



MAINSTREAMING INNOVATIONS TO NURTURE A LOCAL COCOA & CHOCOLATE INDUSTRY

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5 minutes – 4 talking points



**Cocoa Research
Centre**

Building Partnerships



**Mainstreaming
Research & Innovations**

Push Strategy



**Innovative Investment
Environment**

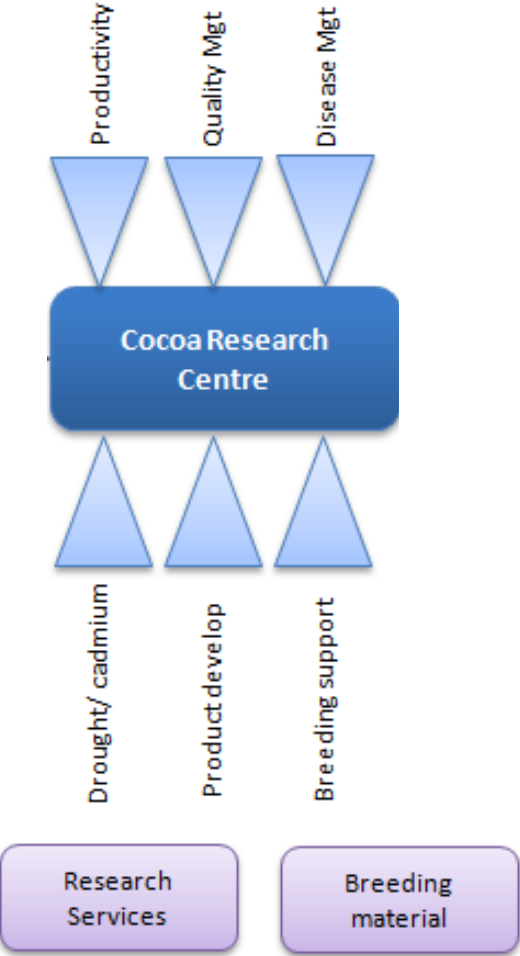
Pull Strategy



**Supporting Niche
Marketing**

Branding the twin-
island state

RESEARCH



2. Seeding innovations....

❖ Building Innovations along value chain

- Technological, social, business

❖ Showcasing innovations = Models

- Apprenticeship training, Masterclasses
- Intermediary products & Technology services

❖ Business support & Commercialisation

- Private sector interfaces
- Business & technology incubators

❖ Building a triple helix model of partnership

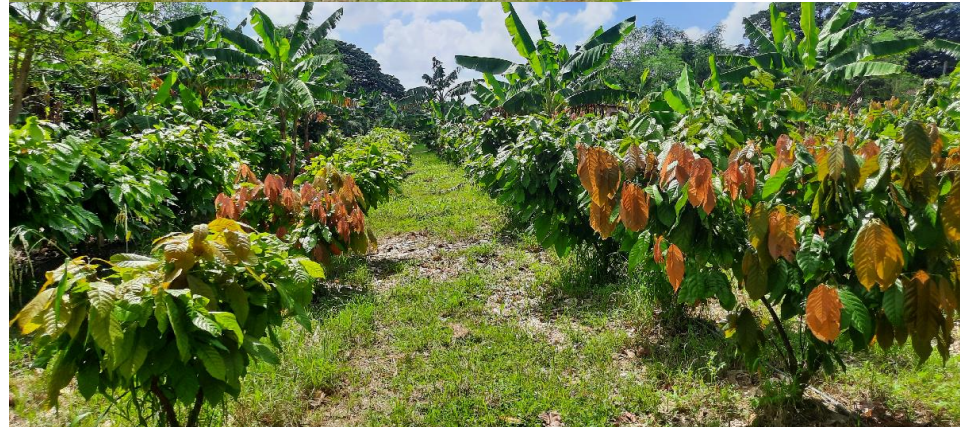
- Public- Private-University



International Fine Cocoa Innovation Centre - the innovation engine (push strategy)



- Interface that allows University-Public-Private Sector to interface
- Innovations to create efficiencies along the value chain
- Mainstream innovations = training, technology incubation, technology services



3. Supporting private sector investment (Pull Strategy)

1. Government

- ❖ Business environment – easy to do business
- ❖ Tax holiday, tax credits, rebates,,
- ❖ Grants, financing instruments
- ❖ Land, in kind services, hand holding support

