

**WEBINAR Belgium-Malaysia**  
**Partners towards a regional sustainable chocolate industry**  
**7th July 2021**

<b>2.00pm-2.10pm</b>	<b>INTRODUCTORY REMARKS</b> By H.E. Pascal Gregoire, Ambassador of Belgium to Malaysia
<b>2.10pm-2.20pm</b>	<b>KEYNOTE SPEECH</b> YB Dato' Dr Mohd Khairuddin bin Aman Razali Minister of Plantation Industries & Commodities
	<b>SESSION 1 : The Malaysian cocoa industry: state of play, challenges and opportunities</b>
<b>2.20pm-2.40pm</b>	<b>Overview of the state of the Malaysian Cocoa Industry: opportunitites, challenges and the way forward</b> By Dr. Hj. Ramle Hj. Kasin, Director General of Malaysian Cocoa Board
<b>2.40pm-3.00pm</b>	<b>Genetics and flavour of Malaysian cocoa, making the right choices.</b> By Ms. Claudia Delbaere, General Manager of Cocoa Lab, Ghent University, Belgium
<b>3.00pm-3.10pm</b>	<b>Q&amp;A Session</b>
	<b>SESSION 2 : Sustainability - Catering to the critical consumer</b>
<b>3.10pm-3.25pm</b>	<b>How to create value by adopting sustainability measures and how to identify the right sustainability standard</b> By Ms Selene Scotton, Regional Cocoa manager APAC at Puratos
<b>3.25pm-3.40pm</b>	<b>Bean to bar chocolate pf Malaysian Origin</b> By Mr Ong Ning Geng, cocoa farmer, chocolate maker and flavour fanatic at Chocolate Concierge
<b>3.40pm-3.55pm</b>	<b>Beyond Chocolate: the Belgium public-private initiative towards a sustainable chocolate industry.</b> By Mr. Charles Snoeck, Senior Program Manager Beyond Chocolate, The Sustainable Trade Initiative
<b>3.55pm-4.10pm</b>	<b>Q&amp;A Session</b>
	<b>SESSION 3 : Global Outlook - Conquering your space in a competitive market</b>
<b>4.10pm-4.25pm</b>	<b>Global outlook and market potential for Malaysian cocoa</b> By Mr. Michel Arrion, Executive Director, International Cocoa Organisation (ICCO)
<b>4.25pm-4.55pm</b>	<b>The international appeal and economic potential of Malaysian Cocoa and Chocolate Sector</b> By Ms Sophia Chai, Regional Sales Manager, Le Bourne Sdn Bhd, and Mr Siaw Ten Hon, Director of Cocoa Kingdom
<b>4.55pm-5.00pm</b>	<b>Q&amp;A Session</b>
	<b>Wrap up and conclusion</b>
<b>5.00pm-5.10pm</b>	by Dr. Hj. Ramle Hj Kasin, Director General of Malaysian Cocoa Board & H.E. Pascal Gregoire, Ambassador of Belgium to Malaysia