

País Invitado:



BÉLGICA
contigo

Más cerca de lo que creías



July 19th to 22nd

Lima Convention Center – LCC
Av. El Comercio S/N San Borja





ORGANIZING COMMITTEE



Al servicio
de las personas
y Asociaciones





GENERAL INFORMATION

The **IX Peru Cacao & Chocolate Show** will be at the Convention Center in Lima from the 19th to the 22nd of July, 2018.





BACKGROUND:

Since 2010, organizations of producers, manufacturers, entrepreneurs and exporters of cacao and derivatives look forward to raising the quality, productivity and exportable supply of Peruvian cacao and positioning it in national and international markets, with the support of the Public, Private and International Cooperation at the "Cacao and Chocolate Show".



PURPOSE

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



PROJECTIONS 2018

- ✓ More than **150** exhibitors
- ✓ Representatives for more than 2,500 cacao and chocolate producers.
- ✓ More than 250 business appointments.
- ✓ More than 15 participating countries.





PROJECTED ATTENDANCE:

Attendance for 2016
8,697 visitors

Attendance for 2017
14,234 visitors

PROJECTION:
Attendance for 2018
20,000 visitors





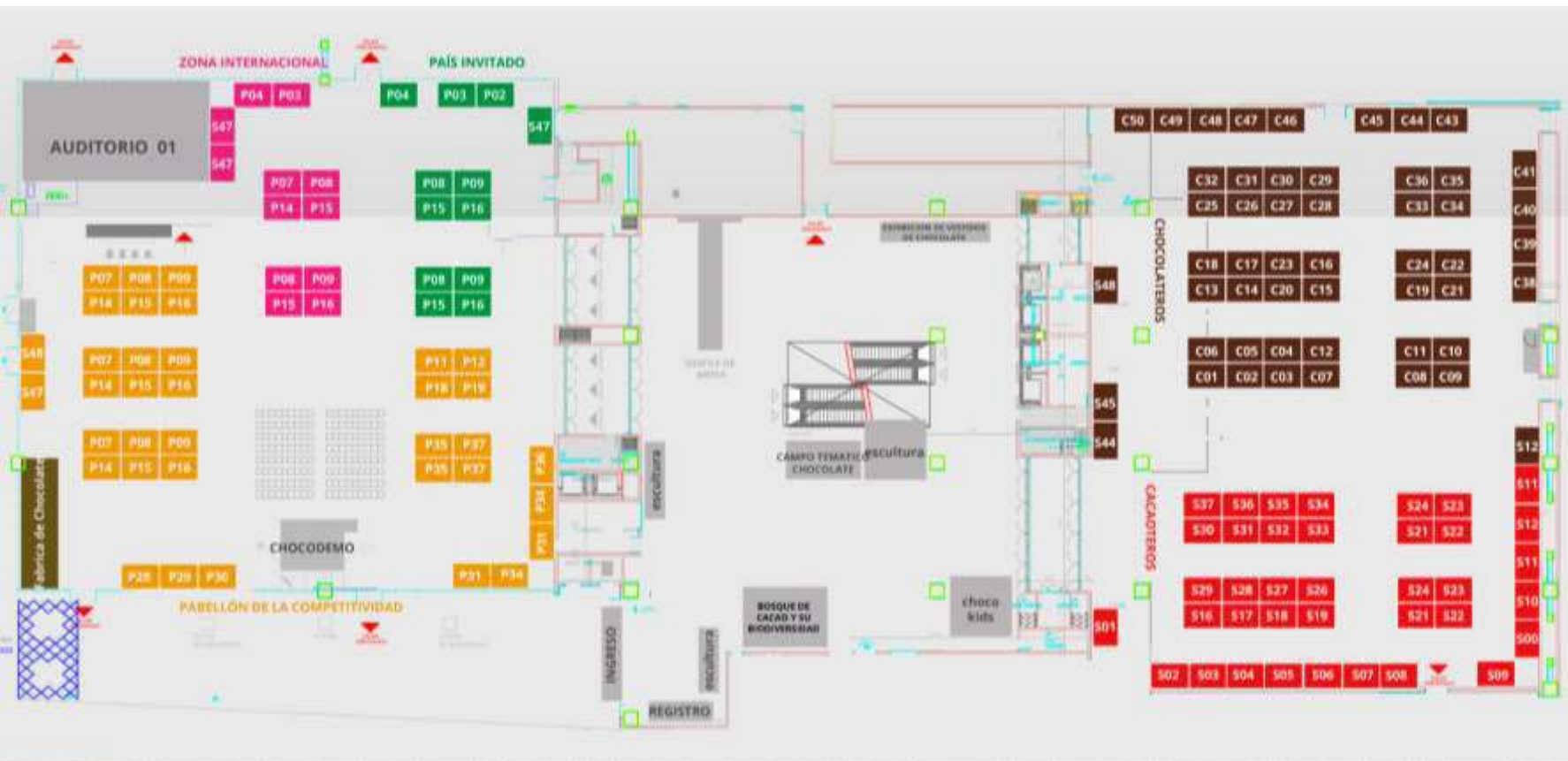
OBJECTIVES

- To add more value to Peruvian cacao as an original product, with wide genetic diversity, of the **Peruvian Amazon**, promoting the internal **consumption of Chocolate**.
- Bring the **cacao and chocolate culture** closer, 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** at the national level.



FLOOR PLAN (150 stands)

- ❑ Pavillion for Peruvian CACAO AND CHOCOLATE.
- ❑ Pavillion of Competitiveness: Suppliers, Machinery, and Institutions.
- ❑ Guest County Zone.
- ❑ International Zone (producers and chocolatiers).
- ❑ 1st Floor Auditorium: Tasting, Complementary Activities, Projection Room, etc.
- ❑ 3rd Floor: Tasting, Contests, and Forum Auditorium



- CHOCOLATEROS (51 Stands)
- CACAO TEROS (39 Stands)
- PABELLÓN DE LA COMPETITIVIDAD (30 Stands)
- PAÍS INVITADO (12 Stands)
- ZONA INTERNACIONAL (17 Stands)

Total: 150 Stands

GENERAL ACTIVITIES

In the **IX Peru Cacao and Chocolate Show 2018** there will be a diverse set of activities such as:

- Exhibition Hall
- Chocolate cacao Chain: Factory
- Business Conferences
- Fashion Show with Chocolate Dresses
- Choco - Kids
- Choco - Demo
- Thematic Forest
- Commented Tasting
- IV Peruvian National Chocolate Contest