2. Private sector

- ❖ Innovation funds
- ❖ Microfinancing



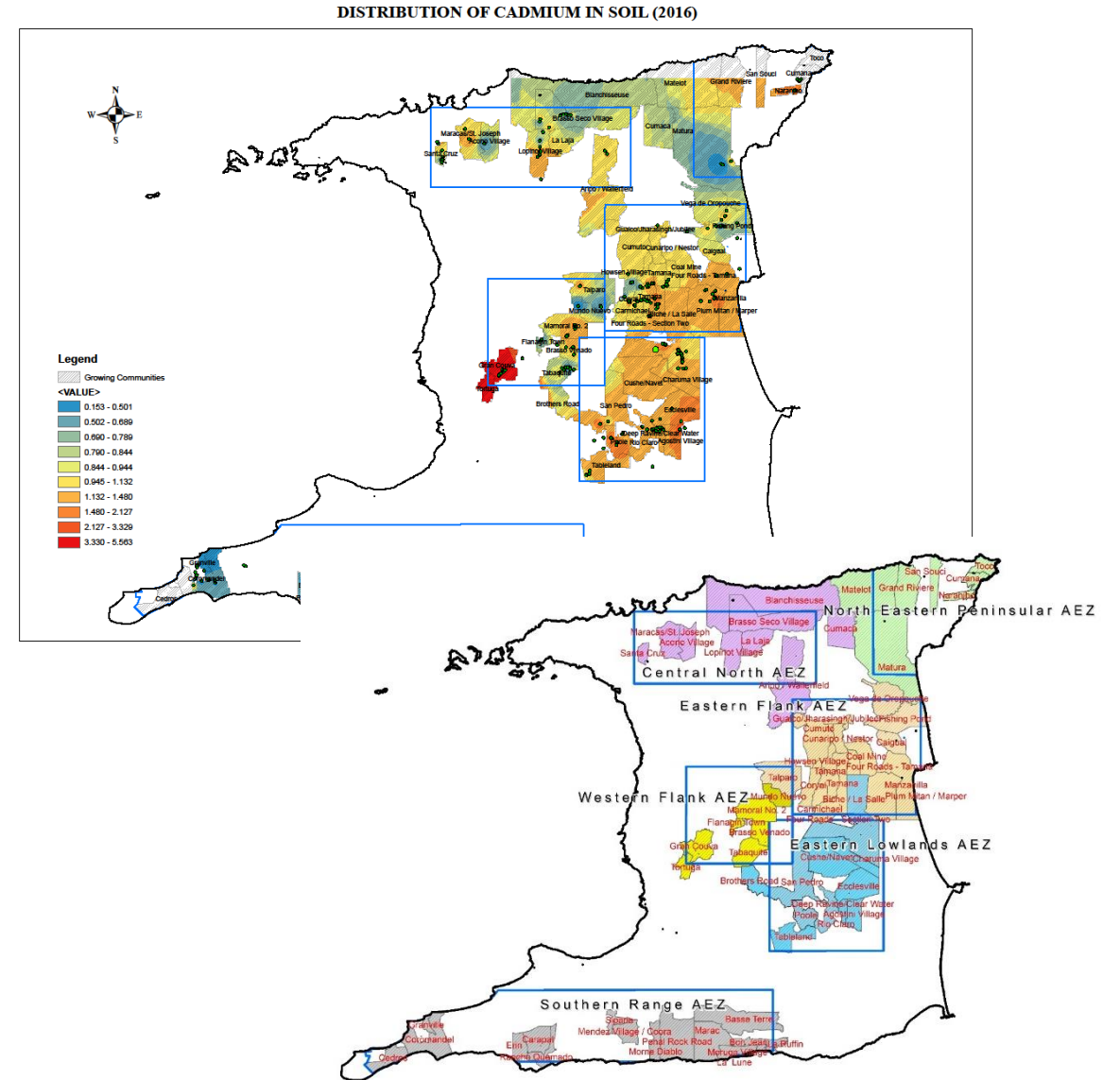
3. Supporting private sector investment

Pull Strategy

University Role

- Community innovations
- Precision agriculture support
- Risk mitigation support
- Nuanced Problem solving
- ESG Compliance support
- Carbon and Community

