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Danube Region Business Forum 2014



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Austrian Federal Economic Chamber

# INGLY

November 6/7 2014

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VALUE CHAINS IN THE FOOD INDUSTRY | DUAL EDUCATION | EU GRANTS  
B2B-MEETINGS | EXPO | EXCURSIONS



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# You are kindly invited

to the

## 4th Danube Region Business Forum

November 6/7, Vienna  
Austrian Federal Economic Chamber  
1045, Wiedner Hauptstrasse 63

**Dear Madam, dear Sir,**

**Meet** up to 500 participants and more than 50 speakers from the food production and food processing industry, as well as of the fields of safety, distribution, machinery, transport & logistics and services.

**Get informed** about the innovative dual education system within Europe, which is highly attractive for employers and most efficient to fight youth unemployment.

**Meet** your potential partners in individual B2B-talks, learn how to get fresh money from EU and participate in exclusive excursions to Austria's most innovative companies!

**Register now** and profit from this unique opportunity to connect with key decision makers from the Danube region countries:

Germany, Austria, Slovakia, Hungary, Serbia, Romania, Croatia, Bulgaria, Moldavia, Ukraine, Czech Republic, Slovenia, Bosnia-Herzegovina, Montenegro.

Kind regards,

Mag. Christian Gessl  
Austrian Federal Economic Chamber

**<http://drbf.converve.com>**

PS: There will be **no participation fee!** As places are limited, we recommend to register asap!

# PROGRAM

**Wednesday, November 5, 2014**

**L GET TOGETHER AND BRIEFING**

For speakers only. (Starting 6 pm, the venue will be announced in time)

**Thursday, November 6, 2014**

See the whole programm next page

## 1<sup>st</sup> Topic: VALUE CHAINS IN THE FOOD INDUSTRY

**6 core topics with high impact for your business in the food industry**

International speakers will give lectures and workshops on the following fields of subjects:

- A** The Future of Food Processing in the Danube Region
- B** Machinery in the Food Industry
- C** Sourcing for the Food Processing Industry
- D** Regional Cooperations/Regional Branding
- E** Distribution Channels in the Food Industry
- F** Transport & Logistics

**P 2<sup>nd</sup> Topic: DUAL EDUCATION**

Internationalisation of Dual-Track Vocational Training  
Escaping youth unemployment

**H 3<sup>rd</sup> Topic: EU GRANTS**

How to achieve EU Grants

**M PLENARY SESSIONS**

Welcome Addresses and Closing Remarks

## Additional: B2B-MEETINGS

Match with potential business partners!

Possibilities for bilateral meetings (parallel to the program)

<http://drbf.converve.com>

**Friday, November 7, 2014**

**S EXCURSIONS by Bus**

approx. 8.00 to 14.00

Food Industries: Excursions to three best practice companies near Vienna  
Education: Visit to vocational school / training company



**Thursday, November 6, 2014**

08.15 – 09.00 Registration and Welcome Coffee

**M1 | 09.00 – 09.45 Opening Session and Welcome Addresses**

09.45 – 10.15 Coffee Break

<b>A1   10.15 – 12.15</b> <b>Food Safety/Standards and Certifications</b>  Presentation Panel discussion	<b>B1   10.15 – 11.15</b> <b>Innovation and New Trends with Machinery for the Food Processing Industry</b>	<b>C1   10.15 – 11.15</b> <b>Subcontracting in the Food Processing Industry</b>	<b>P1   10.15 – 12.15</b> <b>Dual-Track Vocational Training – Escaping Youth Unemployment</b> 10.15 – 10.30 Reception 10.30 – 10.45 Key Note 10.45 – 12.15 Panel Discussion	<b>A</b> Future of Food Processing <b>B</b> Machinery in the Food Industry <b>C</b> Sourcing <b>D</b> Regional Cooperations/Branding <b>E</b> Distribution Channels <b>F</b> Transport & Logistics <b>P</b> Dual Education <b>H</b> EU Grants <b>S</b> Excursions <b>M</b> Opening/Closing Sessseins <b>L</b> Socialising
	<b>B2   11.15 – 12.15</b> <b>Innovation and New Trends with Food Packaging Machinery</b>	<b>C2   11.15 – 12.15</b> <b>Biologic and Organic Farming</b>		

