**Dobla: Women’s talents and expertise provide key success for world’s largest producer of chocolate decorations**

**Company:** Dobla

**Business focus:** recognizing the talent of nail art among Vietnamese women, triggered the Chairman of the Board of Dobla to start a production facility for top-quality chocolate decorations

**Started:** since 2011 (in Vietnam)

**Results for women**
180+ women earn a stable income, under good working conditions and with perspectives for professional growth.

**Results for business**
Thanks to its talented female employees and top quality standards, Dobla is world market leader in the sector.

“Women as Inclusive Business Partners” is an initiative by BoP Innovation Center and ICCO Cooperation.
World class technique
In 1960 the Dutch family business Dobla (since 1955) shifted from wholesale bakery products to the production of chocolate decorations. In search of market expansion and cost efficient production the company focused on Asia. The skills required for production of its high end UTZ certified chocolate decorations were found among Vietnamese women with experience in precision work. Many employees developed the required skills, including accuracy, attention to detail, and subtlety of design, through the sophisticated technique of nail art as mastered by women in Vietnam. In 2011 the company opened its production facilities in Vietnam for different product ranges. Currently they employ 194 staff with a planned expansion to 400.

In total Dobla operates in 4 countries (The Netherlands, Belgium, USA and Vietnam) with a staff capacity of over 300 people, 90% of them are women. Women work in different positions across the company and 50% of the middle management positions are female.

Knowledge and skills transfer
In Vietnam new staffs receive extensive training through the Pastry Academy; which offers a six weeks training to obtain new knowledge and skills in craftsmanship, hygiene and English language. The Academy also serves as a marketing tool as other people in the value chain also come for courses at the academy. Employees are stimulated to develop themselves for professional growth.

Values
The value placed in staff is reflected in the labor conditions (incl. a health insurance for all staff) and human resource performance. Absence is mainly related to maternity leave. Labor conditions are exceptionally high for Vietnamese standards and as a result staff turnover is low and many people apply for work at Dobla.

For more information about DOBLA visit the website.