Going eyes wide open



4. Global market trends

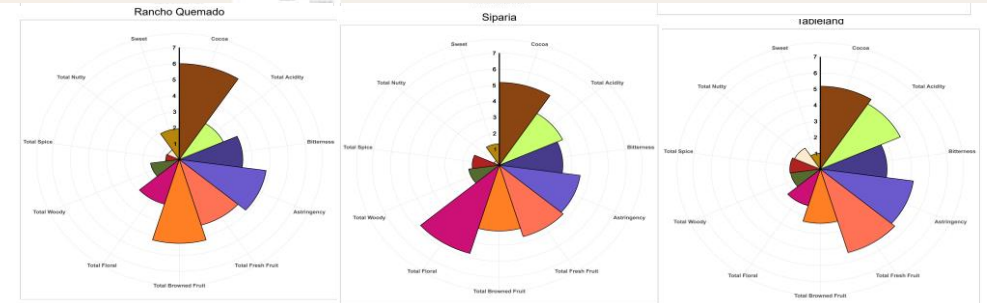
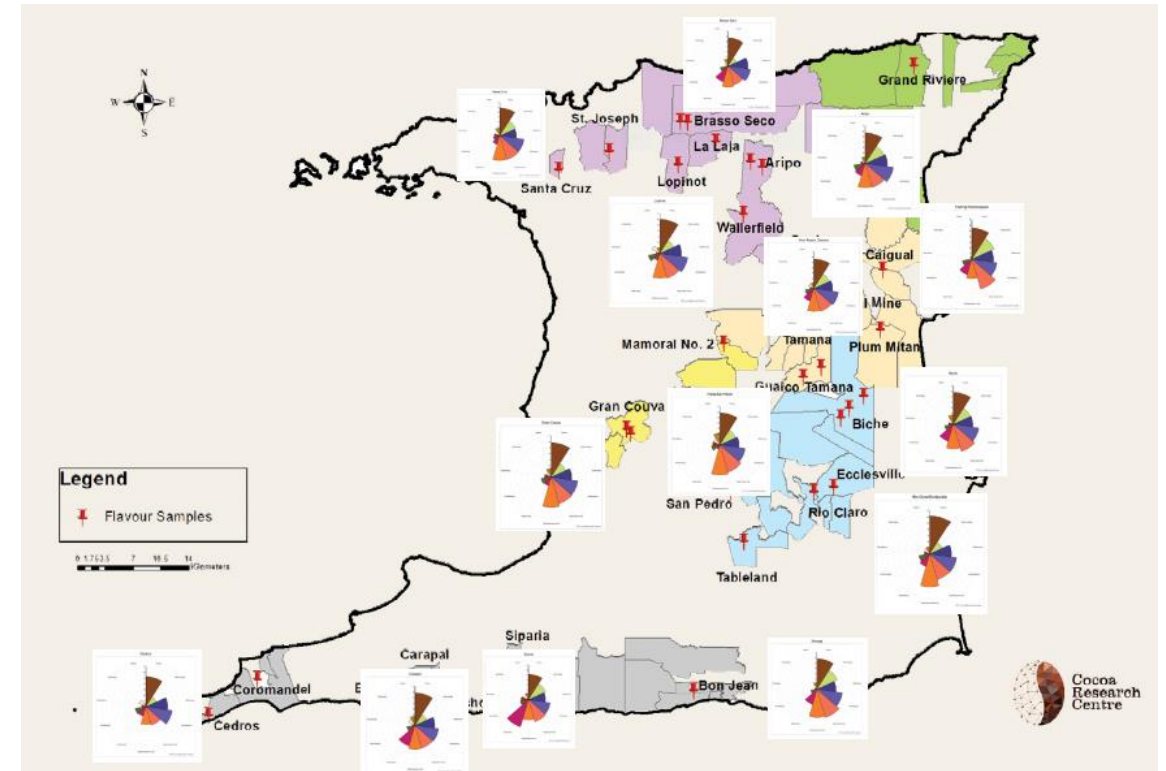
1. Bean-to-bar boutique industry
2. Novelty chocolates
3. Experiential tourism
4. Health chocolates
5. Food safety
6. Climate change and ESG compliance



3. Supporting branding

3. Unique selling proposition

- Novelty products – product diversification
- Geographical indications / certification, traceability
- Environment-Social-Governance
- Carbon footprint & organics
- Novelty flavour





Future proof industry

1

Leveraging our comparative advantage
(innovations)

2

Develop and mainstream innovations
Push Strategy = Efficiency

3

Innovative Investment Environment
Pull strategy (Attract investors –prosper)

4

Nuanced Branding & Marketing
(Reputation - Niche market access)

5

Building partnerships