

**ANNEX 2 to the MULTILATERAL AGREEMENT OF COOPERATION  
(MEMORANDUM OF UNDERSTANDING)**

**OF THE  
BEAN-QUORUM NETWORK**

**“Building a Euro-Asian Network for Quality, Organic and Unique food Marketing”**

The BEAN-QUORUM Network is aimed at putting together Asian and European higher education institutions (HEIs) that are interested in marketing quality food products and develop links among HEIs, governmental bodies and industry operators and practitioners that can ultimately lead to Asia/EU economic co-operation and sustainable development.

Quality food products are defined as food products and fresh produce that possess special features suitable to satisfy specific needs or requirements of customers or consumers, thus requiring a specific value-enhancement and quality signalling strategy, such as organic food, food with geographical indications, functional food, fair trade products, quality branded food, *et cetera*.

The network is specifically aimed at mutually improving teaching capacities, learning options, professional skills, research activities and to foster the linkages with quality food industry operators in the field of quality food marketing.

Since marketing is multidisciplinary in nature, the network fosters the collaboration among scholars and institutions both from the social and natural applied sciences, like agronomists, economists, sociologists, psychologists, statisticians, political scientists, law and regulation scholars, food technologists, soil scientists, life scientists, etc. The common ground is the interest for food quality and its value-enhancement.

**ORA ~ Organic Retailers Association  
represented by the Executive Director  
Mr. Ralph Liebing**

shares the aims and scope of the BEAN-QUORUM network, therefore agrees to the terms and conditions of its multilateral agreement of cooperation and is willing to become partner of the network.

The person appointed as coordinator of the activities in the framework of this network agreement is:

**Mr. Ralph Liebing**

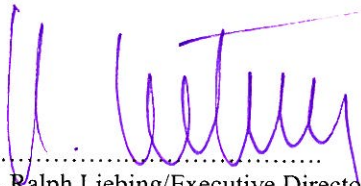
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Date... *Vienna 2008-09-11*

  
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Mr. Ralph Liebing/Executive Director of ORA