



DEPARTMENT OF AGRICULTURAL
ECONOMICS AND ENGINEERING
ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

International Marketing and International Trade of Quality Food Products



**105TH Seminar of the
European Association of Agricultural Economists**

PROGRAM

March 8-10, 2007

BOLOGNA, ITALY

*Aula Magna of the Faculty of Agriculture
Alma Mater Studiorum - University of Bologna*

www.bean-quorum.net/EAAE
www.eaae105.unibo.it

Seminar organised
under the auspices of



Promoted by the
BEAN-QUORUM project



Building a Euro-Asian Network
for
Quality, Organic and Unique food Marketing
TH/Asia-link/006

Project funded by

ASIA-LINK



EUROPEAID
CO-OPERATION OFFICE

LOCAL ORGANISATION COMMITTEE

MAURIZIO CANAVARI (<i>Chair</i>)	ALESSANDRO RAGAZZONI
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RINO GHELFI	ROBERTA SPADONI
CLAUDIO MALAGOLI	LUIGI VANNINI
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EUGENIA SEROVA <i>Institute for the Economy in Transition, Russia</i>	ELSA RODRÍGUEZ <i>Universidad Nacional de Mar del Plata, Argentina</i>
SEDEF AKGÜNGÖR <i>Dokuz Eylül Üniversitesi, Turkey</i>	

8.30 Registration (HALL)

AULA MAGNA

Opening session

Chair: MAURIZIO CANAVARI

9.00 Welcome and opening address

**International Marketing of Quality Food Products:
some inputs for further discussion**GERVASIO ANTONELLI - *University of Urbino and SIDEA - Italy*9.20 **Food quality and product export performance:
an empirical investigation of the EU situation**CHRISTIAN FISCHER - *University of Bonn - Germany*9.50 **Globalization of Diets, Supermarkets and the transformation
of International Food Trade**PRABHU PINGALI - *Food and Agriculture Organization of the United Nations*

Concurrent session

FOOD QUALITY AND CONSUMERS I

Chair: HIELKE VAN DER MEULEN

10.30 **Home Bias in U.S. Beer Consumption**RIGOBERTO LOPEZ AND XENIA MATSCHKE - *University of Connecticut - USA*10.50 **Quality assurance and other marketing management elements
as key success factors for entering a new market: a case
presentation of the functional food market in Indonesia**JOFI PUSPA AND RAINER KÜHL - *Justus-Liebig-University of Giessen - Germany*11.10 **Determinants of Consumer Preferences for Regional Food**MEIKE HENSELEIT, SABINE KUBITZKI, AND RAMONA TEUBER
*Justus-Liebig-University of Giessen - Germany*11.30 **The influence of label on consumption of wine: its effects on young
consumers' perception of authenticity and purchasing behavior**RENAUD LUNARDO AND RICHARD GUERINET - *Université de Reims Champagne
- Ardenne - France*

11.50 Coffee break (HALL) ☕

AULA MAGNA

Concurrent session

QUALITY FOOD TRADE AND DEVELOPMENT

Chair: LIONEL HUBBARD

- 12.00 **What Impact Are EU Supermarket Standards Having on Developing Countries Export of High-Value Horticultural Products? Evidence from Kenya**

SOLOMON ASFAW, DAGMAR MITHÖFER AND HERMANN WAIBEL - *University of Hannover / International Centre of Insect Physiology and Ecology, Nairobi - Germany/Kenia*

- 12.20 **Potential income gains for rural households in Northeastern Thailand through trade with organic products**

ULRICH B. MORAWETZ, RAINER HAAS AND RUNGSARAN WONGPRAWMAS
University of Natural Resources and Applied Life Science, Vienna / Thammasat University, Bangkok - Austria/Thailand

- 12.40 **A Principal-Agent Model for Investigating Traceability Systems Incentives on Food Safety**

MOISÉS RESENDE-FILHO - *Universidade Federal de Juiz de Fora - Brasil*

- 13.00 **Effectiveness of European appellations of origin on the international wine market**

LUCA CAMANZI, GIULIO MALORGIO, AND CRISTINA GRAZIA
Alma Mater Studiorum-University of Bologna - Italy

