

Additional information:

Conference languages: Romanian and English – all speeches will be translated simultaneously, if not specified otherwise. During the entire meeting and especially during the breaks additional translators will be glad to assist in private dialogues.

Presentations of companies: Participants will have the opportunity to present their company or products at information tables in an exhibition area during the entire meeting.

Evening event: We warmly invite you to join the get-together on Thursday evening with dinner, music and time for discussions and making new contacts.

Excursion: Bus tour to organic trade companies in Bucharest area.

Venue: ROMEXPO, 65-67 Marasti Blvd, Bucharest 1, Romania, Conferences Halls-Madgearu and Brancusi (www.evenimenteromexpo.ro)

Organizers:

Bio Romania - Association of the Ecological Agriculture Operators

Str. Muzelor, Nr.1 Bucuresti sector 1, Romania;
www.bio-romania.org; info@bio-romania.org

EkoConnect - International Centre for Organic Agriculture of Central and Eastern Europe e.V.,

Arndtstraße 11, 01099 Dresden, Germany
www.ekoconnect.org, info@ekoconnect.org

International Trade Centre (ITC)

Palais des Nations, 1211 Geneva 10, Switzerland;
www.intracen.org, itcreg@intracen.org

Ministry for SME's, Trade and Business Environment of Romania

Ion Câmpineanu 16, Bucharest 1, Romania
www.mimmctpl.ro; comunicare@minind.ro

Associated partners:

Ministry of Agriculture, Forests and Rural Development of Romania

Bucharest, B-dul Carol I, nr. 24, sector 3, Romania
<http://www.madr.ro>; relatii publice@madr.ro

National Association for Consumer Protection and Promoting Programs and Strategies from Romania

Muzelor St., No.1, Bucharest, Distric 1, Postal Code 40191, Romania
www.protectia-consumatorilor.ro; office@anpcpps.ro

Registration: To register please use the enclosed registration form and send it by post, fax or e-mail to: **Bio Romania**

Bdul Marasti nr. 59, 011464 Bucharest 1

Tel: +40 (0) 374 006 994 / +40 (0) 374 006 994 / +40 (0)752 077 771

Email: office@bio-romania.org

Conference fee: Registration fee is 10 €/ 42 RON. Participants interested in presenting their company and products at information tables will be charged an additional fee of 10 €/42 RON per table. More detailed information is given in the enclosed registration form or online at www.bio-romania.org

www.organicforum.ro

Deadline for registration: 15 October 2009

Accommodation: we can provide you with a list of possible hotels

Associated Partners:



MINISTERUL AGRICULTURII,
PĂDURILOR ȘI DEZVOLTĂRII
RURALE



The National Association for Consumers'
Protection and Promotion of Programs and
Strategies from Romania



Supporters:



**Romanian Organic Forum
-2009-**



**International Meeting
Processing and Marketing
of Organic Food**

**22 - 23 October 2009
ROMEXPO, Bucharest, Romania**

Organizers:



Romanian Organic Forum 2009

Everywhere in Europe the consumers' interest in organic food is on the rise. In the EU the turnover of organic food in 2008 was about 16 billion EUR. In Romania a strong growth of organic agriculture can be also observed. This is true for the domestic market of organic food and especially for the production and export of organic raw materials.

Many Romanian organic farmers, food processors and traders have noticed this development and stepped already into the organic market. "How can I be more successful in the organic market? What are the new ideas for my organic company? Where can I find new distribution channels, new products or contacts in my country or in the neighbour countries?" are their every day questions. Companies which are still thinking about going organic ask: "Can I get new customers when I go organic? Where do I get the raw materials and how does it work with the certification? What are the most important factors to be successful in processing and selling organic food?" All of them – experienced organic entrepreneurs and beginners – are looking for future organic trends and new ideas, know-how and strategies for their organic business.

Find the answers to these questions and more at the Romanian Organic Forum!

Business people, experts and newcomers in the organic market of Romania, but also Poland, Ukraine, Germany and other countries will meet in Bucharest on 22-23 October 2009. They come to benefit from good practices of other entrepreneurs, exchange experiences, and make new business contacts in their country and region. The two days in Bucharest are made for bringing new ideas and new ways of success to your business in the organic market.

We warmly welcome you at the Romanian Organic Forum in Bucharest!

The Organizers

Thursday, 22 October 2009																														
11:00	Arrival of participants, registration, welcome with coffee																													
12:00	Official opening of the Romanian Organic Forum Welcome addresses by the Organizers, Associated Partners and Supporters																													
12:50	Romania Organic agriculture - present and development perspectives <i>Daniel Botanoiu, General Director of Agricultural Policies Direction, Ministry for Agriculture, Forests and Rural Development, Romania</i> <i>Teodora Aldescu, Organic Farming Counsellor, Ministry for Agriculture, Forests and Rural Development, Romania</i>																													
13:30	The consumer's expectations in organic food production <i>Volkert Engelsman, Eosta, The Netherlands</i>																													
14:30	Break																													
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Friday, 23 October 2009		
	Section 3 Trade of organic food	Section 4 The control system in the production and trade of organic food
09:00	Successful strategies for setting up an organic retail business - assortments - calculations - communication <i>Elisabeth Avakian-Reuter, ORA, Germany</i>	The most important regulations on organic production and food labelling and how are they controlled The basics of the EC regulation on agricultural production, food processing and trade The control and certification system especially in Romania What is to know about correct labelling of domestic and imported organic food products? <i>Piroska Lőrincz, S.C Ecoinspect S.R.L, Romania</i>
10:00	Why do consumer organisations support the organic food production? <i>Sorin Mierlea, National Association for Consumer Protection - A.N.P.C.P.P.S. Romania</i>	What are the steps to become a „organic“ company? <i>Damian Dragomir, Bio Romania Association</i>
10:30	Break	
11:00	The role of organic food in the supermarkets of today and tomorrow <i>Adrian Manolache, Asociația Marilor Rețele Comerciale din România</i>	Quality issues for organic products: organic quality vs. foodstuff quality <i>Josef Ritt, Bio Garantie, Austria</i> Organic products marketing: conditions that organic farmers should fulfil and quality of organic products <i>Mihai Grigoras, Ecomarket Transilvania, Cluj</i>
11:30	Selling organic food in conventional supermarkets: prerequisites and best practice <i>Wolfram Diemel, Öko-Strategie GmbH, Germany</i>	The control system in Romania: solutions for the efficiency of the certification system <i>Discussion with the representatives of inspection and certification bodies.</i> <i>Working group coordinator: Teodora Aldescu, Organic Farming Counsellor, Ministry for Agriculture, Forests and Rural Development, Romania and Representative of the Romanian Association for Accreditation</i>
12:10	Organic agriculture as a future-oriented concept <i>Bernhard Jansen, EkoConnect, Germany</i>	
12:40	Final discussion and closing remarks	
13:00	Closing of the Romanian Organic Forum 2009	
14:00-18:00	Excursion: visit of organic companies in the Bucharest area	