

Draft Program IGLS-Forum 2017

(as of February 7, 2017)

Program Pre-Forum workshop	
Monday, February 13, 2017, 09:00 - 15:00	
Hotel Batzenhäusl (Eagles)	
Chain Failure and Chain Goods in Food Value Chains a PPP project with Australia	Griffith, Fleming Hartmann
Coordinated by G. Griffith, E. Fleming, University of New England, Australia and M. Hartmann, University of Bonn, Germany	
Program to be developed (for early information contact Monika Hartmann at monika.hartmann@ilr.uni-bonn.de)	

Program IGLS-Forum 2017	
Presentations	Chair/Discussant
Monday, February 13, 2017, 18:00 – 20:00	
Registration (from 15:00, Sporthotel)	
18:00 Opening Plenary: Official Opening Session (Sporthotel); room A	Schiefer
19:00 Reception (Sporthotel), informal	
20:00 Open get-together in local restaurants (rooms reserved)	
Tuesday Morning, February 14, 2017, 9:00-12:00	
Registration (continued; from 08:00)	
Room A	
Plenary P1: (08:45-09:30)	
Food waste reduction, from insights towards multi-stakeholder framework for actions. <i>Toine Timmermans, The Netherlands</i>	Schiefer
Coffee 09:30-09:55	
Plenary P2: (09:55-10:55)	
Reducing the costs of food waste: An economic assessment of alternative approaches. <i>Sarah Rohr, Stuart Mounter, Garry Griffith and Euan Fleming, Australia</i>	Cicia
Attitudes amongst the scientific community towards new methods of evaluating and demonstrating research impact: Implications for the food research landscape. <i>Áine Regan and Maeve Henchion, Ireland</i>	
Room change break for parallel sessions	
Room A	
A 1: Traceability, Certification and Standards (11:00-12:00)	
Testing the willingness to adopt an environmental certification by producers: a crosscountry investigation. <i>Filiberto Altobelli, Teresa Panico, Gianni Cicia, Carla Cavallo, Orlando Cimino, Anna Dalla Marta, Simone Orlandini, Guido Durso, Leonidas Toullos, Pavol Nejedlik, Visnjica Vucetic, Teresa del Giudice, Italy, Greece, Slovakia, Croatia</i>	Engelseth/Ziggers
FoodAuthent – Developing a System for Food Authenticity by Collecting, Analyzing and Utilizing Product Data. <i>Lehmann, R. J., Bungart, J., Bartram, T.</i>	
Benefits and optimal design of agricultural sustainability standards: Insights from a Delphi study in Germany. <i>Veronika Hannus, Germany</i>	
Room B	
B 1: Food System Metrics and Control (11:00-12:00)	
Food Systems Metrics and Methods: A Systematic Synthesis. <i>Mequanint B. Melesse, Marrit van den Berg, The Netherlands</i>	Simons/Molnar
The difficulties in measuring individual utilities of product attributes: A choice based experiment. <i>Oliver Meixner and Rainer Haas, Austria</i>	
Cost-effectiveness of preventive and control measures to reduce antimicrobial resistance in the pig supply chain. <i>Eva Gocsik and Helmut W. Saatkamp, The Netherlands</i>	