- 13.20 – 14.20 **Lunch break (HALL) 🍴**

Concurrent session

FOOD QUALITY AND CONSUMERS II

Chair: CATHERINE GREENE

- 14.20 **How to make money by feeding the tourists: the case of Fiji**

CRISTINA SALVIONI AND ANDREA SERPAGLI - *University of Pescara / FAO - Italy*

- 14.40 **Consumer perception of organic food in Urumqi**

ZHOU LILI AND CHEN TONG - *Xinjiang Agricultural University of Urumqi - China*

AULA MAGNA

- 15.00 **Willingness to pay for organic food in Argentina: Evidence from a consumer survey**

ELSA RODRÍGUEZ, VICTORIA LACAZE, BEATRIZ LUPÍN - *Universidad Nacional de Mar del Plata - Argentina*

- 15.20 **Milk-Marketing: Impact of Perceived Quality on Consumption Patterns**

CAROLA GREBITUS, CHENGYAN YUE, MAIKE BRUHN, AND HELEN H. JENSEN
University Kiel/ Iowa State University - Germany/USA

- 15.40 **Coffee break (HALL) ☕**

Plenary session

FOOD QUALITY AND TRADE I

Chair: KONSTADINOS MATTAS

- 16.00 **Impact of international organic markets on small U.S. producers**

SHELLY GROW AND CATHERINE GREENE - *University of Maryland/USDA Economic Research Service - USA*

- 16.20 **Exploring hybridity in food supply chains**

BILL SLEE AND JAMES KIRWAN - *Macaulay Institute of Aberdeen/ University of Gloucestershire - UK*

- 16.40 **The UK consumer's attitudes to, and willingness to pay for, imported foods**

MATTHIEU ARNOULT, ALEXANDRA LOBB, AND RICHARD TIFFIN
Reading University - UK

- 17.00 **Competitive positioning and value chain configuration in international markets for traditional food specialties**

ODD JARL BORCH AND INGRID ROALDSEN - *Nordland research institute, Bodo - Norway*

THURSDAY 8th March

LECTURE ROOM N.6

PROGRAM

IN PARALLEL

Concurrent session

TRADE AND LIBERALIZATION

Chair: PRABHU PINGALI

- 10.30 **China: A Tiger only in the East or a World Player in High Quality Fresh Produce Exports?**
BRIAN J. REVELL AND LIU XUE - Harper Adams University College of Newport/China
Agriculture University of Beijing – UK / China
- 10.55 **Relationship between ethics and fair trade supply chain organisation and performance: the case of Italian Alternative Trade Organisations (Ato's)**
CESARE ZANASI AND LORENZO PALUAN - Alma Mater Studiorum-University of Bologna/ Institute for Ethical and Environmental Certification (ICEA) - Italy
- 11.25 **Evolution of trade flows for sheep milk cheese: an empirical model for Greece**
GEORGE VLONTZOS AND MARIE-NOELLE DUQUENNE - University of Thessaly - Greece
- 11.50 *Coffee break (HALL) ☕*

Concurrent session

FOOD QUALITY AND DEVELOPMENT

Chair: SEDEF AKGUNGOR

- 12.00 **Consumers' Willingness to Pay for Value-Added Food Products**
EFTHIMIA TSAKIRIDOU, KONSTADINOS MATTAS, AND ZOI MPLETSA
- Aristotle University of Thessaloniki - Greece
- 12.40 **Study on Problems Faced by Xinjiang Organic Producers and Solutions Based on Survey on Organic Agriculture in Yiwu County**
CHAI JUN, ZHANG JIANLEI, ZHANG XIA, AND CHEN TONG - Xinjiang Agricultural University, Urumqi - China
- 13.20 – 14.20 *Lunch break (HALL) 🍴*

THURSDAY 8th March

LECTURE ROOM N.6

PROGRAM

IN PARALLEL

Concurrent session

MANAGEMENT AND TRAINING

Chair: RAINER HAAS

- 14.20 **Agrifood safety standards, market power and consumer misperceptions**
ERIC GIRAUD-HÉRAUD, CRISTINA GRAZIA, AND HAKIM HAMMOUDI
INRA-Paris and Ecole Polytechnique/Alma Mater Studiorum-University of Bologna - France/Italy
- 14.40 **Vocational training in the field of agriculture - empirical results**
ACHIM SPILLER AND JULIAN VOSS - University of Goettingen - Germany
- 15.00 **People, trade and training: the needs of Morocco agricultural enterprises facing EU markets**
MOHAMED ISMAILI, MERI RAGGI, AND DAVIDE VIAGGI - University of Meknes/
- Alma Mater Studiorum-University of Bologna - Morocco / Italy

