



Object: International Forum “In the Hearth of Chocolate” · Perugia, Italy · 22 October 2008

Dear Madame/Sir,

It is my great pleasure to inform you that Eurochocolate has planned and organized the International Forum «In the Hearth of Chocolate» to be held the 22 October 2008 in Perugia.

The aim of the Forum is to cover best practices and new developments for the principles and concepts of quality, in relation to systems, models, tools, techniques, and applications as well as to future imperatives in the chocolate world.

The substance of the Forum is encapsulated by the word “Hearth” which encompasses the four themes at the “heart” of the current debate on demand in the cocoa and chocolate market:

1. **Heart:** social accountability and civil rights;
2. **Earth:** environment preservation and sustainable development;
3. **Art:** creativity, innovation and taste;
4. **Hear:** information and customer care.

On behalf of Eurochocolate and the International Cocoa Organization, I am honoured to cordially invite you, as a highly respected guest of honour, to make your contribution in writing and to present your paper at the forthcoming Forum. I do hope you will be able to participate in Perugia and support us with your valuable paper/case studies in your scope of interest.

I should point out that the invited speakers are entitled to free registration in the Forum. In addition, your accommodation expenses will be born by the Congress, and you will also be able to join in half and full-day sightseeing tours to Perugia and to the Barry & Callebaut factories.

I am looking forward to your positive response and active participation and collaboration. I am also sending you the official invitation and Eurochocolate introduction as attachments for your consideration.

Thanking you again and with my best regards.

The Forum is followed by the Roundtable “Di bene in Meglio” (From Good to Best), a face-off among the main actors in the Fair-trade chocolate world, in order to compare the different strategies and views.

Bests Regards

Arch. Eugenio Guarducci
Eurochocolate President

Rosanna Milone
Eurochocolate
International Relations & Fair Marketing Officer

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International Forum “ In the Hearth of Chocolate”

APPLICATION FORM

Please return the application form by FAX to +39 0755025889 or by mail to the sender

Surname _____ Name _____

Organization _____

Position _____

Address _____

Country _____ Town _____

E-mail _____

Tel _____ Fax _____

I wish to take part to “In the Hearth of Chocolate” Wednesday 22 October H 9.30 a.m. as speaker.

Speech title _____

LANGUAGE

- English French Spanish Italian

THEME

- Heart: social accountability and human rights
 Earth: environment preservation and sustainable development
 Art: creativity, innovation, fun
 Hear: information and customer care

Admission the the forum and the round table free and open to the public.

In compliance with the Italian law nr. 196/2003 (the so-called “privacy act”) and its further upgrading, Eurochocolate organization will treat these personal data with maximum confidentiality and only to extend the forum contains.

Date _____

Signature _____

