

The background image is a composite of two photographs. The left side shows a close-up of a person's hands holding a large, yellow cacao pod that has been cut open to reveal the white pulp and seeds inside. The person is wearing a light-colored, striped shirt. The right side shows a landscape with a body of water in the foreground, a line of green cacao plants, and hills in the background under a clear sky. The entire image is overlaid with a semi-transparent grey filter.

# ¿CÓMO COLOMBIA PUEDE CONVERTIRSE EN UN CENTRO MUNDIAL DE PRODUCCIÓN DE CACAO?

# Noticia Legal



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# CONTENIDOS

- ¿Quiénes somos?
- Experiencia en Costa de Marfil (60 años)
- Filosofía y valores de negocio
- "Crear valor compartido" para todos

# ¿POR QUÉ COLOMBIA?

- Condiciones locales
- No somos compradores ni intermediarios
- Nuestro modelo de negocio: desarrollos de comunidades

# COLOMBIA HOY EN DÍA

- Productividad
- Precios internos
- Incentivos financieros
- Requisitos de compradores internacionales
- Sucesión generacional
- Cooperación internacional no perpetual

# COLOMBIA DEL MAÑANA

- Cacao Para La Paz
- Nuestro valor agregado
- Creemos en el model técnico de Cacao Para La Paz
- Nuestros objetivos en Colombia

# ¿QUÉ ESTAMOS HACIENDO?

- Terminando la cadena de suministro
- Creando clasificaciones de calidad y estándares para los mercados internacionales
- Primer piloto en la zona de Santa Marta
- Una plataforma y una canal integrada para las varias iniciativas

# GOBERNADORES Y COORDINACIÓN POLÍTICA

- Queremos trabajar con los gobernadores
- Generación de empleo en los diferentes departamentos
- Canalizar los esfuerzos existentes bajo una escala autofinanciada
- Mejorar productividad y calidad *para todos*



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