

## **Introducing The Cocoa Association of Asia**

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**Established in 2004** The Cocoa Association of Asia (CAA) is a trade association that represents & furthers the interests of both the cocoa & chocolate industry in Asia

To be a Credible voice & help promote the sustainable growth of the industry

### **About Us**



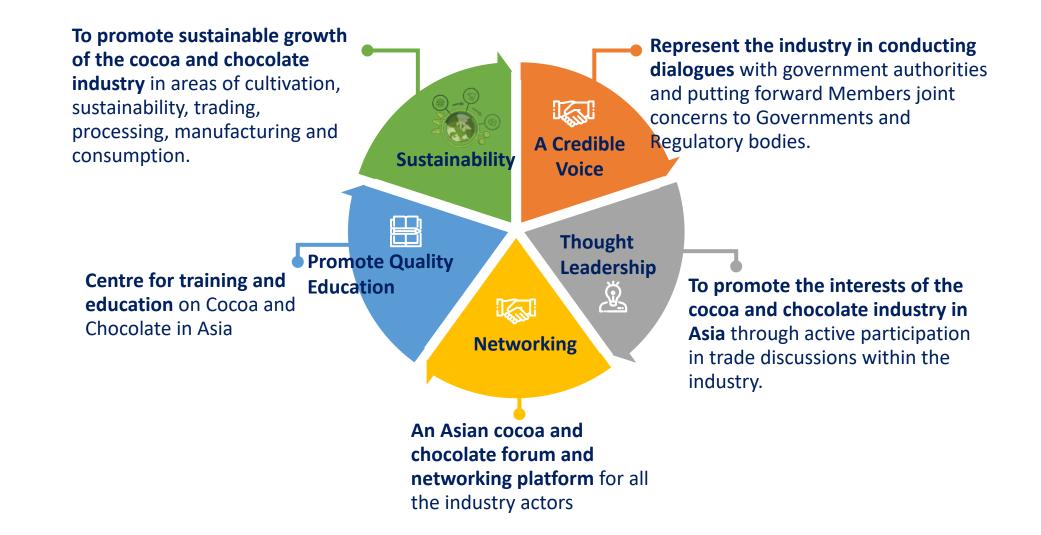
- The Cocoa Association of Asia (CAA) was founded in 2004 and is today, a dynamic trade association that groups the major companies involved in the <u>cocoa bean trade</u>, <u>cocoa</u> and <u>chocolate processing</u>, warehousing, finance and related logistical activities in Asia.
- Now supported directly by Enterprise Singapore (part of the Singapore Government) we have a remit to reach out to Cocoa and Chocolate companies, not just in Singapore, but also the rest of Asia and surrounding regions, to engage with them and ensure that we have good representation and collaboration for the future.
- The last three years have seen significant growth in demand for cocoa products, with an average increase of 16 % pa <sup>(1),(2)</sup>
- Asia processed closed to 1 Million metric tones of cocoa beans in 2022 — approximately 20% of the world production. We as an association network with, and support all the industry actors.



# **Mission and Objectives**



## **Our Mission and Objectives**





# **Executive Board & Sub Committees**



### CAA BOARD OF DIRECTORS

#### **EXECUTIVE COMMITTEE**



**ELIE FOUCHÉ** Barry Callebaut

MICHELLE CUI Ecom AgroIndustrial Corporation

SUNIL SHANKAR Mondelez International

SAURABH SURI ofi



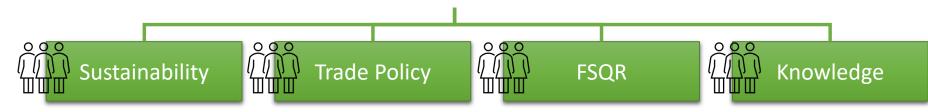
### **Secretariat Team**



SHIRLEY RUTH CHOO Cocoa Association of Asia

JESLINE TAN Cocoa Association of Asia

### **Sub-committees & Work Groups**





## With members from across the Cocoa and Chocolate Supply Chain

Current Membership includes Cocoa growers, Cocoa processors, Chocolate manufacturers, FMCG companies, Traders, Logistics, warehousing and Shipping companies, Inspection services, Insurance companies, Banking and finance, Machinery manufactures





## **Overview of activities**



Networking events

CAAICC Conference, Exhibition and Dinner **Educational** Courses, Workshops, Webinars, **Seminars** 

Association

relations

Government relations, trade mediations

Price **Benchmark** Survey

WEBINAR **Projects** e.g.

**Sustainability** 

**CAA** Asia

Quarterly

Grind



VEBINAR

16 OCTOBER 2020



WEBINAR LOGISTICS: FINDING A WAY OUT

**Donation** 

drive for

Covid-19

font line

workers







# Thank you