

# IP AGENDA 2006

Cracow 3-14 July 2006

Venue(s) AE – Cracow University of Economics (Host), Rakowicka 27  
AR – University of Agriculture (1 day), Al. Mickiewicza 21  
KSW – Cracow University College (1 – 2 days), Herlinga-Grudzińskiego 1  
National Research Institute of Animal Production (1 day), Cracow-Balice

## WEEK 1

**Day 1 Monday, 03/07/2006; Venue: Cracow University of Economics (AE)**

9:00 – 9:30 Welcome meeting – coffee

9:30 – 10:00 Inauguration

Speaker(s): Prof. Ryszard Borowiecki, Rector of the Cracow University of Economics

10:30 – 11:00 Organizational issues and presentation of the Participants

Speaker(s): Anna Strada (EDP & KSW)

11:00 – 11:30 *Coffee break*

11:30 – 12:30 Lecture (45 min + 15 min discussion)

Title: *“Introduction to food product development – main issues in Europe and in the USA”*

Speaker(s): Tadeusz Sikora, Prof. (AE), Stanisław Popek, Prof. (AE), Anna Strada (EDP & KSW)

12:30 – 13:30 *Lunch break*

From 14:00 Individual work (Computer lab available)

**Day 2 Tuesday, 04/07/2006; Venue: Cracow University of Economics (AE)**

9:00 – 10:30 Presentation (60 min + 30 min discussion)

Title: *To be specified*

Speaker(s): University of Goettingen Team (Germany)

10:30 – 11:00 *Coffee break*

11:00 – 12:30 Presentation (60 min + 30 min discussion)

Title: *To be specified*

Speaker(s): Cracow University of Agriculture Team (Poland)

12:30 – 13:00 *Lunch break*

From 14:00 Individual work (Computer lab available)

**Day 3 Wednesday, 05/07/2006; Venue: Cracow University of Economics (AE)**

9:00 – 10:30 Presentation (60 min + 30 min discussion)

Title: *To be specified*

Speaker(s): Polytechnic University of Madrid Team (Spain)

10:30 – 11:00 *Coffee break*

11:00 – 12:30	<u>Presentation</u> (60 min + 30 min discussion) Title: <i>"Farm rearing of order Helix snails - a new direction in animal production and new product on Polish food market"</i> Speaker(s): Cracow University College Team (Poland)
12:30 – 13:30	Lunch break
From 14:00	Individual work (Computer lab available)
<b>Day 4</b>	<b>Thursday, 06/07/2006; Venue: Cracow University of Economics (AE)</b>
9:00 – 10:30	<u>Presentation</u> (60 min + 30 min discussion) Title: <i>"Implementation and Assessment of the Discrete Choice Methodology for New Product Development (NPD): the case of Functional Children Snacks in the Greek Food Market"</i> Speaker(s): Agricultural University of Athens Team (Greece)
10:30 – 11:00	Coffee break
11:00 – 12:30	<u>Presentation</u> (60 min + 30 min discussion) Title: <i>"From traditional to new food products – oscypek"</i> Speaker(s): Cracow University of Economics Team (Poland)
12:30 – 13:30	<u>Lecture</u> (45 min + 15 min discussion) Title: <i>"The market potential of functionality in perceived unhealthy foods"</i> Speaker(s): Athanasios Krystallis, PhD (Agricultural University of Athens) (Greece)
13:30 – 14:30	Lunch break
From 14:30	Individual work (Computer lab available)
<b>Day 5</b>	<b>Friday, 07/07/2006</b>
9:00 – 14:30	Student work on country studies and scripts (Library-Internet-Help from staff members)
<b>Weekend</b>	<b>Saturday, 08/07/2006 – FREE TIME</b>
	<b>Sunday, 09/07/2006 – FREE TIME</b>
<b>WEEK 2</b>	
<b>Day 6</b>	<b>Monday, 10/07/2006; Venue: Cracow University of Economics (AE)</b>
9:30 – 10:30	<u>Lecture</u> (45 min + 15 min discussion) Title: <i>To be specified</i> Speaker(s): Bohdan Achremowicz, Prof. (Cracow University of Agriculture) (Poland)
10:30 – 11:00	Coffee break
11:00 – 12:00	<u>Lecture</u> (45 min + 15 min discussion) Title: <i>"Food Product Development – didactic program for Faculty of Human Nutrition and Consumer Sciences students"</i> Speaker(s): Ewa Czerniecka-Skubina, Prof. & Danuta Kolożyn-Krajewska, Prof. (Agricultural University of Warsaw) (Poland)
12:00 – 13:00	<u>Lecture</u> (45 min + 15 min discussion)

