



1 - 3 FEB 2018, MACAU  
GRAND SHERATON

MACAU

Organised by  
**CashewInfo.com**

# World Cashew Convention & Exhibition: Fact Sheet

World Cashew Convention & Exhibition is a global platform aimed at bringing together the cashew industry value chain participants (from seed to snack) and collectively shaping the future. Cashewinfo.com, an information and knowledge service provider to the global cashew industry, with the support of the stakeholders, has embarked on this ambitious programme & receiving excellent support since its inaugural edition in 2015.

### WCC Relevance

WCC platform is designed to facilitate (a) business meetings and networking; (b) dissemination of new ideas and ways of doing business; and (c) long term thinking through sharing and caring.

Over a longer horizon, we hope WCC would play a significant role in 'rebalancing value accrual in the supply chain'. So, it is a small beginning, but hopefully, with the industry support, it could become a change agent.

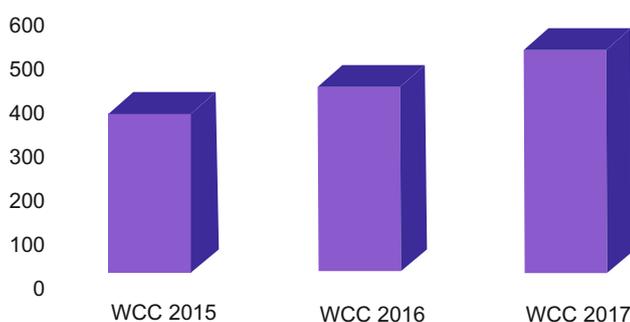
### How a cashew kernel buyer from China benefit from WCC?

1. The theme of WCC 2017 was "Embracing Change", which is in continuation to our last year's (WCC 2016) theme on Meeting Buyers Expectations. A lot was discussed and implemented on these lines. The idea was to serve the kernel buyers and meet their expectations through constant feedback, suggestions and change.
2. Macau is in close proximity to Vietnam and India, the two largest exporters of cashew kernel. Thus, the platform would provide ideal opportunity for CHINESE cashew kernel buyers to meet all stakeholders at this platform.
3. WCC is attended by all large cashew processors, who are open to investing in processing set-up to increase proximity to the supply market.
4. Many leading associations (ACA, CCA, CBT, INCAJU, NCAN, KCMA, AFI US) along with senior government delegation from their respective countries attend the conference every year. Most of the African countries are now opening up on processing and looking to export cashew kernel. So, if you are a kernel buyer and are increasingly committed to engaging directly with Africa, then WCC would offer you the best possibilities.
5. Apart from the above-mentioned points, the Conference agenda also offers a lot of discussions pertaining to cashew industry and it will be a good platform for learning and exchanging thoughts on a global level.
6. The conference is spaced out over three days to provide for enough networking opportunities and relaxation.

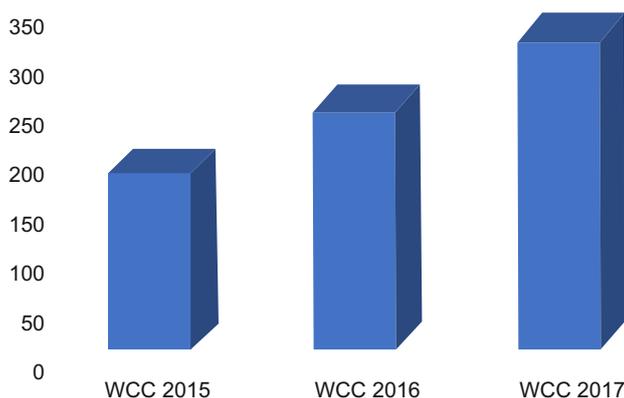
### WCC over the years

- 2015 - Atlantis The Palm, Dubai, 5-6 Feb 2015
- 2016 - Al Bustan Rotana, Dubai, 18-20 Feb 2016
- 2017 - Grand Copthorne, Singapore, 9-11 Feb 2017
- 2018 - Grand Sheraton, Macau, 1-3 Feb 2018

Growth in participation over the years



No of companies represented



**About organisers of WCC:**

www.Cashewinfo.com is the organiser of the conference. Cashewinfo.com, promoted by Foretell Business Solutions Pvt Ltd, is an information and knowledge provider to the global cashew industry and has been working with the industry since 2002. Cashewinfo.com brings out the only weekly on global cashew markets in English and French, namely CASHEW WEEK. CashewInfo.com/Foretell has no direct interest as a buyer or seller of RCN or Kernels, giving it, the independence and unbiasedness required. Cashewinfo.com has brought out four handbooks on Cashews, a manual on CNSL and a Directory of cashew processing equipment manufacturers.

MACAU is the location for the 4th edition of World Cashew Convention. Don't Miss to be there on 1-3 Feb 2018 at GRAND SHERATON.

For more details visit [www.cashewconvention.com](http://www.cashewconvention.com)

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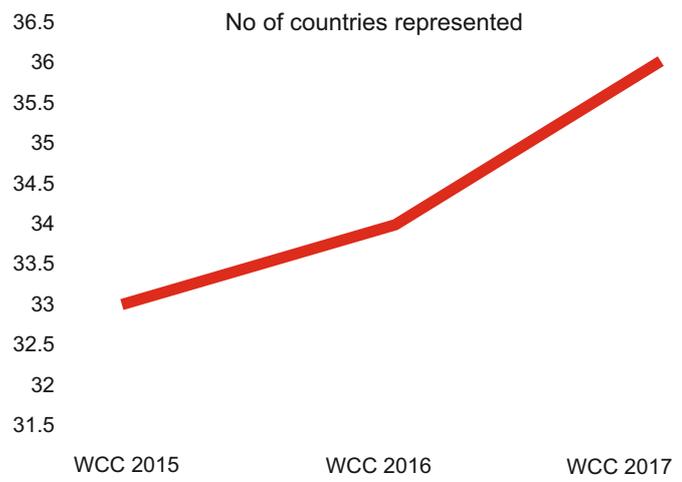
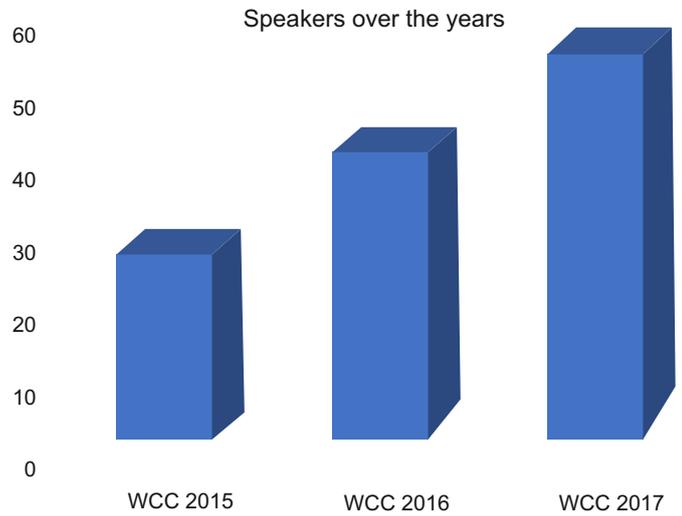
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