

Contact

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gricha@puratosgrandplace.com

www.linkedin.com/in/gricha-safarian-chocolate-man (LinkedIn)
www.puratosgrandplace.com/Default.aspx (Company)
www.sustainablecacaoinstitute.org/ (Other)

Top Skills

Chocolate
Negotiation
Design Thinking

Languages

English (Full Professional)
French (Native or Bilingual)

Publications

Shining in the time of Corona
Rising Dragon: Vietnam to Win Fine Flavor Cocoa Status
Mourir étouffé, le nouveau symbole de liberté ?
Chocolate Industry Should Embrace Anti-Poverty Tax, says Puratos Grand-Place
Bien manger au Vietnam: Charlie et la chocolaterie au pays du riz

Gricha Safarian

CACAO-TRACE - Founder | Sustainable Cacao Institute -Co-Founder | Puratos Grand-Place Indochina - Founder - GM | Impact Investor | Honorary Consul of Belgium in Ho Chi Minh City
Ho Chi Minh City

Summary

"Cocoa will save the world" - Gricha Safarian

Experience

Sustainable Cacao Institute - Think Tank

Co-Founder

January 2021 - Present (1 year)

Brussels - Belgium

The Sustainable Cacao Institute is a Think Tank based in Brussels, Belgium. We conduct in-depth research that aim at disrupting the cocoa industry and create a switch towards a more sustainable and ethical future.

We bring together leading industry professionals with different areas of expertise (supply chain management, innovation, agroforestry, human rights, business strategy) who advocate for change by identifying the full range of issues surrounding cacao production today, and proposing a solution to the industry.

Puratos Grand-Place Indochina

Shareholder and Managing Director

January 2013 - Present (9 years)

Vietnam

Ministry of Foreign Affairs Belgium

Honorary Consul of Belgium in Ho Chi Minh City

October 2019 - Present (2 years 3 months)

Ho Chi Minh City, Vietnam

Puratos

Group Strategic Advisor Cacao-Trace

January 2018 - Present (4 years)

Indochina

Grand-Place Vietnam
Founder and CEO
January 2001 - Present (21 years)
Vietnam

Grand-Place® Chocolate
Founder
January 1984 - Present (38 years)
Belgium

OCG Cacao
Co-founder and Export Manager
January 1999 - January 2005 (6 years 1 month)
Belgium

Education

Stanford University Graduate School of Business
Stanford LEAD: Corporate Innovation Certificate · (2017 - 2018)

Stanford University Graduate School of Business
Supply Chain Management: Strategies and Innovations
Program · (2018 - 2018)

Harvard Business School
Strategy: Building and Sustaining Competitive Advantage
2016/05 · (2016 - 2016)

Harvard Business School
Aligning Sustainability With Corporate Performance, Sustainable
Strategy · (2014 - 2014)

Université libre de Bruxelles
MD, Political Sciences and International Relation · (1980 - 1984)