Room C	
C 1: Dealing with Waste (11:00-12:00)	Griffith/Huffaker
Food losses in supply chains for fruits, vegetables and potatoes between field and retail shelf in North-Rhine Westphalia, Germany. <i>Christian H. Meyer, Dominik Frieling, Martin Hamer, Gero Oertzen, Germany</i>	
Factors Influencing Consumer Behaviour in a Sequence to Food Waste. <i>Barbara Freytag-Leyer and Reem Al-Naib, Germany</i>	
Value chain based system approach for identification of sources, causes and utilisation opportunities of agricultural waste. <i>Andras Seboek, Adrienn Hegyi, Hungary</i>	
12:15 Afternoon sightseeing tour (contact registration desk for registration) Old City and Ferdinandeum with cartoon exhibitions from weekly "Die Zeit"	
Tuesday Afternoon, February 14, 2017, 17:15-19:35	
Coffee (16:30-17:15)	
Room A	
A 2: Ecosystem Development and Influence (17:15-18:15)	Lehmann/Carvalho
Quality of life in Hungarian NUTS4 regions: objective versus subjective. <i>Zoltán Bakucs, Hungary</i>	
Counterurbanization and environmental degradation in North-West Campania: the Land of Fire (Terra dei Fuochi) disaster origins. <i>Cavallo C., Cicia G., Del Giudice T., Mennella L., Panico T., Pascucci S., Tosco D., Italy and UK</i>	
Mapping and economic valuation of the ecosystem services provided by a wetland site in Danube. <i>Lamprinakis, L., Rodriguez, D. G. P., Prestvik, A. S., Veidal, A. and Klimek, B., Norway</i>	
A3: Performance and Assessment (18:20-19:35)	Lehmann/Meixner
Performance and benchmarking factors in Southern Mediterranean agricultural value chains. <i>Samir Mili, Spain</i>	
Effect of supply chain performance on supply chain satisfaction. <i>Walter Odongo, Manoj Kumar Dora, Adrienn Molnar, Duncan Ongeng, Xavier Gellynck, Belgium, Uganda, Hungary, United Kingdom</i>	
An assessment of the food companies sustainability policies through a greenwashing indicator. <i>Cesare Zanasi, Cosimo Rota, Simona Trerè, Sharon Falciatori, Italy</i>	
Leveraging High Performance CIP Processes to Reduce Water Usage in the Beverage Industry. <i>Curt Weber, Sharon Roy, USA</i>	
Room B	
B 2: Role of Trust (17:15-18:15)	Berruto/Veflen
Trust no one? Citizens' concerns regarding the pork and dairy supply chain. <i>Anja Rovers, Inken Christoph-Schulz, Nanke Brümmer, Doreen Saggau, Germany</i>	
Parents' trust in food safety and their intentions about children's feed. <i>De Devitiis B., Carfora V., Nardone G., Viscecchia R., Italy</i>	
The mediational role of trust between pro-environmental behaviour and intention to consume organic milk. <i>Cicia G., Caso D., Carfora V., De Devitiis B., Del Giudice T., Nardone G., Viscecchia R., Italy</i>	