20.00

Social Dinner

at "Cantina Bentivoglio" - Via Mascarella - Bologna

Meeting point for Bus departure:

h. 19.45 - Hotel Holiday Inn Express • Rotonda Baroni - Bologna

Plenary session

FOOD QUALITY AND TRADE II

Chair: BRIAN REVELL

- 9.00 **Exports analysis of Italian high quality wine by using gravity model approach**
GIUSEPPE DE BLASI, ANTONIO SECCIA, DOMENICO CARLUCCI
AND FABIO SANTERAMO - *University of Bari / University of Naples - Italy*
- 9.20 **International traveling and trade: further evidence for the case of Spanish wine based on fractional VAR specifications**
CHRISTIAN FISCHER, LUIS A. GIL-ALANA - *University of Bonn/University of Navarra - Germany/Spain*
- 9.40 **Competitiveness of Turkey's Organic Exports in the European Union Market**
R. FUNDA BARBAROS, SEDEF AKGÜNGÖR AND OSMAN AYDOĞUŞ
Ege University and Dokuz Eylül University of Izmir - Turkey
- 10.00 **The challenge of the international organic certification: a new opportunity for agricultural trading?**
MAURIZIO CANAVARI AND NICOLA CANTORE - *Alma Mater Studiorum University of Bologna - Italy*
- 10.20 *Coffee break (HALL) ☕*
- 10.40 – 12.00 **POSTER SESSION (HALL)**
(see the Posters' list)

Concurrent session

FOOD QUALITY AND CONSUMERS III

Chair: TERHI LATVALA

- 12.00 **A Demographic Portrayal of Vegetable Consumption within the United States**
RACHAEL L. DETTMANN AND CAROLYN DIMITRI
University of Minnesota/ USDA Economic Research Service (ERS) - USA
- 12.20 **Diverging consumer perceptions across borders?: A comparative analysis of US and Canadian consumers' perceptions towards food risks**
BODO E. STEINER AND JUN YANG - *University of Alberta - Canada*
- 12.40 **Does Taste beat Food Safety? Evidence from the "Pêra Rocha" case in Portugal**
PIERRE COMBRIS, ALEXANDRA SEABRA PINTO, ANTONIO FRAGATA
AND ERIC GIRAUD-HÉRAUD - *NRA /INIAP - France - Portugal*
- 13.00 **Consumer Willingness to pay for Organic Food in Urban Turkey**
SEDEF AKGÜNGÖR, BULENT MIRAN, CANAN ABAY
Ege University and Dokuz Eylül University of Izmir - Turkey
- 13.20 – 14.20 *Lunch break (HALL) 🍴*

Concurrent session

FOOD QUALITY AND COMPETITION II

Chair: BILL SLEE

- 14.20 **What does the 'New Quality' mean in view of the Polish dairy cooperatives?**
JON HANF AND AGATA PIENIADZ - *Leibniz-Institute of Agricultural Development in Central and Eastern Europe, Halle - Germany*
- 14.40 **Indirect effects of geographical indication of origin on natural resources**
MAURIZIO PROSPERI - *University of Foggia - Italy*

- 15.00 **The impact of geographical indications (PDO and PGI) on the internationalisation process of agro- food products**

GIOVANNI BELLETTI, TUNIA BURGASSI, ELISABETTA MANCO,
ANDREA MARESCOTTI, ALESSANDRO PACCIANI,
AND SILVIA SCARAMUZZI
University of Florence - Italy

- 15.20 **Evaluation of the Potential Interest of Italian Retail Distribution Chains for Kamut-Based Products**

MAURIZIO CANAVARI, PAMELA LOMBARDI, AND ROBERTA SPADONI
Alma Mater Studiorum-University of Bologna - Italy

Plenary session

FACETS OF QUALITY

Chair: JULIAN BRIZ

- 16.00 **Impact of beef export control policy measures in an attempt to tame Argentina's inflation**

