

Organic Romania

International Meeting on Processing and Marketing of Organic Food, Non-Food and Commodities



22 - 23 November 2010

Hotel Continental Forum, Sibiu, Romania

Invitation and Programme

Organizer



Patron



Ministry for Economy,
Trade and Business
Environment

Partners



Supporter



Programme

Monday, 22 November 2010																											
11:00	Arrival of participants, registration, welcome with coffee																										
12:00	Start of table exhibition																										
13:00	Official opening of Organic Romania Opening by the Patrons of the event Welcome addresses by the organizers and partners																										
13:50	<i>Key note speaker:</i> Success factors for producing organic food products <i>Thomas Weinraub, Sonnentor, Romania</i>																										
14.25	Break - possibility to visit table exhibition																										
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">Section 1 Production of organic food products Language: English & Romanian</th> <th style="width: 50%; text-align: center;">Section 2 Starting an organic business – strategies for farmers, processors and traders Language: Romanian</th> </tr> </thead> <tbody> <tr> <td>15:00</td> <td> What do international buyers expect from Romanian producers of organic raw material and organic food? <i>Péter Kolláth, Hungary</i> </td> <td> How to become an organic farmer, processor, trader or exporter in Romania? <i>Ion Toncea, FNAE, Romania</i> </td> </tr> <tr> <td>15:30</td> <td> Success strategies for processing organic food in CEE <i>Artur Tyminski, Symbio, Poland</i> </td> <td> The Romanian organic market – what are the chances and what do processors, traders and consumers expect from the farmer <i>Mihai Grigoras, Ecomarket, Romania</i> </td> </tr> <tr> <td>16:00</td> <td> The importance of credibility of control system for the success of certified organic products <i>Michal Rzytki, Ministry for Agriculture, Poland</i> </td> <td> The certification system – what do farmer need to know? What do control bodies check in on farm processing units (labelling, sourcing, etc.) <i>Damian Dragomir, ABG, Romania</i> </td> </tr> <tr> <td>16.25</td> <td>Break – possibility to visit table exhibition</td> </tr> <tr> <td>17:00</td> <td> Contractual farming – how farmers can be organised to deliver to bigger processors or to supermarkets <i>Csaba Szabo-Galiba, BIOLogistic, Hungary</i> </td> <td> The certification system – updated information for processors, traders and exporting/importing companies <i>Piroska Lőrincz, Ecoinspect, Romania</i> </td> </tr> <tr> <td>17:30</td> <td> Organic product retail business in Hungary and in the Eastern European region <i>Daniel Novak, Mediline Wholesale, Hungary</i> </td> <td> The situation of organic agriculture in Romania and governmental financial support measures <i>Mrs. Rodica Parau, Directorate for Agriculture ALBA, Ministry for Agriculture, Romania</i> </td> </tr> <tr> <td>18:00</td> <td> Company report: - Naturaland, Romanian wholesale and Online Shop, Romania <i>Radu Panait, Romania</i> </td> <td> Experience of DDO in marketing of organic food <i>Petrescu Petrisor, Delta Dunarii Organics, Romania</i> </td> </tr> <tr> <td>18:30</td> <td>End of the first day program</td> </tr> <tr> <td>19:00</td> <td>Evening event: get-together in the Continental Hotel Restaurant</td> </tr> </tbody> </table>	Section 1 Production of organic food products Language: English & Romanian	Section 2 Starting an organic business – strategies for farmers, processors and traders Language: Romanian	15:00	What do international buyers expect from Romanian producers of organic raw material and organic food? <i>Péter Kolláth, Hungary</i>	How to become an organic farmer, processor, trader or exporter in Romania? <i>Ion Toncea, FNAE, Romania</i>	15:30	Success strategies for processing organic food in CEE <i>Artur Tyminski, Symbio, Poland</i>	The Romanian organic market – what are the chances and what do processors, traders and consumers expect from the farmer <i>Mihai Grigoras, Ecomarket, Romania</i>	16:00	The importance of credibility of control system for the success of certified organic products <i>Michal Rzytki, Ministry for Agriculture, Poland</i>	The certification system – what do farmer need to know? What do control bodies check in on farm processing units (labelling, sourcing, etc.) <i>Damian Dragomir, ABG, Romania</i>	16.25	Break – possibility to visit table exhibition	17:00	Contractual farming – how farmers can be organised to deliver to bigger processors or to supermarkets <i>Csaba Szabo-Galiba, BIOLogistic, Hungary</i>	The certification system – updated information for processors, traders and exporting/importing companies <i>Piroska Lőrincz, Ecoinspect, Romania</i>	17:30	Organic product retail business in Hungary and in the Eastern European region <i>Daniel Novak, Mediline Wholesale, Hungary</i>	The situation of organic agriculture in Romania and governmental financial support measures <i>Mrs. Rodica Parau, Directorate for Agriculture ALBA, Ministry for Agriculture, Romania</i>	18:00	Company report: - Naturaland, Romanian wholesale and Online Shop, Romania <i>Radu Panait, Romania</i>	Experience of DDO in marketing of organic food <i>Petrescu Petrisor, Delta Dunarii Organics, Romania</i>	18:30	End of the first day program	19:00	Evening event: get-together in the Continental Hotel Restaurant
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	Section 3 Trade of organic food, non-food and commodities Language: English & Romanian	Section 4 On farm processing and direct marketing of organic food for organic farms Language: Romanian
09:00	How to successful promote organic products - measures at the point of sale <i>Ralph Liebing, ORA, Austria</i>	Key aspect on organic on farm processing for farmers in Romania – which products? How to solve hygienic problems? How to calculate prices? <i>Willi Schuster, Eco Ruralis, Romania</i>
09:30	Sale system for Organic in Germany - Cooperation of traders in trading and promoting Organic and the campaign „ECHT BIO“ <i>Hans-Josef Brzukalla, EkoConnect, Germany</i>	Best practice examples of direct marketing and cooperation of organic farms: <ul style="list-style-type: none"> - <i>Ioan Tataran, Association of Traditional and Organic Farmers of Maramures</i> - <i>Constantin Novac, Farmers trade association for fruits and vegetables</i> - <i>Willi Schuster, On-farm milk processing and Association Biocoop</i>
10:00	Experiences with organic retail by “shop in shop” <i>Florina Onetiu, BIO Markt Von Gustav, Romania</i>	
10.30	Break – possibility to visit table exhibition	
11:10	What the market needs to grow – perspectives from a wholesalers side <i>Cristian Onetiu, Life Care, Romania</i>	
11.35	Romanina organic agriculture, a new competitive identity for Romania <i>Costin Lianu, Ministry for Economy, Trade and Business Environment, Romania</i>	
12:00	Organic Production as catalyst for green jobs – experiences from Switzerland <i>Jean-Daniel Clavel, University of Fribourg, Switzerland</i>	
12:15	Perspectives for organic in Romania – outside looking in, inside looking out <i>Theo Häni, ghp – arbitrium invest, Switzerland / Biofarmland, Romania</i>	
12:40	Final remarks and closing of Organic Romania 2010	
13:00	End of conference	
13:30	End of table exhibition	

