



**THE INDONESIAN COCOA BOARD (ICB), AND
INDONESIAN COORDINATING MINISTRY FOR ECONOMIC AFFAIRS
WELCOMES YOU TO JOIN**

**THE INDONESIAN COCOA WORKSHOP 2013
AND INDONESIAN COCOA AND CHOCOLATE FAIR 2013
ON THE EVENT OF INDONESIAN COCOA DAY**

Dear Friends and Colleagues,

In celebrating the Indonesian Cocoa Day, the Indonesian Cocoa Board (ICB) in collaboration with the Government of Indonesia and Indonesian Cocoa Stakeholders will hold The Indonesian Cocoa Workshop 2013 which is themed "Strengthening Production and Quality Towards Indonesian Cocoa Sustainability" on September 18th 2013 in Taman Anggrek Mall, Jalan S. Parman Kav 21, Jakarta.

The event will highlight some important topics such as formula and policy to meet Indonesian cocoa sustainability; social aspect on cocoa certification; developing downstream industries towards cocoa industry country; and others. Representatives from public and private sector as well as experts from across the world are invited.

In parallel to this event, the Indonesian Cocoa and Chocolate Fair will be organized from 18th-22nd of September 2013. Some attractive performance such as the biggest and exotic Borobudur Chocolate Mosaic, the unique culinary food, beverages, chocolate bars, and other products promotion produced by cocoa and chocolate stakeholders, including chocolate dance performance will be performed on 18th of September 2013.

Please join us in the most excited event, to share information and discuss problem solving with representatives from governments, potential experts and speakers, to meet the sustainability of our cocoa be benefit to all cocoa producers and consumers in the world.

I look forward to meeting you in Jakarta, Indonesia.

Jakarta, July 1st 2013,
On behalf of the Organizing Committee

Dr. Soetanto Abdoellah
(Chairman of the ICB)

Adhi Lukman
(Chairman of GAPMMI)

Musdhalifah Machmud
(Coordinating Ministry for Economic Affairs)





Workshop tentative agenda
Wednesday, 18th of September 2013
Taman Anggrek Mall,
Jln. S. Parman Kav 21, Jakarta

08.00-09.00	Registration, at New Wave Hall, 4 th Floor, Taman Anggrek Mall	
09.00-10.00	Soft opening and Expo visit	Vice Minister of Trade
10.15-10.25	Remarks, Chairman of the Committee of Workshop, at New Wave Hall, 4 th floor, Taman Anggrek Mall	Dr. Soetanto Abdoellah, Chairman of the Indonesian Cocoa Board
10.25-10.45	Keynote speech by Vice Minister of Trade	Dr. Bayu Krisnamurti
10.45-11.45	Global grinding versus production	<p>Speaker:</p> <ul style="list-style-type: none"> - Laurent Pipitone, Director of Economics and Statistics, International Cocoa Organization <p>Panelist:</p> <ul style="list-style-type: none"> - Director International Marketing, Ministry of Agriculture - Director of Food, Marine Based & Fishery Industry, Ministry of Industry - Lukas Jasman, COO, BT Cocoa <p>Moderator:</p> <ul style="list-style-type: none"> - Dr. Soetanto Abdoellah
11.45-12.45	Government policies on increasing productivity and improving quality on cocoa to support downstream industries and increasing farmers' income	<p>Speaker:</p> <ul style="list-style-type: none"> - Director General of Estate Crops, Ministry of Agriculture <p>Panelist:</p> <ul style="list-style-type: none"> - Dr. Teguh Wahyudi, Director of ICCRI - Achmad Manggabarani, Chairman of FP2SB - Andi Sitti Asmayanti, Mondelez International <p>Moderator:</p> <ul style="list-style-type: none"> - Prof. Bustanul Arifin, researcher/senior economist of INDEF
12.45-13.45	Luncheon	





13.45-14.45	Towards Indonesian Cocoa Sustainability: (opportunities, challenges, real actions)	<p>Speaker:</p> <ul style="list-style-type: none"> - Dr. Misnawi, ICCRI <p>Panelist:</p> <ul style="list-style-type: none"> - Azwar A.B., Dir. of Spices & Beverages, Ministry of Agriculture - Ass. Deputy of Estates & Horticulture, Coordinating Ministry of Economic Affairs - Chairman of Indonesian Cocoa and Chocolate Industry Association/APIKCI <p>Moderator:</p> <ul style="list-style-type: none"> - Achmad Manggabarani, FP2SB
14.45-15.45	Empowering farmers association to support cocoa downstream industry	<p>Speaker:</p> <ul style="list-style-type: none"> - Chairman of LEM Sejahtera <p>Panelist:</p> <ul style="list-style-type: none"> - Chairman of Indonesian Cocoa Farmers Association/APKAI - A. Wayandanu, PT Core Indonesia - Area Manager Bank of Indonesia, South East Sulawesi <p>Moderator:</p> <ul style="list-style-type: none"> - Dr. Misnawi, ICCRI
<i>Refreshment will be served</i>		
15.45-16.45	Cocoa supply chain	<p>Speaker:</p> <ul style="list-style-type: none"> - DG of Domestic Trade, Min. of Trade <p>Panelist:</p> <ul style="list-style-type: none"> - Chairman of ASKINDO - Chairman of AIKI - Wisman Djaja, Dir. of Nestle <p>Moderator:</p> <ul style="list-style-type: none"> - Dr. Deddy Saleh, Pres. Comm. JFX
16.45-17.45	Cocoa certification and the impact of social aspects	<p>Speaker:</p> <ul style="list-style-type: none"> - Dir. Quality & Standardization, DG of PMAPs, MoA <p>Panelist:</p> <ul style="list-style-type: none"> - Peter Sprang, Rainforest Alliance - Ir. Winaryo, Control Union - Peter van Grinsven, Mars Inc. <p>Moderator:</p> <ul style="list-style-type: none"> - Dir. PPMB, Min. of Trade
17.45-17.55	Workshop conclusion	Chairman of the ICB
17.55-18.15	Closing remarks	Deputy Coordinating Minister for Economic Affairs on Food and Biological Resources





Secretariat
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