PAULA ROSSI, MASARU KAGATSUME, AND MAURIZIO PROSPERI
Kyoto University/University of Foggia - japan / Italy

- 16.30 **Channel Management and differentiation strategies: A case study from the market for fresh produce**

VALERIA SODANO AND MARTIN HINGLEY - *University of Naples Federico II/Harper Adams University College of Newport - Italy/UK*

- 17.00 **Closing address and farewell**

- 10.40 – 12.00 **POSTER SESSION (HALL)**
(see the Posters' list)

Concurrent session

FOOD QUALITY AND COMPETITION I

Chair: RIGOBERTO LOPEZ

- 12.00 **Ecological characteristics and new competitiveness strategies in fresh vegetables market**

LUIGI CEMBALO, GIANNI CICIA, TERESA DEL GIUDICE, RICCARDO SCARPA,
AND CAROLINA TAGLIAFIERRO
University of Naples Federico II/ University of Waikato - Italy - New Zeland

- 12.20 **Food Safety in Agricultural International Trade: The Spanish experience in Mediterranean products**

JULIAN BRIZ, ISABEL DE FELIPE, AND MARIAN GARCIA - *Universidad Politecnica Madrid - Spain*

- 12.40 **Analogous Products and Food Quality Products: Two Poles of the Competition**

IVETA BOŠKOVÁ - *Research Institute of Agricultural Economics of Prague - Czech Republik*

- 13.00 **Geographical Indications of Origin as a Tool of Product Differentiation - The Case of Coffee**

RAMONA TEUBER - *Justus-Liebig-University of Giessen - Germany*

- 13.20 – 14.20 **Lunch break (HALL) 🍴**



FRIDAY 9th March

PROGRAM

POSTERS' LIST

LECTURE ROOM N.6

Concurrent session

FOOD QUALITY AND REGULATION

Chair: **BODO STEINER**

14.20 **Objectiveness in the Market for Third-Party Certification:
What can we learn from market structure**

SVEN ANDERS, DIOGO SOUZA-MONTEIRO AND ELODIE ROUVIERE
*University of Alberta/ University of Kent/ INRA MOISA and University
of Montpellier I - Canada/UK/France*

14.40 **The acceptance of GMO Seeds in German agriculture:
empirical results**

ACHIM SPILLER AND JULIAN VOSS - *University of Goettingen - Germany*

15.00 **Consumer attitudes toward GM food with hypothetical
functional characteristics**

FLORIANA MARIN AND SANDRA NOTARO - *University of Florence
University of Trento - Italy*

SATURDAY 10th March

• **Individual Tour to Venice**

• **Guided Tour in Bologna**

*For this tour: Meeting point: h. 9.30 at Nettuno Monument
Piazza Maggiore - Bologna*

1. **AUTHENTICITY AND FAKE OF ITALIAN FOOD
PRODUCT IN THE WORLD**

**Marco Platania, Donatella Privitera,
Giovambattista Nicoletti**
*University "Mediterranea" of Reggio
Calabria/Italian Institute for Foreign
Trade (ICE) of Reggio Calabria, Italy*

2. **WHAT ABOUT THE FOOD 'QUALITY TURN' IN
SOUTH AFRICA? FOCUS ON THE ORGANIC
MOVEMENT DEVELOPMENT**

Hester Vermeulen and Estelle Bienabe
*University of Pretoria/CIRAD,
South Africa/France*