	Title: <i>"Innovation and tradition the two basic instruments for competition of SME in the EU food market"</i> Speaker(s): Julian Briz, Prof. & Isabel de Felipe, Prof. (Polytechnic University of Madrid) (Spain)
13:00 – 14:00	Lunch break
From 14:00	Individual work (Computer lab available)
<b>Day 7</b>	<b>Tuesday, 11/07/2006; Venue: Cracow University of Agriculture (AR)</b>
9:00 – 9:30	<u>Welcome speech</u> Prof. Żmija, Rector of the Cracow University of Agriculture
9:00 – 10:00	<u>Presentation</u> (45 min + 15 min discussion) Title: <i>"Typical and new food product in agri-food industry in Italy"</i> Speaker(s): University of Bologna Team (Italy)
10:00 – 10:30	Coffee break
10:30 – 11:30	<u>Lecture</u> (45 min + 15 min discussion) Title: <i>Colour in Food Product Development</i> Speaker(s): Czapski, Prof. (Agricultural University of Poznań) (Poland)
11:30 – 12:30	<u>Lecture</u> (45 min + 15 min discussion) Title: <i>To be specified</i> Speaker(s): Ludvig Theuvsen, Prof. (University of Gethingen) (Germany)
12:30 – 13:30	Lunch break
From 15:00	Individual work (Computer lab available)
<b>Day 8</b>	<b>Wednesday, 12/07/2006; Venue: Cracow University College (KSW)</b>
9:00 – 9:30	<u>Welcome speech</u> Klemens Budzowski, Prof., Chancellor of the Cracow University College (KSW) Andrzej Łysak, Prof. (KSW & National Research Institute for Animal Production)
9:30 – 10:30	<u>Lecture</u> (45 min + 15 min discussion) Title: <i>"Nutraceutical and biomedical applications of eggs"</i> Speaker(s): Tadeusz Trziszka, Prof. (Agricultural University of Wrocław) (Poland)
10:30 – 11:00	Coffee break
11:00 – 12:00	<u>Lecture</u> (45 min + 15 min discussion) Title: <i>"New Institute of Food Technologists' Educational Standards and Their Implications for Teaching Food Product Development"</i> Speaker(s): Henryk Daun, Prof. (University of Rutgers) (USA)
12:00 – 13:00	<u>Press conference</u>
13:00 – 14:00	Lunch break
14:00 – 15:00	<u>Presentation</u> (60 min + 30 min discussion) Comparative study <sup>1</sup> by Team Leaders

<sup>1</sup> Participants will be requested to work on the materials prepared in their home countries, to produce common cross-country conclusions

<b>Day 9</b>	<b>Thursday, 13/07/2006; Venue: National Research Institute of Animal Production</b>
10:00 – 10:30	<u>Welcome speech</u> Jędrzej Krupiński, Prof., Director of the Institute Andrzej Łysak, Prof. (National Research Institute for Animal Production)
10:30 – 11:30	<u>Lecture</u> (45 min + 15 min discussion) Title: <i>"Heliculture – new direction in animal production"</i> Speaker(s): Andrzej Łysak, Prof. (Poland)
From 11:30	Visit to the Research Institute Heliculture Centre
<b>Day 10</b>	<b>Friday, 14/07/2006; Venue: Cracow University of Economics (AE)</b>
10:00 – 11:00	Management issues of the IP project – publishing of the book
11:00 – 12:00	Concluding, certificates, closing the Summer School
<b>END</b>	