12.15 – 14.00 Lunch Break

<b>A2   14.00 – 16.00</b> <b>Safe Value Chains from Farm to Consumer – Creating Value for Agriculture &amp; Processing in the Danube Region</b>  Presentation Best Practice	<b>A4   14.00 – 15.00</b> <b>Challenges for the Food Processing Industry</b>	<b>D1   14.00 – 15.00</b> <b>Regional Co-Operations</b>	<b>P2   14.00 – 16.00</b> <b>Workshop on "Internationalisation of Vocational Education and Training (VET)"</b>	<b>H1   14.00 – 16.00</b> <b>Fresh Capital in the Danube Region</b> Practical Guidance for achieving EU Grants  EU Funding in Romania, specializing in the Food Processing, Agriculture and renewable Energy
	<b>E1   15.00 – 16.00</b> <b>Challenges in F&amp;B-Distribution</b>	<b>D2   15.00 – 16.00</b> <b>Regional Branding</b>		

16.00 – 16.30 Coffee Break

<b>A3   16.30 – 17.30</b> <b>Safe Value Chains from Farm to Consumer Discussion</b>	<b>A6   16.30 – 17.30</b> <b>Renewable Energy from Agricultural Residues in the Danube Region</b>	<b>F1   16.30 – 18.30</b> <b>Logistic and Supply Chain Design in the Danube Region and Russia</b>
<b>A5   17.30 – 18.30</b> <b>Innovations in the Food Processing Industry</b>	<b>E2   17.30 – 18.30</b> <b>Omni Channeling and Distribution Channels of the Future</b>	

**Meet your partners !**

During the whole day you have the opportunity to meet potential partners in individual B2B-talks.

Match with potential partners you are interested in: <http://drbf.converve.com>

**Expo**

During the whole day you are kindly invited to visit the expo: Partners of the Danube Region present their products and services !

**M2 | 18.30 – 19.00 Closing Remarks**  
 Discussion with the Audience, Questions & Answers

**L2 | 19.30 Danube Region Evening at a Viennese Wine-Tavern**

**Friday, November 7, 2014**

**S1-4 | 08.00 – 14.00 Excursions by Bus**  
 Food Industry/Education

**Thursday, November 6, 2014**

## VALUE CHAINS IN THE FOOD INDUSTRY

### **M** OPENING SESSION AND WELCOME ADDRESSES

M1 | 09.00 – 09.45 Dr. Christoph Leitl, President of the Austrian Federal Economic Chamber,  
Representatives of the European Commission and Danube Region Countries

### **A** THE FUTURE OF FOOD PROCESSING IN THE DANUBE REGION

#### A1: 10.15 – 12.15 **Food Safety/Standards and Certifications**

The Investor's Perspective: How Improved Standards lead to Growth in the Danube Accession and Neighbourhood Countries

#### **Overview of the Investment Sector in Agribusiness**

Mary Lystad, Principle Investment Officer, IFC Investment Lead for the Balkans in the Agribusiness Sector

#### **Upgrading Food Standards, Improving Competitiveness**

Sarah Ockman, Program Lead, Agribusiness Standards Advisory in Eastern Europe and Central Asia

#### **Panel discussion –**

#### **Stories from the Source: Companies share their Experiences**

Martin Hiller, eep, International Secretariat, Austria

Boris Mecak, Director, Neoplanta, Serbia

Goran Vrhovac, Director, Mladegs Pak Ltd., Bosnia and Herzegovina

Vladimir Zavedevsky, Director, Hals, Ukraine

moderated by Patrick Luternauer, Manager, Sustainable Business Advisory IFC Europe and Central Asia, Moscow, Russian Federation

#### A2: 14.00 – 16.00 **Safe Value Chains from Farm to Consumer – Creating Value for Agriculture & Processing in the Danube Region**

hosted by Danube Soya – Association for the Promotion of European Protein Soya Production  
Danube Soya provides added value for the European Agriculture. In this workshop the main principle and the functioning of Danube Soya, as well as the general conditions of international soya cultivation and possibilities for labelling of quality products, will be introduced.

Part I: **The International Soya Market and its Future. Chances for the Danube Region**  
The European Union seeks to establish a European Protein Strategy. Danube Soya is an essential part of this, as it promotes European soya cultivation, labelling and numerous projects for soya with its quality label. Especially farmers from the Danube Region are going to benefit from the certification. Above all the project provides chances for the entire value-added chain in the Danube Region. Last but not least, consumers benefit from the reliable labelling of products in the vegetable and the meat product segment.

Ursula Bittner, Danube Soya

Dragos Dima, Danube Soya

Ernst Gauhs, Raiffeisen Ware Austria

## Part II

**GMO-free Labelling in Europe**

Individual differences in the EU Member states, the use of rapid tests for diagnostic solution for the food and feed industry and the quality management of brand products provided by an oil mill. Furthermore innovations in the soya processing in the areas food and feed will be presented.