B 3: Push and Pull in Consumer Behavior (18:20-19:35)	Berruto/Del Giudice
Situated Perceived Pressure to Eat. <i>Veflen, Nina, Scholderer, J., Langsrud, S., Norway, Switzerland</i>	
Future developments in demand for aquaculture in Germany – how to integrate qualitative and quantitative market expert knowledge into a modelling system. <i>Laura Angulo, Petra Salamon, Martin Banse, Ralf Döring, Matthias Keller, Myrna van Leeuwen, Germany and The Netherlands</i>	
Sustainable purchasing in the food industry, evidence from the Dutch food and beverage industry. <i>Suzanne vd Werff, Jacques Trienekens, Geoffrey Hagelaar, The Netherlands</i>	
Communication strategies on palm oil sustainability: agri-food chain actors use of social media Twitter? <i>Antonella Samoggia and Arianna Ruggeri, Italy</i>	
Room C	
C 2: Policy Initiatives (17:15-18:15)	E.Berg/Bitsch
Going Global: shaping governance mechanisms in beef agri-systems. <i>Fernanda Kesrouani Lemos and Decio Zylbersztajn, Brazil</i>	
Strengthening farmers' bargaining power in the new CAP. <i>Alessandro Sorrentino, Carlo Russo, Luca Cacchiarelli, Italy</i>	
Policy Incentives and the Organic Value Chain in Ireland. <i>Cathal O'Donoghue, Mary Ryan, Elaine Leavy, Dan Clavin, Declan Heery, Ireland</i>	
C 3: Chain Governance (18:20-19:35)	E.Berg/Richards
Trading growth - A study of the governance of Norwegian whey protein concentrate exports. <i>Jostein Vik and Gunn-Turid Kvam, Norway</i>	
The role of trust, knowledge diffusion and contracts in sunflower production chains in Brazil. <i>Lucas Oliveira de Sousa, Marcus Mergenthaler, Marcelo Dias Paes Ferreira, Germany and Brazil</i>	
Using socio-economic life cycle analysis to support sustainable rice production practices in India. <i>Frank, M., Gipmans, M., Gangaiah, B., Bal, J., Ravindra Babu, V., Mahender Kumar, R., Meier, F., Thylmann, D., Schulze, S., Lange, N. and Rehl, T., Germany and India</i>	
Integration of the food supply chain as a factor of sustainable development. <i>Agnieszka Bezat-Jarzebowska, Sebastian Jarzebowski, Poland</i>	
Tuesday Evening, February 14, 2017, from 20:00	
20:00 All: open get-together in local restaurants (room reserved nearby)	
20:00 Advisory Board Meeting, Sporthotel	
20:00 Individual group meetings	
20:00 Bob Sliding at Igls Bob Course (special reservations)	
Wednesday Morning, February 15, 2017, 08:30 – 12:00	
Room A	
Plenary P3: (08:30-09:30)	Gellynck
08:30-09:10 Relevance of blockchains for the agrifood sector. <i>Ruud Huirne, Rabobank, The Netherlands</i>	
09:10-09:30 Governance of data sharing in agri-food networks: towards common guidelines. <i>Sjaak Wolfert, Marc-Jeroen Bogaardt, Lan Ge, Katrine Soma, Cor Verdouw, The Netherlands</i>	
Coffee (09:30-09:55)	

Room A	
A 4: Consumer Preferences (09:55-10:55)	Stranieri/Fleming
Segmenting US consumers based on wine attributes: A best-worst scaling approach. <i>Marco Lerro, Eugenio Pomarici, Athanasios Krystallis Krontalis, Polymeros Chrysochou, Riccardo Vecchio, Italy and Denmark</i>	
Consumer preferences for sparkling wines: paying for information or for flavour? <i>Riccardo Vecchio, Maria Tiziana Lisanti, Angelita Gambuti, Luigi Moio, Tiziana Siani, Giuseppe Marotta, Francesco Caracciolo, Concetta Nazzaro, Paola Piombino, Luigi Cembalo, Italy</i>	
Motives underlying sustainable milk consumption: an analysis using an extended Food Choice Questionnaire. <i>Cicia, G., Caso, D., Carfora, V., Del Giudice, T., De Devitiis, B., Viscecchia, R., Nardone, G., Italy</i>	
A 5: Consumer Acceptance of Innovation (11:00-12:00)	Stranieri/Zanasi
Food Innovations and Consumers' Acceptance: the case of nanotechnologies in food. <i>Viscecchia, R., De Devitiis, B., Carlucci, D., Nardone, G., Santeramo, F., Italy</i>	
Consumers' acceptance of process innovations: a survey on the ultrasound technology applied to virgin olive oil extraction process. <i>Luigi Roselli, Gianni Cicia, Teresa Del Giudice, Domenico Carlucci, Maria Lisa Clodoveo, Bernardo C. De Gennaro, Italy</i>	
Consumer's perspective on dual-purpose chickens. <i>Nanke Brümmer, Inken Christoph-Schulz, Anja Rovers, Germany</i>	
Room B	
B 4: Organizational Change I (09:55-10:55)	Woodhead/Engelseth
Stakeholder perspectives for a nutrition sensitive value chain: Applying and extending the theory of organizational readiness to change. <i>Joshua Wesana, Hans De Steur, Emmanuella Mutenyo, Manoj K. Dora, Xavier Gellynck, Belgium and UK</i>	
Importance of organic agriculture and food in Argentina: An explorative analysis of the domestic and the global situation. <i>Wiltrud Terlau, Darya Hirsch, Nicolas Fuchshofen, Germany</i>	
What drives marketing and organizational innovation in the food industry? A comparison between SMEs and large companies in Italy and Germany. <i>Stefano Ciliberti, Laura Carraresi, Stefanie Bröring, Italy and Germany</i>	
B 5: Organizational Change II (11:00-12:00)	Woodhead/Terlau
Integrating in a Complex Networked Local Fresh Fish Supply System. <i>Per Engelseth and Marius Sandvik, Norway</i>	
Valorising local dairy products and territorial development through the improvement of the value chain in Tunisia. <i>Sonia Boudiche, Marwa Jouini, Riadh Louhichi and Raoudha Khaldi, Tunisia</i>	
Including organic grass protein into the supply chain for poultry feed – from research to reality. <i>Karen Hamann, Denmark</i>	
Room C	
C 4: Technology Innovation (09:55 - 10:55)	Seboek/Beulens
Food Chain Innovation: Reviewing over 40 Use Cases to Identify Business Model Success Patterns. <i>Harald Sundmaeker, Germany</i>	
The social robot: A study of social aspects of milking robots in dairy farming. <i>Egil Petter Stræte and Jostein Vik, Norway</i>	
FOODLAB Tool to foster entrepreneurship in the agrifood sector. <i>Patrizia Busato, Remigio Berruto, Alessandro Sopegno, Marco Rosso, Italy</i>	