- Lectures
- XII National cacao Contest
- Short film Contest "CHOCO CORTOS"
- Cultural presentations of dance and music in the main stage foyer.





Exhibition Hall

- Cacao and chocolate exhibition pavilion (National and International).
- Pavilion of Competitiveness, Machinery, suppliers and institutions.



FACTORY OF CACAO TO CHOCOLATE

Implementation of equipment and cacao processing to chocolate.



BUSINESS CONFERENCES

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





FASHION SHOW

Parade of elaborate chocolate outfits:
"POLLERAS ANDINAS"

- * A walkway platform will be installed.
Display of the costumes in the Foyer.



CHOCO KIDS

Instill in children the consumption of good chocolate as a source of nutrition, teaching them in a fun way to recognize this food and its biodiversity.





CHOCO DEMO

Classes for the preparation of chocolate-based products, offered by national experts and international guests.



THEMATIC FOREST



Farmers showing the cultivation of cacao, in a forest environment, generating interaction between the consumer and the producer.



IV PERUVIAN CHOCOLATE CONTEST

Award or gold medal only to the first positions of each category.





LECTURES

- Lectures given by national and international experts on topics such as: market and projections, trends, global cacao industry and its derivatives, quality and competitiveness, associativity and financing.



XII NATIONAL COMPETITION OF PERUVIAN CACAO

Special award: The "Golden Cacao"





SHORT FILMS COMPETITION

Theme: Chocolate



Participan: Escuelas de Cine, Facultad de Comunicaciones, Institutos de producción audiovisual.

Finalidad: Inculcar y generar la cultura del consumo del verdadero chocolate.

Premio: Certificado y exhibición del corto en la sala de proyección del Salón .

CULTURAL PRESENTATIONS

Presentation of typical dances and music from the different cacao regions of Peru.





PUBLICITY



- Press: Dissemination in various national and foreign media.
- Advertising: Media Marketing Plan (TV, Social Networks, Radio, Diaries, Advertising Panels, Tricivallas, flyer, mailing, Google Adwords).
- Strategic alliances with the principals, Clubs, Banks, credit cards, supermarkets, schools, etc.
- El Comercio Subscriber Club



GENERAL PRODUCTION:



Av. República de Panamá 4093 Of. 201 A, Lima 34
Phone : (01) 4461586
E-mail: comercial@sdn.com.pe

