

A detailed background image showing the cocoa processing cycle. At the top, a bowl of cocoa beans is visible. Below it, a large, dark, textured cocoa pod is shown, split open to reveal the white, segmented pulp inside. To the right, a yellow bowl is filled with fine cocoa powder. In the foreground, a metal tool with a wooden handle is used to process the beans. The overall scene is set on a rustic wooden surface, with green leaves and a cinnamon stick visible on the left side.

Introducing The Cocoa Association of Asia

Important: This document should not be reproduced in full or part without prior written consent by CAA. Email : enquiry@cocoaasia.org if you wish to use any part of this deck. CAA accepts no liability if the information is used outside of the intended use or without prior approval.

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 cocoa bean trade, cocoa and chocolate processing, 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 ^{(1),(2)}
- **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

To promote sustainable growth of the cocoa and chocolate industry in areas of cultivation, sustainability, trading, processing, manufacturing and consumption.



Represent the industry in conducting dialogues with government authorities and putting forward Members joint concerns to Governments and Regulatory bodies.



Centre for training and education on Cocoa and Chocolate in Asia

Promote Quality Education



Thought Leadership

To promote the interests of the cocoa and chocolate industry in Asia through active participation in trade discussions within the industry.



An Asian cocoa and chocolate forum and networking platform for all the industry actors



Executive Board & Sub Committees

CAA BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Chairman



ELIE FOUCHÉ
Barry Callebaut

Vice Chairman



MICHELLE CUI
Ecom AgroIndustrial Corporation

Treasurer



SUNIL SHANKAR
Mondelez International

Secretary



SAURABH SURI
ofi

Secretariat Team

Chief Operating Officer
Secretary-General



SHIRLEY RUTH CHOO
Cocoa Association of Asia

Programme
Manager



JESLINE TAN
Cocoa Association of Asia

Sub-committees & Work Groups





Membership

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

Ordinary Members



Associate Members



Reciprocal / Honorary Members





Activities

Overview of activities



LIVE STREAM WEBINAR

Organized by **Cocoa Association of Asia**

European Union Deforestation Regulation (EUDR)

Significance to the Cocoa sector

7 SEPTEMBER 2023, THURSDAY
3.00 - 4.30PM SINGAPORE TIME | VIRTUAL

The webinar will seek to provide insights into how the European Union Deforestation Regulation (EUDR) will affect the cocoa supply chain and the measures companies are taking to prepare for it.

You will hear firsthand from a representative of the European Commission on the 'ABCs' of the regulation, explain and summarize the salient points of the deforestation document, and how organizations are preparing for when it enters into force on 30th December 2024.

SPEAKER

Helge Zeitler
Deputy Head of the unit in DG Environment European Commission

ANDREW BROOKS
Head of Cocoa Sustainability at

JOINED BY OUR PANEL

Fanny Gauthier
Senior Director, Public Affairs Lead Europe Rainforest Alliance

Toby Brandon
Senior Director, Soft Commodities - Intercontinental Exchange (ICE)

REGISTER NOW

Fees: Free for CAA Members. For non-members a token fee will be invoiced. Once payment is received you will receive the log-in details. Unsure if you are a member? Check [HERE](#)

PROFESSIONAL DEVELOPMENT PROGRAMME FOR COCOA AND CHOCOLATE SECTOR

LEVEL: FOUNDATIONAL / REFRESHER COURSE
INDUSTRY: COCOA, COCOA PRODUCTS, CHOCOLATE & MIGHT BE SUITABLE FOR TRADERS OF OTHER AGRI COMMODITIES

Introduction to Cocoa Trading Course

+

Introduction to FCC Contracts & Arbitration Seminar

6 - 8 NOVEMBER 2023 SINGAPORE

Includes factory tour, product sampling
Networking opportunities

ORGANIZED BY **Cocoa Association of Asia**

NETWORK PARTNER **StoneX**

ALMOST FULL

Thank you