



**THURSDAY JULY 06<sup>th</sup> TO SUNDAY JULY 09<sup>th</sup>**  
**LIMA CONVENTION CENTRE**

DE LA MAYOR BIODIVERSIDAD EN CACAO A LOS CHOCOLATES MÁS DELICIOSOS DEL MUNDO



# ORGANIZING COMMITTEE:



## AUSPICIAN:



LA COOPERACIÓN BELGA  
AL DESARROLLO



DE LA MAYOR BIODIVERSIDAD EN CACAO A LOS CHOCOLATES MÁS DELICIOSOS DEL MUNDO

## BACKGROUND FACTS:



Since 2010, organizations of producers, manufacturers, entrepreneurs and exporters of cocoa and derivatives with the aim of raising the quality, productivity and exportable supply of Peruvian cocoa and positioning it in the national and international markets carried out, with the support of the Public and Private Sector and International Cooperation, the "Hall of cocoa and chocolate".



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# PURPOSE OF THE HALL



The event seeks to integrate the different national and international economic agents of the cocoa production chain, to manage knowledge, exchange information, establish contact networks and promote the commercial activity of cocoa and derivatives in the national and international market.



# 2017 PROJECTIONS



- More than 120 exhibitors.
- Representative offer of more than 2,500 producers of cocoa and chocolate.
- More than 10,000 visitors.
- More than 250 business appointments.
- More than 10 participating countries.

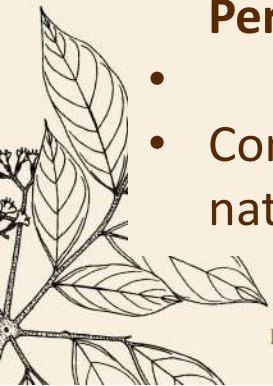
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# OBJECTIVES OF THE EVENT



- To value the Peruvian cocoa as an original product and of a wide genetic diversity of the **Peruvian Amazon**, fomenting the **internal consumption of Chocolate**.
- Foster the **culture of cocoa and chocolate**, informing the general public about its **benefits**.
- Promote the **integration and internationalization of organizations of Peruvian producers and companies**.
- **Contribute to economic, technological and social development nationwide.**



# GENERAL INFORMATION



From Thursday July 06<sup>th</sup> to Sunday July 09<sup>th</sup> 2017  
The **VIII Hall of cocoa and chocolate** will be held  
at the **Lima Convention Centre “27 de enero”**  
**San Borja, Lima – Perú.**



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# VISITORS



Assistance in 2016  
**8,697 people**

Expected assistance in 2017  
**15,000 people**



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# ACTIVITIES



At the VIII Hall of cocoa and chocolate 2017 we will have the following activities:

- **Showroom**
- **Cocoa to Chocolate Chain: CHOCOMUSEO**
- **Various conferences**
- **Business roundtable**
- **Fashion show**
- **Choco –demo**
- **Thematic Forest**
- **Beauty with chocolate: “CHOCOTHERAPY”**



# SHOWROOM



- More than 120 pre-decorated stands will house the most outstanding producers in the cocoa regions of Peru, as well as representatives from countries with an exportable supply of cocoa.
- The exhibition will emphasize the presence of regional artisan producers and gourmet products as well as machinery and equipment of the chocolate industry.



[www.salondelcacaoychocolate.pe](http://www.salondelcacaoychocolate.pe)



# COCOA TO CHOCOLATE PROCESS



www.salondelcacaoychocolate.pe



**Implementation of equipment and processing  
of cocoa to chocolate**

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# CHOCO - DEMO



Master classes for the preparation of chocolate-based products, provided by national and international experts invited.



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# COMPETITIONS



- **XI Cocoa National Competition**



- **III Peruvian Chocolate National Competition**



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# CONFERENCES



- Master lectures given by domestic and international experts on topics such as: market and projections, trends, global cocoa and its derivatives industry, quality and competitiveness, partnership and financing.



# BUSINESS ROUNDTABLE



- Exhibitors will be able to meet potential buyers, exporters, and invited investors, generating business and strategic relationships in the medium and long term.
- Business appointments will have a national and international scope.



# FASHION SHOW



Dresses made of chocolate



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# THEMATIC FOREST



Farmers showing the cultivation of cocoa in a forest environment, generating interaction with the jungle.



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# EVENT PLANNER



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