C 5: Issues of Digital Technology (11:00-12:00)	Seboek/Sundmaeker
A new approach to use virtualization as a basis for Information Management. <i>Adrie Beulens, The Netherlands</i>	
Digital Twins in Farm Management; Illustrated by cases from FIWARE Accelerators SmartAgriFood and Fractals. <i>Cor Verdouw, Jan Willem Kruize, Sjaak Wolfert, Grigoris Chatzikostas, The Netherlands</i>	
Adoption of eBusiness in the Dutch horticulture. <i>Robbert Robbemond, Cor Verdouw, Jan Benninga, The Netherlands</i>	
12:15 Afternoon sightseeing tour (contact registration desk for registration)	
Bell production (presently: largest bell of the world) and renovated Basilika	
Wednesday Afternoon, Febr. 15, 2017, 17:15–19:35	
Coffee (16:30-17:15)	
Room A	
A 6: Health Claims (17:15-18:15)	Gil/Henchion
Nutrition Sensitive Consumption as Mean to Achieve Healthy Diets. <i>E.-A. Nuppenau, Germany</i>	
Consumers' preferences for private – health related – and public – environmental friendly – food attributes. New insights from an ABR approach. <i>Edi Defrancesco, Maria Angela Perito, Irene Bozzolan, Leonardo Cei, Gianluca Stefani, Italy</i>	
Consumers' visual attention for functional food products - an exploratory study from a sample of Italian consumers. <i>Bimbo, F., Viscecchia, R., De Devitiis, B., Nardone, G., The Netherlands and Italy</i>	
A 7: Animal Welfare, Innovation Return and Flexibility (18:20-19:35)	Gil/Cicia
Acceptance of modern animal husbandry and the behavioural gap on meat markets. <i>Johannes Simons, Monika Hartmann, Germany</i>	
The pet food industry: An innovative distribution channel for animal welfare meat? <i>Wiebke Pirsich and Ludwig Theuvsen, Germany</i>	
Creation and Capture of Innovation Returns for Intensive Urban Agriculture Systems. <i>Randall Westgren and Steven Pueppke, USA</i>	
Firm Flexibility in the EU Food Processing Industry. <i>Stefan Hirsch, Robert Finger, Ashok Mishra, Switzerland and USA</i>	
Room B	
B 6: Emerging Chain Organizations (17:15-18:15)	Hamann/Griffith
Exploring a new form of horizontal coordination to improve economic sustainability of the soft wheat chain in the Northwest of Italy. <i>Teresina Mancuso, Lucia Baldi and Massimo Peri, Italy</i>	
Governance mechanisms to manage by-product supply-chain. <i>Maria Raimondo, Biagio Pecorino, Gaetano Chinnici, Francesco Caracciolo, Gianni Cicia, Luigi Cembalo, Mario D'amico, Italy</i>	
Analysis of short food supply chain governances: Innovative collective platforms supplying local produce. <i>Simon Bavec, Mélise Dantas Machado Bouroullec, Emmanuel Raynaud, France</i>	

