



## PROGRAM - 2<sup>ND</sup> OPEN SEMINAR

“FOCUS on FOOD consumers in the Balkans”

**23<sup>RD</sup> SEPTEMBER 2011, BRUSSELS**

### Morning session

8:00	Registration and coffee	
8:30-8:35	Introduction to the Open Seminar	Goran ZIVKOV , SEEDEV
8:35 – 8:50	Welcome addresses	Country representatives on behalf of all countries consortium members
8.50 – 9:30	Welcome from EC representatives addressing different aspects of complex relations that FOCUS BALKAN project deal with (food and agricultural policy, research policy, importance of consumer protection, alignment regulation and EU enlargement process...)	Agata PIENIADZ, DG RESEARCH Paulina GBUR, DG SANCO Frances BRADY, DG AGRI Lars Erick FORSBERG, DG ENLARG
9:30 - 9:45	General presentation of the project	Dr Dominique BARJOLLE, Coordinator of FOCUS-BALKANS, ETH Zürich, Switzerland
9:45 – 10:00	Key-findings about consumers' preferences for traditional food in the WBC	Prof G.GIRAUD, Agro-Sup Dijon, France
10:00 – 10:30	Consumers' expectations towards traditional food (15') Discussion (15')	Prof W. VERBEKE, University of Ghent, Belgium
10:30 – 10:45	Coffee break	
10:45 – 11:00	Key findings about the market and consumers' trends for organic food in the WBCs	Prof N. RENKO, University of Zagreb, Croatia Dr B. SCHAER, Ecozept, Germany
11:00 – 11:30	Consumer Motives and Expectations regarding Organic Food Consumption (15') Discussion (15')	Prof J. ROOSEN, Techn. Universitaet Muenchen, Germany
11:30 – 12:00	Motives, values, food choices: results of a quantitative survey conducted in 6 WBCs	Dr J. MILOŠEVIĆ Ipsos Strategic Marketing, Serbia

12:00 – 13:30	Lunch break - POSTER SESSION introduce by: Presentation of posters For health claim products by Z. STOJANOVIC (5min) & fruits by K. ZIMMERMANN (5min)
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## Afternoon session

	Parallel discussions			
13:30 – 14:30	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;">1. Challenges for the development of organic market in the Western Balkan</td> <td style="width: 50%; padding: 5px;">2. Traditional products and protecting geographical names in the Western Balkan region : first experiences</td> </tr> </table>	1. Challenges for the development of organic market in the Western Balkan	2. Traditional products and protecting geographical names in the Western Balkan region : first experiences	Parallel groups  1. Goran ZIVKOV, SEEDEV 2. Dragana TAR, SEEDEV
1. Challenges for the development of organic market in the Western Balkan	2. Traditional products and protecting geographical names in the Western Balkan region : first experiences			
14:30 – 15:00	Lessons learnt from the 2 parallel sessions	1. Organic Market 2. Traditional Products		
15:00 – 16:00	Roundtable: <ul style="list-style-type: none"> <li>• Key-findings of the project</li> <li>• Recommendations</li> <li>• Future research needs</li> </ul>	Dr S. BOGOSAVLJEVIC, Directeur Ipsos (Quantitative Survey) Prof J. POHAR (Traditional food) Prof M. CVETKOVIC (Fruits) Prof Z. STOJANOVIC (Health claim products) Dr I. SPIROSKI (Public health perspective) Dr R. BUTIGAN (Organic food)		
16:00-16:15	Lessons learnt from the project	Dr Dominique BARJOLLE		
16:15-16:30	Consumers' perspective in the European framework	F. LORENZI, EC General Secretariat		
16:30-16:50	European Food Safety Authority's cooperation with the Western Balkan countries	M Finn SHEYE, EFSA, European Food Safety Agency, Parma		
16:50-17:00	General Closing	G. ZIVKOV, SEEDEV, Serbia		

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