3. **EU MARKET ACCESS: THE WAY OF LICENSED
WAREHOUSING SYSTEM FOR TURKISH FOOD
PRODUCERS AND EXPORTERS**

Dilber Ulas
Ankara University, Turkey

4. **FACTORS DETERMINING IRAN'S SHARE
IN WORLD AGRICULTURAL MARKETS**

Reza Moghaddasi
Islamic Azad University of Teheran, Iran

5. **FOOD QUALITY IN BANGLADESH AND
DIFFERENCE OF CONSUMER ATTITUDE
BETWEEN BANGLADESH AND SOUTH KOREA**

**Mohammad Abul Kalam Azad
and Sang-Bin Lee**
Chonbuk National University, South Korea

6. **INTERNATIONAL MARKETING AND TRADE
OF PROTECTED DESIGNATION OF ORIGIN
PRODUCTS**

Cristina Mora
University of Parma, Italy

7. **LITERATURE REVIEW ON THE PERCEPTION
OF AGRO-FOODS QUALITY CUES IN THE
INTERNATIONAL ENVIRONMENT**

**Sergio Marchesini, Hulyyeti Hasimu,
and Domenico Regazzi**
*Alma Mater Studiorum
University of Bologna, Italy*

8. **MULTI-LEVEL MARKETING OF QUALITY
BEEKEEPING PRODUCTS**

Marina Sabinina
Ca'Foscari University Venice, Italy

9. **PROSPECTS OF DEVELOPMENT OF QUALITY
OLIVE OIL FOR ITALIAN FARMS: FIRST
INDICATIONS IN A CASE OF STUDY ON
A FOCUS GROUP**

Nicola Galluzzo
University of Teramo, Italy

10. **QUALITY FOOD PRODUCTS SECTOR
DEVELOPMENT IN THE NMS: THE SUPPLY
AND DEMAND ASPECT FROM SLOVENIA**

Aleš Kuhar, and Kristina Ogorevc
University of Ljubljana, Slovenia

11. **SUCCESS FACTORS IN THE DEVELOPMENT
OF FARM VACATION TOURISM**

**K.L. Sidali, Holger Schulze,
and A. Spiller**
*Alma Mater Studiorum - Università di
Bologna and Georg August Universität
Göttingen, Italy/Germany*

12. **INTERNATIONALISATION OPTIONS FOR
AGRI-FOOD CO-OPERATIVES: THE CASE
OF VERONESE CO-OPERATIVE WINERIES**

Roberta Capitello, Lara Agnoli
University of Verona - Italy

CONGRESS SITE

AULA MAGNA- FACOLTÀ DI AGRARIA - UNIVERSITY OF BOLOGNA
Via Fanin 44, Bologna - Italy

CHECK - IN DESK

The check-in desk will be located in the lobby of "Aula Magna-Faculty of Agriculture" and will be open for registration as indicated below:

- **Thursday March 8, 2007** from 8.00 am to 7.00 pm
- **Friday March 9, 2007** from 8.00 am to 7.00 pm

MONEY

Coins are 1, 2, 5, 10, 20, 50 cents and 1 and 2 Euro.

Bank notes are 5, 10, 20, 50, 100, 200, 500 Euro.

Banking hours are 8:30 a.m. - 1:30 p.m. and 2:30 - 4:30 p.m.

Banks are closed on Saturday and Sunday.

- **EXCHANGE** Foreign currencies can be exchanged at banks or foreign exchange offices. For further information on Italian Tourism and the Congress venue: Italian National Tourism Organisation - www.enit.it
- **CASH** It is generally safe to carry cash in Italy. Small amounts of cash are needed for most forms of transportation, small shops and for other small purchases.
- **CHECKS and CREDIT CARDS** Personal checks are not in general use. Credit cards are widely used in urban areas. Shops and restaurants that accept credit cards have stickers at the entrance or signs posted elsewhere to indicate which cards are accepted. Prepaid cards used in public telephone booths and for other purposes are sold in most newspaper stands.

TELEPHONE and INTERNET POINT

International calls can be made from downtown public telephones. Prepaid cards are cheaper to use for these calls. Some of the public phones can access the Internet. Internet cafes are also quite popular and they can be found in the city centre and in the University area.

ELECTRICITY

Electric voltage for home use is 220Volt 50 Hz and sockets are either at three or two-ways (SchukoType). Adapters are needed for US, UK, and Australian plugs.

WEATHER

The weather in Bologna during March is generally quiet cold and some days cloudy with rain. The average temperature is 10 - 15°C (30 - 45°F) during the day and 10°C (30°F) in the evening.

DUTY – FREE ALLOWANCE

Personal effects and professional equipment can be brought into Italy duty free as long as their nature and number are deemed reasonable by the customs officer. Visitors coming from a non-EU country are asked to declare to the authorities their belongings, like photo- and video-cameras. Tax free is a service offered to foreigners (non-EU citizens) to reimburse customs-taxes on authorised goods bought in the country for more than Euro 150,00 (for this service one must keep the receipts of payments).