B 7: Distribution, Logistics, and Strategy (18:20-19:35)	Hamann/Mili
Value of information in improving daily operations in high-density logistics. <i>Viet Nguyen, Behzad Behdani, and Jacqueline Bloemhof, The Netherlands</i>	
Wet Market to Supermarket. Asia and the food distribution challenge. <i>Alice Woodhead and John Dixon, Australia</i>	
Food supply chain side flows management through Life Cycle Assessment and Life Cycle Costing: a practitioner's perspective. <i>Karin Östergren, Jennifer Davis, Fabio De Menna, Matteo Vittuari, Nicole Unger, Marion Loubiere, Sweden, Italy, Austria, France</i>	
Spatial disparities in unit labour costs in food products manufacturing sector. <i>Aleksandra Pawłowska, Monika Bocian, Poland</i>	
Room C	
C 6: Firm Development (17:15-18:15)	Saatkamp/Trienekens
Coaching versus therapy in agribusiness SMEs – a literature review. <i>Molnár, A., Szemerey, M., Gellynck, X., Hungary and Belgium</i>	
Succession in Horticultural Family Businesses – Determining Factors. <i>Stefan Mair and Vera Bitsch, Germany</i>	
Food SMEs needs on food safety, labelling. <i>Andras Seboek, Adrienn Hegyi, Katalin Viola, Hungary</i>	
C 7: Special Session: Sustainable Nutrition (18:20-19:35)	Langen/Teitscheid
Sustainability assessment of out of-of-home meals: potentials and obstacles applying indicator sets NAHGAST Meal-Basis and NAHGAST Meal-Pro. <i>Tobias Engelmann, Melanie Speck, Holger Rohn, Katrin Bienge, Nina Langen, Eva Howell, Christa Liedtke, Germany</i>	
Managing sustainable business models in the hospitality sector with the help of a mission statement. <i>Christine Göbel, Melanie Speck, Nina Langen, Tobias Engelmann, Holger Rohn, Petra Teitscheid, Germany</i>	
Relevant information to guide consumers towards sustainable nutrition out of home – the perspective of caterer vs. guests. <i>Nina Langen, Ricarda Dubral, Christine Göbel, Melanie Speck, Tobias Engelmann, Holger Rohn, Petra Teitscheid, Germany</i>	
Displaying sustainability related information on meals – The role of design and information depth. <i>Mounaim Rhozyel, Nina Langen, Christine Göbel, Melanie Speck, Tobias Engelmann, Holger Rohn, Petra Teitscheid, Germany</i>	
Wednesday Evening, February 15, 2017, from 20:00	
Option 1 : Meeting of individual project groups	
Option 2: Private visits to Innsbruck (material provided by reception)	
Option 3: Open get-together	
Thursday Morning, February 16, 2017, 08:30 – 12:00	
Room A	
A 8: Communication within and beyond Chains (08:30-09:30)	Haas/Braga
Coping with industry legitimacy events in the agri- and food business. <i>Gerrit W. Ziggers, Thijs Remmers, The Netherlands</i>	
Information Needs Along the Pork Supply Chain. <i>Manuel Ermann, Sina Nitzko, Carolin Schwetje and Achim Spiller, Germany</i>	
Firm incentives and traceability standards. <i>Stranieri S., Cavaliere A, Banterle A., Italy</i>	