The program is subject to change – the most updated program version is to find at www.ekoconnect.org

Additional Information:

- **Exhibition area:** Parallel to the conference will be an area where companies and organisations present their products and services at presentations tables. All participants are invited to use this possibility. The table exhibition lasts from 12 a.m. on Monday the 22nd of November until 1.30 p.m. on Tuesday the 23rd.
- **Languages:** All presentations will be in Romanian and English unless indicated different
- There will be **“flying translators”** who translate for participants in personal dialogs
- There will be an **evening “Get Together”** on the 22nd November. You can buy entrance tickets for that at the event, but please indicate your interest in the registration form.
- **registration deadline:** registration is possible until the **15th of November 2010**. **Registration at the event** is possible with a higher fee, but only if there are entrance tickets left.
- **Accommodation:** participants book and pay their hotel themselves. hotel list at: www.ekoconnect.org
- **venue:** Continental Forum Sibiu, Piata Unirii, nr. 10, Sibiu, www.continentalhotels.ro/Continental-Forum-Sibiu
- **Organizer :** EkoConnect - International Centre for Organic Agriculture of Central and Eastern Europe e. V., Arndtstraße 11, 01099 Dresden, Germany, www.ekoconnect.org in cooperation with ww.FNAE.ro; www.ecoruralis.ro, EcoR Partener and www.bio-romania.org