

CONFERENCE PROGRAMME
Organic Marketing Forum 2014
 01 – 02 June 2014, MT Polska, Warsaw, Poland



Sunday, 1 st June 2014		
Interactive workshops on selling, advertisement and branding strategies for the organic sector		
	Workshops Languages: Polish/English	National Workshops Language: Polish
13:30	Social media and blog as a communication tool for the organic sector <i>Anita Wojtaś-Jakubowska</i> , Think Kong Agency, Poland	Training for organic food shops and health food stores I <i>Paulina Jonczynski</i> , Germany Multiplicator, free lecturer, former organic shop owner
14.00	Online Marketing for organic products: SEO, AdWords and other google advertisement tools <i>Marcin Kordowski</i> , System3, Poland	
14:30	Coffee break	
15.00	Strategies for marketing in media How to become more visible on the organic market by working with media Czech Republic: <i>Otakar Jiranek</i> , Country Life, s. r. o. Poland: <i>Monika Styczek</i> , Biokurier	Training for organic food shops and health food stores II <i>Paulina Jonczynski</i> , Germany Multiplicator, free lecturer, former organic shop owner
16.00	Slovenja: <i>Andrej Čretnik</i> , Mediacor d.o.o	
16.20	Organic Markets of Eastern European countries, Caucasus and Central Asia <i>Eugene Milovanov</i> , Organic Federation of Ukraine, Ukraine	Branding strategy for organic products <i>Dolores Greń</i> , Poland Business consultant, owner of Parma- advertising agency specializes in health & beauty marketing
16.50	Organic Seeds and Plant Breeding: Fairbreeding – Retailers financially support organic breeding <i>Bernhard Jansen</i> EkoConnect, Germany	Organic cosmetics workshop Honest marketing strategy of the renown French organic cosmetics brand ekia <i>Elżbieta Rogalewicz</i> Eko Profit, Trading & Consulting Company, Poland
17.30	End of the first day conference	

19.00 Evening Get Together with organic buffet in a restaurant downtown Warsaw: Restauracja Lanse Plac Konstytucji 1, Warszawa (separate registration necessary)

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Organic
Marketing
Forum ●

Monday, 2nd June 2014

	Presentations Languages: English, Polish, Russian	Workshops Languages: English
8:30	Words of greetings to conference Organiser and Partners	
9:00	<p>The proposed new EU Regulation on organic agriculture - what it means for processors and traders of organic food <i>René L'Her</i>, Organic Farming Unit, European Commission, Brussels</p>	<p>Development and entrance strategies for the Russian organic market <i>Ilya Kaletkin</i>, Arivera Ltd., organic wholesaler, Russia</p>
9:30	<p>The new EC Regulation - the view of market players <i>Markus Jehle</i>, Töpfer GmbH, Germany</p>	<p>Factors for successful East-West cooperation in commodity trading Introductory statements: <i>Christian Treffler</i>, Granosa, Switzerland <i>Holger Reising</i>, Ecoco, Germany <i>Stefan Daniel</i>, Grains Trading Company, Romania <i>Polina Popova</i>, ED Organics, The Netherlands</p>
10:00	<p>The new EC regulation - the view of sector representatives <i>Marco Schlüter</i>, IFOAM EU Group, Brussels</p>	
10:30	Coffee break	
11:00	<p>Perspectives for entering the strongly growing French organic market <i>Nicolas Bertrand</i>, Organics Cluster France (Membership & Networking organisation for organic companies in Rhône-Alpes region)</p>	<p>Wholesaler workshop: what kind of cooperation is possible within and between countries? Introductory statements: <i>Daniel Novak</i>, Mediline, Hungary <i>Ilya Kaletkin</i>, Arivera, Russia <i>Lenka Suverikova</i>, Pro-Bio s.r., Czech Republic</p>
11:25	<p>The marketing approach behind Harmonica, a leading Bulgarian organic foods brand <i>Lubomir Nokov</i>, BioBulgaria, producer, trader, Bulgaria</p>	
11:50	<p>Experience of brand launch in young Ukrainian organic market - Ecorod <i>Andriy Olefirenko</i>, Organic Original, Ukraine</p>	<p>How to enter European Organic Food Markets Introductory statements: <i>Michal Kapica</i>, Smak Natury, Poland <i>Otokar Jiranek</i>, Country Life, CZ <i>Nicolas Bertrand</i>, Organics Cluster, France</p>
12:10	<p>Discussion: Trading with Ukraine nowadays</p>	
12:30	End of the Organic Marketing Forum Conference	

13:30 to 19:30: **Excursion to organic companies in the Warsaw area** (separate registration necessary)

The programme is subject to changes.