

## **ATHENS - IP Programme Agenda**

### **MONDAY 4/7/2005**

- 09:00 Arrival - Coffee
- 10:00 Welcome briefing from Prof. P. Soldatos, Project Coordinator - Organisational issues.
- 11:00 Study Presentation: The Food Industry in *Spain* (about 1 hour, plus discussion)
- 13:00 Lunch break
- 14:00 Study Presentation: The Food Industry in *Poland* (about 1 hour, plus discussion)

### **TUESDAY 5/7/2005**

- 09:00 Lecture from AUA expert (Dr Ilias Vlachos)  
*E-Business in the EU Food & Beverages Industry: opportunities and challenges for SMEs*
- 11:00 Study Presentation: The Food Industry in *Greece* (about 1 hour, plus discussion)
- 13:00 Lunch break
- 14:00 Study Presentation: The Food Industry in *Italy* (about 1 hour, plus discussion)

### **WEDNESDAY 6/7/2005**

- 09:00 Lecture from AUA expert (Prof. George Chryssochoides):  
*Food risk management and communication to consumers*
- 11:00 Lecture from AUA expert (Prof. Lazarides / Drichoutis)  
*Food consumption issues in the 21<sup>st</sup> century*
- 13:00 Lunch

### **THURSDAY 7/7/2005**

- 09:00 Lecture from AUA expert (Prof. Rozakis)  
*Non-food lessons to food sector economics*
- 11:00 Lecture from BOL experts (Prof. Roberto Fanfani)  
*Development and crisis of Italian food-industry*
- 13:00 Lunch break
- 14:00 Lecture from BOL experts (Prof. Cristina Brasili)  
*Local development and Italian agri-food industry*

### **FRIDAY 8/7/2005**

- 09:00 Lecture from AUA expert (Dr Krystallis)  
*Emergence of Quality Conscious Consumer Segments: Insights from the Greek Olive Oil Market*
- 11:00 Student work on country studies and scripts (Library-Internet-Help from staff members)
- 13:00 Lunch

### **WEEKEND Work on country studies and scripts**

### **MONDAY 11/7/2005**

- 09:30 Arrival – Coffee
- 10:00 Welcome briefing from Prof. G. Zervas, Rector of the Agricultural University of Athens  
Welcome briefing from Prof. L. Kazakopoulos, Head of the Dept of Agricultural Economy and Development
- 10:30 Study Presentation: The Food Industry in *Germany* (about 1 hour, plus discussion)
- 13:00 Lunch break
- 14:00 Lecture from HOH expert (Prof. W. Grosskopf )  
*"Envirofood": The environmental framework of the Food Sector*

### **TUESDAY 12/7/2005**

- 09:00 Lecture from MADR experts (Prof. Julian Briz, Prof. Isabel de Felipe)  
*Competitiveness in food industry (quality control, traceability..)*
- 11:00 Lecture from CRAC experts (Prof. Tadeusz Sikora, Anna Strada)  
*Food Quality and Safety Assurance Systems in Poland. Level of implementation based on selected branches*
- 13:00 Lunch break
- 14:00 Lecture from CRAC experts (Dr. Stanislaw Popek, Anna Strada)  
*Food industry in Poland after EU accession*

### **WEDNESDAY 13/7/2005**

- 09:00 Student work on country studies and scripts (Library-Internet-Help from staff members)  
Editing of the publishable material – Common format – Artistic and other issues

Possible contribution by publisher – Contribution of Staff members from collaborating Universities  
13:00 Lunch

**THURSDAY 14/7/2005**

09:00 Brief Presentation before submission: The Food Industry in *Spain* (about ½ hour, plus discussion)

10:15 Brief Presentation before submission: The Food Industry in *Poland* (about ½ hour, plus discussion)

11:30 Brief Presentation before submission: The Food Industry in *Greece* (about ½ hour, plus discussion)

13:00 Lunch break

14:00 Brief Presentation before submission: The Food Industry in *Italy* (about ½ hour, plus discussion)

15:00 Brief Presentation before submission: The Food Industry in *Germany* (about ½ hour, plus discussion)

**FRIDAY 15/7/2005**

09:00 ALL - Round table discussion on publishable material

13:00 End of IP meeting. - Lunch