

## “Liberal Arts and the Contemporary Society” series

How are we connected with the world through a job? President Iwakiri welcomes various front-runners who work internationally in a world-wide network to answer it.



1st Round:10/9 (F) 12:45-13:45 @ Zoom Webinar  
Language: Japanese

“Changing the World with Cacao”

Mr. Keiichi Yoshino, President & CEO of Dari K

After his career as a financial analyst, Mr. Yoshino decided to establish a chocolate company in 2011. Four years later, the company received the Bronze Award at Salon du Chocolat in Paris. Listen to his life and philosophy on social business.

Indonesia is the 2nd largest producer of cocoa beans in the world. Still, cocoa bean farmers never have eaten chocolate themselves! The price of the beans is kept low by the developed country's market, and the farmers have been growing the beans in poverty with no idea of the final product. Mr. Yoshino of Dari K (Headquartered in Kyoto) innovated a social business model to overcome this disparity. In his model, farmers are motivated to produce fermented, high-quality beans that are exported in high value and turned into high-quality chocolate.



Please register for participation!

Zoom Webinar: [https://icu.zoom.us/webinar/register/WN\\_xmeCmgseTOOP-dV3TuxuFQ](https://icu.zoom.us/webinar/register/WN_xmeCmgseTOOP-dV3TuxuFQ)