PASSPORTS AND VISA

All foreigners coming to Italy must have a valid passport. For visitors coming from a country within the European Community an identity card is sufficient. Visas must be requested in advance at the Italian Embassy in your home country before entering Italy, tourist visas are valid for 90 days.

TOURIST INFORMATION

For any other touristic information, please contact the **TOURIST OFFICE** of Bologna - APT Web site:
<http://www.emiliaromagnaturismo.it/>

USEFUL NUMBERS

TAXI BOLOGNA
(0039) 051 534141 – (0039) 051 372727

CONGRESS SECRETARIAT
on site: (0039) 348 2487177

EMERGENCY: 118

HOTEL ACCOMMODATION

NEAR THE CONGRESS SITE

• KING ROSE HOTEL

Via San Donato 79/2
40057 Granarolo Emilia (BO)
Tel. 051 6056664 • Fax. 051 6056791
Site: www.kingrosehotel.com
E-mail: info@kingrosehotel.com

single room € 50,00 (bed & breakfast)

double room € 80,00 (bed & breakfast)

WALKING DISTANCE FROM THE CONGRESS SITE

• HOTEL HOLIDAY INN EXPRESS

Rotonda Baroni
Tel. +39 051 6334588 • Fax +39 051 6334744
E-mail: info@hiexpressbolognafiera.it

single room € 52,00 (bed & breakfast)

double room € 84,00 (bed & breakfast)

CITY CENTRE

(20 minutes by taxi from Congress Site)

• UNA HOTEL BOLOGNA

Viale Pietramellara 41/43, Bologna
Tel. +39 05160801 – Fax +39 05160802
E-mail: UNA.Bologna@unahotels.it

single room € 155,00 (bed & breakfast)

double room € 182,00 (bed & breakfast)

• ZANHOTEL EUROPA

Via Cesare Boldrini 11, Bologna
Tel. +39 0514211348 – Fax +39 0519914311
E-mail: bookinghoteleuropa@zanhotel.it

single room € 99,00 (bed & breakfast)

double room € 119,00 (bed & breakfast)

• HOTEL CAVOUR

Via Goito 4, Bologna
Tel. +39 051228111 • Fax +39 051222978
No e-mail address available

single room € 70,00 (bed & breakfast)

double room € 90,00 (bed & breakfast)

International Marketing and International Trade of Quality Food Products

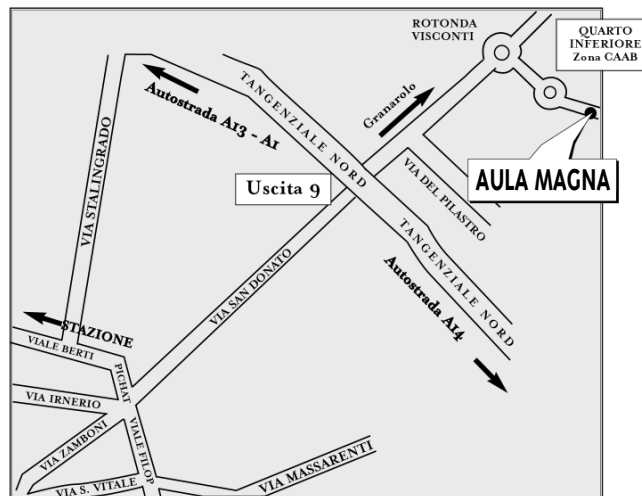


March 8-10, 2007
BOLOGNA, ITALY

105th Seminar of the
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VENUE

*Aula Magna of the Faculty of Agriculture
Alma Mater Studiorum - University of Bologna
Viale Giuseppe Fanin, 44*



CONTACTS

Prof. **MAURIZIO CANAVARI**

Dipartimento di Economia
e Ingegneria Agrarie (DEIAGra)

ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
Viale G. Fanin, 50
40127 Bologna (Italy)
Phone: +39 051 20 96108
Fax: +39 051 20 96105
E-mail: eaae.bologna@gmail.com

ORGANIZING SECRETARIAT



Via Riva di Reno, 61
40122 Bologna (Italy)
Phone: +39 051 6564300
Fax: +39 051 6564334
E-mail: congressi@avenuemedia.eu
Web site: www.avenuemedia.eu

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