

IAMA Symposium and Special Sessions

June 20, 2009 (Saturday)

Rooms

Room	COPENHAGEN BALLROOM (Lower Floor) (550 People)	NICE (Lower Floor) (130 People)	AMSTERDAM (Lower Floor) (80 People)	MAASTRICHT (Ground Floor) (130 People)	BRUXELLES (Ground Floor) (95 People)	STRASBOURG (Ground Floor) (80 People)	ROME (Ground Floor) (100 People)
Date/ Time							
8:00AM – 8:30AM	Symposium Opening Session						
8:45AM – 10:15AM	FAO Workshop I. Overview of Agrifood Sector Development in CEE	Case Conference I. Opening Session M: M Shelman	Food Chain Management I. M: Jacques Trienekens	New Chain Strategies for Entrepreneurship I. M: Peter O'Brien	Quality Man. System in Agr. and Food Ind. I. M: Zoltán Erdős	Excellence in Food Chain M: Francis Declerck	Financial Risk Management I. M: Francesco Braga
10:15AM – 10:45AM	Coffee Break						
10:45AM – 12:15PM	FAO Workshop II. Linking Farmers to Markets	Case Conference II. M: Mary Shelman	Food Chain Management II. M: Marcos Fava Neves	New Chain Strategies for Entrepreneurship II. M: Woody Maijers	Quality Man. System in Agr. and Food Ind. II. M: Zoltán Erdős	Agrifood Prize Session I. M: Michael Boland	Financial Risk Management II. M: Francesco Braga
12:15PM – 1:30PM	Lunch						
1:30PM – 3:00PM	FAO Workshop III. Enabeling Environment Reforms	Case Conference III. M: Kenneth Harling	Food Chain Management III. M: Xiaoyong Zhang	Food Sec. and Sustainable Development M: Bernardo Pacheco Carvalho	Consumer Preference. and Branding Food Prod. I. M: András Sebök	Agrifood Prize Session II. M: Jukka Kola	Agricultural Management and Consumer Protection I. M: Doyle Baker
3:00PM – 3:30PM	Coffee Break						
3:30PM – 5:00PM	FAO Workshop IV. Supply Chain Management and Agrifood Sector Competitiveness	Case Conference IV. M: Woody Maijers	Food Chain Management IV. M: Christian Fischer	Customer Orient. in the Food Chain I M: Ágnes Szegedy-Fricz	Consumer Preference. and Branding Food Prod. II. M: András Sebök	Value-Added Food Marketing through Cons. Studies I. M: Lakner Zoltán	Agricultural Management and Consumer Protection II. M: Doyle Baker
5:00PM – 5:30PM	Coffee Break						
5:30PM – 7:00PM		Case Conference V. M: Woody Maijers	Special Session "Food Dynamics and Innovation"	Customer Orient. in the Food Chain II M: Ágnes Szegedy-Fricz	Agribusiness Management M: Hamish Gow	Value-Added Food Marketing through Cons. Studies II. M: Lakner Zoltán	Food Labelling and Nutr. Inf. for the Consumers M: Pál J. Molnár

10:45AM – 12:15PM (Zurich Room) Special Session: Social and Economic Development. The Next Green Revolution.

1:30PM – 7:00PM (Zurich Room) Student Case Competition – Preliminary Rounds

1:30PM – 4:30PM (Europa Lobby Board Room) IAMA Executive Committee Meeting

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8:00AM – 9:30AM	FAO Workshop V. Implication for Poverty Reduction and Rural Development	Case Conference VI. M: Lucas Vokurka	Environmental Challenges and Rural Dev. I. M: John Karlik	Agrifood Strategies I. M: Gábor Szabó	Market Orientation and Enterpr. M: Zoltán Szakály	Innovation in the Food Chain I. M : Onno Omta	Supply Chain Manag. and Chain Econ. I. M: Christian Fischer
9:30AM – 10:00AM	Coffee Break						
10:00AM – 11:30AM	FAO Workshop VI. Conclusions and Discussion of the Recommendations	Case Conference VII. M: Tamás Szigeti	Environmental Challenges and Rural Dev. II. M: John Karlik	Agrifood Strategies II. M: Gábor Szabó	Recent Dev. in the Field of Biofuels I. M: József Popp	Innovation in the Food Chain II. M: Frances Fortuin	Supply Chain Manag. and Chain Econ. II. M: Christian Fischer
11:30AM – 12:00PM	Coffee Break						
12:00PM – 1:00PM		Case Conference VIII. M: Woody Maijers	Environmental Challenges and Rural Dev. III. M: John Karlik	Agrifood Strategies III. M: Gábor Szabó	Recent Dev. in the Field of Biofuels II. M: József Popp	Innovation in the Food Chain III. M: Frances Fortuin	Supply Chain Manag. and Chain Econ. III. M: Christian Fischer
1:00PM – 2:15PM	Lunch						
2:15PM – 3:45PM	Student Case Competition Final Round	Special Session Metropolitan Agriculture: Creating the New Green RevolutionI.		Special Session Market Opportunities for Hungarian Wine and Spirits	Biofuels Session I Tension between the 4F's Food – Fibre – Fue - Feed	Special Session Sustainability in Agrifood Chain	Special Session Market Oriented Strategies to Revitalize Albania's Agriculture Industry
3:45PM – 4:30PM	Poster reception						
4:30PM – 6:00PM	Bridge Session	Speciel Session Metropolitan Agriculture: Creating the New Green RevolutionII.					