum was run. They all enjoyed the cartoons and the insightful panel discussions. The only suggestion was to add more breaks in between sessions.