Helmut Gaugitsch, Federal Environmental Agency (Umweltbundesamt)

Natasa Pucar, Bimal

Julia Plieschnig, RomerLabs

Bernhard Monschein, MH Agrarhandel

Christoph Gollowitzer, Landgarten

A3: 16.30 – 17.30

**Discussion**

The podium discussion serves as open discussion and as an opportunity to answer various questions. Speakers of the first two parts will take place in this session as well.

A4: 14.00 – 15.00

**Challenges for the Food Processing Industry**

As an answer to the demands of the concentrated retail store chains, the food processing sector has been changing its product portfolio continuously. The ever growing distance between the producers and consumers in time and in location, creates new challenges for the market players. The new technological methods that the food processing industry is applying in order to face these challenges, have been criticized heavily by various NGO and the media. Various ingredients used in food products nowadays are blamed by these organizations for causing a series of health problems. Some governments have already taken steps in this direction (fat tax, sugar tax, bans of some products etc.).

What is the response of the industry to this sensitive issue? Is there a proper answer for the challenges we are facing?

Tamás Éder, President of the Hungarian Food Industries, Deputy President of the Hungarian Chamber of Agriculture, Director PR and Company Relations, Fa. Bonafarm Zrt

A5: 17.30 – 18.30

**Innovations in the Food Processing Industry**

Quality and Safety of Slovakian Products – Emphasis on Regional Food Products.

Pavol Konstiak, President of the Union of Trade and Tourism of the Slovak Republic and CEO of Konrad spol. s. r. o. (tba)

Jarmila Halgasova, President, Slovak Food Chamber (tba)

Representative of the Ministry of Agricultural and Rural Development of the Slovak Republic

Representative of the Slovak Agricultural and Food Chamber (tba)

Erwin Horvath, CEO, Rajo a.s. (tba)

- A6: 16.30 – 17.30 **Renewable Energy from Agricultural Residues in the Danube Region**  
In this presentation you will get informed about the use of agro-biomass (straw) in biomass plants in the food industry as a replacement for fossil fuels (gas, heavy oil). The advantages: lower energy costs, the replacement of fossil fuels with renewable fuels (Greening), the valorisation of currently unused residues (straw) as fuel. Regional value added: job security in rural areas, etc.  
Hermann Wieser, Wieser Consult GmbH, Austria

## **B** MACHINERY IN THE FOOD INDUSTRY

- B1: 10.15 – 11.15 **Innovation and New Trends with Machinery for the Food Processing Industry**  
The technical based session will give an overview about recent trends in the food machine technology. Here you will learn more about up to date production systems ensuring highest quality products and energy-efficient production.  
Association of Machinery and Metalwork Industries, Austrian Federal Economic Chamber (tba)
- B2: 11.15 – 12.15 **Innovation and New Trends with Food Packaging Machinery**  
Consumers demand fresh and healthy looking products. Experts in the field of packaging will demonstrate how packaging can influence the consumers buying behaviours and make their sales more efficient.  
Association of Machinery and Metalwork Industries, Austrian Federal Economic Chamber (tba)

## **C** SOURCING FOR THE FOOD PROCESSING INDUSTRY

- C1: 10.15 – 11.15 **Subcontracting in the Food Processing Industry**  
Subcontracting in the Danube Region and CEI countries is an important issue. It can give access to markets usually closed for imports. Using the example of Belarus Subcontracting can give easier access to the Euro-Asian Economic Zone.
- Legal and customs aspect of the processing in Belarus
  - Belarus as a processing and production site within customs union
  - Legal and tax Incentives for production in Belarus
- Pavel Pankratov, Brand & Partner, Belarus  
Ulf Schneider, Manager Partner of Belarus Consulting, Representative Office of GCG Germany Consulting GmbH, Belarus (tba)  
Company Servolux (tba)

**C2: 11.15 – 12.15    Biologic and Organic Farming**

Assessment of current Situation, Prospects and Potential of Serbia in Organic Farming

- Organic Farming Policies (Legislation and Standards)
- Key Institutions and Educational System of Organic Farming in Serbia
- Economics of Organic Farming in Serbia
- Statistics and Potentials
- Risk of chemicals and pesticides residues
- Processing of Organic Food Products

The assessment will be followed by a discussion.

Nada Miskovic, President National Association of Organic Farming in Serbia – Serbia Organica, President of Organic Group within Serbian Chamber of Commerce.

**D REGIONAL COOPERATION/BRANDING**
**D1: 14.00-15.00    Regional Co-Operations**

How can regional co-operations help the food processing industry and the farmers? Should co-operatives be re-introduced in certain Danube Region Countries? Can regional co-operations give easier access to new markets?