Room B	
B 8: Consumers Attitudes towards Labelling(08:30-09:30)	Caracciolo/Hartmann
The rise and fall of carbon labelling: A case study of Tesco's experience and lessons for Corporate Social Responsibility communication. <i>Claire May, Andrew Fearne, UK</i>	
Consumers' willingness to pay for climate-friendly labelled food in Europe. <i>Yvonne Feucht and Katrin Zander, Germany</i>	
Attitudes toward aquaculture and estimating the public's willingness to pay for sustainably produced salmon: An Irish and Norwegian comparative study. <i>Stephen Hynes, Ireland</i>	
Room C	
C 8: Agriculture and Farms (08:30-09:30)	Novikova/E.Berg
Determinants of outsourcing contracts in agricultural mechanization services: the Brazilian coffee agribusiness case. <i>Gustavo de Oliveira, Decio Zylbersztajn, Brazil</i>	
Embedded competence: A study of farmers' relation to competence and knowledge. <i>Egil Petter Stræte and Jostein Vik, Norway</i>	
Green root collective action for conservation of Agri-Bio diversity: a case study in Tuscana. <i>G. Stefani, G.V. Lombardi, L. Cei, Italy</i>	
Coffee (09:30-09:55)	
Room A	
A9: Price Transmission and Dynamics (09:55-10:55)	Meixner/Martino
The dynamics of biodiesel prices in Europe according to rapeseed grain and oil prices. <i>Francis Declerck, Frédéric Lantz, Jean-Pierre Indjehagopian, France</i>	
Price transmission and volatility in Food Quality Schemes: The Spanish Lamb Sector. <i>H. Ferrer-Pérez, M. Ben-Kaabia, and J.M. Gil, Spain</i>	
Strategic Obfuscation and Retail pricing. <i>Timothy Richards, Gordon Klein, Celine Bonnet, Zohra Bouamra-Mechemache, USA, Germany, France</i>	
Room B	
B 9: Attitudes of Well-Informed Consumers(09:55-10:55)	O'Donoghue/Fearne
Does Corporate Social Responsibility affect consumer choices? The case of canned tuna fish. <i>Stefanella Stranieri, Teresa Del Giudice, Francesco Caracciolo, Ricci Elena Claire, Luigi Cembalo, Alessandro Banterle, Gianni Cicia, Italy</i>	
Well-informed consumer? How do different consumer groups handle online information on German animal welfare initiatives? <i>Darya Hirsch, Christian H. Meyer, Cristina Massen, Wiltrud Terlau, Germany</i>	
Public Acceptance of Antibiotic Use in Livestock Production. <i>Ellen Goddard, Monika Hartmann, Jeanette Klink-Lehmann, Canada and Germany</i>	
Room C	
C 9: Product Innovations (09:55-10:55)	Stefani/Haas
What is hot about edible insects? A systematic literature review and future research directions. <i>Massimiliano Borrello, Lorenza Pasca di Magliano, Alessia Lombardi, Stefano Pascucci, Luigi Cembalo, Italy and UK</i>	
Perspectives and challenges of microalgae cultivation in Southern Italy farms. <i>Domenico Tosco, Luigi Mennella, Teresa Del Giudice, Antonino Galati, Maria Crescimanno, Franческа Alberti, Matteo Moglie, Alfonso Scardera, Giorgio Schifani, Francesco Solfanelli, Luigi Cembalo, Gianni Cicia</i>	
Egyptian food security of edible oils. <i>Gaber Ahmed Bassyouni Shehata, Egypt</i>	
Room change break for plenary session	

