THEME AND BACKGROUND

Overall improvement of the quality of agri-food products is a strategic task for agriculture and rural economic development and has become a policy priority. The key words when talking about agriculture and food products are quality and safety. In this respect, European countries have reformed its Agriculture Policy with the aim of guaranteeing quality and sustainability of production, and safety for consumers. Under the pressure of increasing international and EU demand for safe, high-quality and environmentally-friendly food products, and a domestic push for safer food, developing countries are also starting to open the doors to new concepts such as EU organic and geographical indication foods.

The strategic importance of marketing and trading issues and the role played by unique food products value enhancement, food quality, food safety and environmental-friendly practices in an increasingly globalised market have stimulated cooperation activities between European and foreign partners and institutional initiatives like International Projects (e.g. programmes funded by the European Aid co-operation office, INCO initiatives within the 6th Framework Programme, etc.).

TOPICS

- Topics related to marketing and trade of quality food products (e.g. organic, unique, functional, etc.) in an international and world-famous rich cuisine, and for a contribution. Examples of specific aspects that may be taken into consideration are the following:
  - Development of international trade of organic food
  - Tourism, immigration, global communications and their effect on trade of QFP
  - Impact of sanitary and phytosanitary regulations on QFP trade
  - Intellectual property rights, WTO, and QFP
  - Role of SMEs in the development of QFP markets
  - Diffusion of geographical indication policies and schemes in non EU Countries
  - Marketing implications of regulatory frameworks in a global QFP market

- Impact of relationships management, strategic alliances and strategic networks linking distribution channels for QFP international marketing
- Development of quality oriented distribution channels and QFP supply chain management
- Quality assurance and certification for foreign QFP
- Foreign country-of-origin and area-of-origin effect
- Consumer acceptance and willingness to pay for foreign QFP
- Impact of international markets for quality/organic products on local markets
- Impact of production of differentiated and value-enhanced goods in local communities
- Impacts on trade of QFP on Rural Development.

Any other topic involving international marketing and trade related issues for QFP may be taken into consideration.

LOCATION, LANGUAGE AND DATES

Bologna, also called "la dozza" ("the learned"), is the city where the first University in Europe was founded. It is renowned for its cultural and social liveliness. Bologna is also called "la grassa" ("the fat") because of its world-famous rich cuisine, and "la rossa" ("the red") due to its abundance of red brick and marble buildings. The city lies at the foot of the Apennine hills and it is one of the best-preserved Medieval cities in Europe, as its towers show. The cityscape is further enriched by elegant and extensive arcades (or porticoes), for which the city is famous.

The seminar will be held at the Faculty of Engineering, Alma Mater Studiorum-University of Bologna, is committed in research related to agri-food marketing, food safety and food security, food quality and traceability, multifunctional agriculture and food consumer behavior. The seminar is organized in the framework of the activities foreseen by the BEAN-QUORUM project (TH/Asia-Link/006) funded by the European Union.

The 2-day seminar will last from Thursday, March 8, 2007 at 9:30, until about 17:00 of Friday, March 9, 2007. Post-conference activities and tours will be offered on Saturday, March 10, depending on request. The official language of the seminar will be English.

ORGANISATION

Local organisation committee:
The seminar will be organised at the Department of Agricultural Engineering, Alma Mater Studiorum-University of Bologna, Italy, by:
- Maurizio Carasani (Chair), Aldo Bertazzoli, Alessandra Castellini, Rino Ghelfi, Claudio Malagoli, Carlo Pirazzoli, Alessandro Ragazzone, Domenico Regazzi, Andrea Segré, Roberta Spadoni, Luigi Vannini, Davide Viaggi.

International scientific committee:
- Paolo De Castro (Ministry of Agriculture, Italy)
- Prabhu Pingali (UN Food and Agriculture Organization)
- Lee Ann Hanson (World Trade Organization)
- Walter Schiebel (University for Natural Resources and Applied Life Sciences, Austria)
- Bill Snie (Macaulay Institute, UK)

LOCATION, LANGUAGE AND DATES

To ensure accommodation at the Hotel near the conference location, pre-registration is kindly requested before December 27, 2006. The deadline for early bird registration is February 4, 2007. Pre-registration and registration forms will be available at the seminar website.

REGISTRATION

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PARTICIPATION FEE

Early bird registration: 250 Euro for EAAE members, 290 Euro for non EAAE members. Late registration (after February 4, 2007): 330 Euro for EAAE members, 370 Euro for non EAAE members. This covers registration fee, refreshments, lunches and one dinner during the seminar, and a copy of the conference proceedings CD-ROM (accommodation is not included).

IMPORTANT DATES

- Abstract submission: November 26, 2006
- Notification of acceptance: December 17, 2006
- Pre-registration: December 27, 2006
- Early bird registration: February 4, 2007
- Full paper submission: February 18, 2007
The International Seminar is an event promoted by the BEAN-QUORUM project.

Project funded by

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Building a Euro-Asian Network for Quality, Organic, and Unique Food Marketing

TH/Asia Link/006

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Aldo Bertazzoli
Domenico Regazzi
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