**D2: 15.00-16.00    Regional Branding**

Some Danube Region Brands are still quite unknown. Can regional branding help to get better access to new markets? Can regional branding help to create awareness? A special focus will be laid on the communication of quality and certificates.

**E DISTRIBUTION CHANNELS IN THE FOOD INDUSTRY**
**E1: 15.00 -16.00    Challenges in F&B Distribution**

Considering the structural Changes in the Retail Markets of CEE/SEE

Vladimir Chirikov, Manager Market Intelligence, ICAP Bulgaria EAD

**E2: 17.30 -18.30    Omni Channeling and Distribution Channels of the Future**

How will new media change distribution? How will companies answer to new competitors? Solutions for the Danube Region and its food processing industry have to be found.

**F TRANSPORT and LOGISTICS**
**F1: 16.30 -18.30    Logistic and Supply Chain Design in the Danube Region and Russia**

Design of logistics and supply chains will be discussed with a focus on the specific regional strategies of the Danube Region Countries with its roughly 90 million consumers. The regional chains and hubs will be put in relation to a global view on logistics and supply chain designs.

Dr. Ernst Schmied, Supply Chain Logistics Group (SCLG)



## **P DUAL EDUCATION**

P1: 10.15 – 12.15 **Panel Discussion**

10.15 – 10.30

### **Reception**

Dr. Walter Koren,  
Director General, Advantage Austria, Austrian Federal Economic Chamber  
Prof. Dr. Michael Landertshammer,  
Director Educational Department, Austrian Federal Economic Chamber

10.30 – 10.45

### **Key Note**

Dr. Christoph Leitl, President of the Austrian Economic Chamber

10.45 – 12.15

### **Panel Discussion**

#### **Dual-Track Vocational Training – Escaping Youth Unemployment**

**Moderation:**

Mag. Sandra Baierl, Educational journalist „Kurier“

- SC Dr. Matthias Tschirf,  
Representative of the Federal Ministry of Science, Research and Economy
- Representative of the European Commission  
(DG Employment or DG Education)
- Jaroslav Holecek,  
President of the Automotive Industry Association of the Slovak Republic
- Jörg Schielin, Director Spar Academy, Vienna
- Mag. Kurt Schmid, Institute for Research on Qualification and Training of the  
Austrian Economy (ibw)

**Closing Remarks:**

Martha Schultz, Vice President Austrian Economic Chamber and Eurochambres

P2: 14.00 – 16.00

### **Workshop on “Internationalisation of Vocational Education and Training (VET)”**

In this workshop solutions for easier transfer of best practice elements from Austria and Germany will be discussed.

## **H EU GRANTS**

H1: 14.00 – 16.00

### **Fresh Capital in Danube Region**

#### **Practical Guidance for Achieving EU Grants**

Christian Rebernig, PNO CFF, Consultant

#### **EU Funding in Romania, Specializing in the Food Processing, Agriculture and Renewable Energy**

Hermann Wieser, Wieser Consult GmbH

## **M CLOSING REMARKS**

M2: 18.30 – 19.00

### **Discussion with the Audience, Questions & Answers**

## **L SOCIALISING**

L1: 19.30

### **Viennese Wine Tavern**

(Departure 19.10)



## MEETINGS

9.00 – 19.00      **Match with potential business partners!**  
(parallel to main program)  
Possibilities for bilateral meetings  
**Registration: <http://drbf.converve.com>**

## BREAKS

09.45 – 10.15      Coffee Break  
12.15 – 14.00      Lunch Break  
16.00 – 16.30      Coffee Break

## Friday, November 7, 2014

### **S** EXCURSIONS

08.00-14.00      **Visits at Best Practise Companies (tba)**  
S1:                "Agriculture"  
S2:                "Food Processing"  
S3:                "Organic"  
S4:                "Education"

# Facts & Figures

## 4th Danube Region Business Forum

Value Chains in the Food Industry | Dual Education | EU Grants |  
B2B-Meetings | Expo | Excursions

Organized by	Austrian Federal Economic Chamber 1045 Vienna, Wiedner Hauptstrasse 63
Phone	+43 5 90 900 4325
Mail	ausseiwirtschaft.danubebusinessforum@wko.at
Date	November 6/7 2014
Location	1045 Vienna, Wiedner Hauptstrasse 63
Participation	free entrance
Registration	needed! <a href="http://drbf.converve.com">http://drbf.converve.com</a>

### Who should attend?

- Heads of Companies, Delegates or Representatives of the Danube Region Countries
- Food & Beverage Industry
- Food Processing Machinery
- Transport & Logistics
- Marketing & Communication
- Service Industry
- Sciences
- Education/Employment