Plenary P4 (11:00-11:45)	
Is 20% volume share for online possible by 2025? <i>Jean-Jacques VandenHeede, Retail Insights Director Europe, Nielsen</i>	Cembalo
12:15: Ski Bus to Axamer Lizum ski region (contact registration)	
Room B	
IFAMA-Europe meeting (12:30-14:30), open to all	Omta
Thursday Afternoon, February 16, 2017, 17:15 – 19:35	
Coffee (16:30-17:15)	
Room A	
A 10 Risk Analysis (17:15-18:15)	Huffaker/Declerck
Dynamic resilience analysis of highly integrated and vertically linked supply chains: analysis of production and market shocks in Dutch egg production caused by HPAI control. <i>H.W. Saatkamp, R.A. Jongeneel and N. Longworth, The Netherlands</i>	
Risks and Vulnerability in the Food System: Technological and Institutional Needs and Challenges. <i>Bernardo Reynolds Pacheco de Carvalho, Portugal</i>	
The ‘Gomorrhah’ food scandal and the role of trust and perceived risks. <i>Francesco Caracciolo, Daniela Caso, Valentina Carfora, Gianni Cicia, Luigi Cembalo, Italy</i>	
Room B	
B 10: Process Models and Innovation (17:15-18:15)	Meyer/Verdouw
FSCS-STs: A Simulation Framework for Modelling Supply Chains as Socio-technical Systems. <i>Behzad Behdani, The Netherlands</i>	
Process innovation in milling stage in olive oil sector: evidence from an empirical analysis in Umbria (Italy). <i>Martino, G., Rossetti, E., Frascarelli, A., Marchini, A., Italy</i>	
pigFit – Molecular genetic analysis of immunological competence, survivability and postnatal growth of piglets. <i>Esther Heuß, Christine Große-Brinkhaus, Maren Julia Pröll, Hubert Henne, Anne Kathrin Appel, Karl Schellander und Ernst Tholen, Germany</i>	
Room C	
C 10: Moving Forward in Difficult Scenarios (17:15-18:15)	Mergenthaler/Bloemhof
Extreme weather and global agricultural markets: the example of wheat yield fluctuation due to heat waves. <i>Thomas Chatzopoulos, Belgium</i>	
The Economic Cost of Climate Change and the Benefits from Investments in Adaptation Options for Sri Lankan Coconut Value Chains. <i>Pathiraja, P.M.E.K., Griffith, G.R., Farquharson, R.J., and Faggian, R., Australia</i>	
Building the brand “Cafés do Brasil”: the institutional challenges and their effects on the brand’s positioning on the international market. <i>Marco Aurélio Oliveira dos Santos, Daniela Callegaro, Antonio Domingos Padula, Brazil</i>	
Room change break for plenary session	
Room A	
Plenary P5 (18:25 – 19:50)	Schiefer
Summaries from groups by discussants (2 min per session)	
Thursday Evening, February 16, 2017, from 20:15/20:30	
Forum Dinner in Lans	

Friday Morning, February 17, 2017, 08:30 – 13:00 (latest)

Digital business trends, Food Agenda 2030, and Bio-based Economies

Times are approximate and depend on discussion interest

08:30	Introduction into program and presenters (Prof. Schiefer) Digital Business Trends in Online Sales (Chair: Prof. Hartmann)
08:45	Dr. Nikolai Reynolds, <i>Director, Ipsos GmbH</i> Omni-Channel – Quo Vadis? Short discussion
09:10	Mr. Werner Wutscher, <i>CEO New Venture Scouting, member Austrian Angel Investors Association, formerly board REWE</i> The role of retail in a digital world Short discussion
09:35	Ms Mag. J. Stone, <i>REWE Austria, Online Services</i> 360° of Retailing – a new perspective Short discussion
~10:00	Coffee Break
~10:30	Open: Joint discussion European Food Agenda and Biobased Economies of Europe (Chair: tbd)
~11:00	Mr. Daniele Rossi, <i>Chairman, Research & Innovation WG, Copa–Cogeca (EU Bruxelles)</i> The new European Food Agenda 2030 and priorities for SMEs
~11:30	Dr. Christian Patermann, <i>Former Director Biotechnology – Food Processing Industry, EU-Commission, policy advisor</i> New trends and developments in the biobased economies of Europe - Recent national strategies and regional developments, Biocities and Biocommunities.
12:15/12:45	Concluding session
12:30/13:00	Farewell coffee