



Intermarketing & Consulting

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**International Trade Fair for Agriculture, Food Industry and Packaging**  
**6th – 10th of May, 2009, 15th Edition**  
**Cluj - Napoca, Expo Transilvania Exhibition Centre**

## EVENT AGENDA

**6th of May, 2009, 11 am**

### OFFICIAL OPENING

*Premises:* Conference Room,  
Expo Transylvania Exhibition Centre

### CONFERENCES

*Premises:* Conference Room, Expo Transylvania Exhibition Centre

### WEDNESDAY, 6th of May, 2009 – 1 pm – 4 pm

#### **THE FARMING OF FUTURE close to natural models**

Alternative inputs and technologies. Ways to avoid the economic crisis in agriculture.

**Chair:** PhD Professor, Eng. Mihai BERCA

**Special guest speaker:** Mr. Maciej KRZYSZTOFOWICZ – European Commission – DG Agri

#### **THE ROMANIAN VILLAGE – present and future**

- Accessing European funds on various measures taken in the field;
- The impact of the global crisis on farming: solutions for overcoming the crisis;
- Administrative aspects on farms and associations in the field;
- Issues pertaining to local governmental administrations;
- Integrating the youth in rural areas;
- Health and education in Romanian villages;
- The role of town halls in the development of the farming sector, traditional crafts, the promotion of culture within villages, etc.

**Organizers:** "Lumea Satului" Magazine, Radio Antena Satelor Bucharest, in a joint collaboration with the Association of Communes in Romania - ACoR, respectively the ACoR Cluj, with the support of Cluj County Council

**Chair:** Ion BANU - Director – Editor in Chief of "Lumea Satului" Magazine

**Guest speakers:** specialists and representatives of Cluj County Council, the Romanian Ministry of Agriculture, Forestry and Rural Development, the Romanian Ministry of SMEs, the Romanian Ministry of Health and Family, the Romanian Ministry of Labour and Social Solidarity, the Romanian Ministry of Environment, the Romanian Ministry of Administration and Interior, the Romanian Ministry of Education, Culture and Innovation, the Romanian Ministry of Culture, Cults and National Patrimony.



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### **THURSDAY, 7th of May, 2009, 10:30 am – 12 pm**

#### **ORGANIC FARMING PRODUCTION IN THE EUROPEAN UNION** **Perspectives for producers and processors in Romania**

*Organizer:* European Commission – Directorate General for Agriculture and Rural Development  
*In collaboration with:* the Romanian Ministry of Agriculture, Forestry and Rural Development  
BIOTERRA – the Association of Biofarmers Romania  
BIO ROMANIA – the Association of Organic Farming Operators in Romania

- 10:30** **Welcome speech**
- 10:40 - 11:05** **New Trends in Organic Farming and the European Union Promotion Campaign for Organic Farming**  
*Experts:*  
**Carmen CALVERLEY** – National expert, Unit for Organic Farming within DG Agriculture and Rural Development, European Commission  
**Almuth KLINK** – PR Project Manager, Media Consulta
- 11:05 - 11:25** **Discover Organic Food Processed in Romania**  
*Expert:*  
**Eng. Teodora ALDESCU, PhD** - Counsellor, Dpt for Organic Farming within the Direction for Research, Quality in Production and Organic Farming, the Romanian Ministry of Agriculture, Forestry and Rural Development
- 11:25 - 11:45** **The Evolution of the Organic Farming Sector in Transylvania**  
*Expert:*  
**Cornel MAN, PhD Professor** - President of BIOTERRA, the Association of Biofarmers in Romania
- 11:45 - 12:00** **Q&A**



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### THURSDAY, 7th of May, 2009, 2 pm

#### Meeting of students from universities in Cluj - Napoca and representatives of the European Commission

**Organizer:** European Commission – Directorate General for Agriculture and Rural Development

- The EU Institutions – Overview  
*Speaker: Rosa NUNES dos SANTOS*
- The Common Agricultural Policy (CAP) – reforms and perspectives  
*Speaker: Maciej KRZYSZTOFOWICZ*
- Farm Sector in the EU – short and medium-term perspectives  
*Speaker: Pierre BASCOU*

### FRIDAY, 8th of May, 2009, 2:30 pm – 4:30 pm

#### RURAL DEVELOPMENT

**Organizer:** European Commission – Directorate General for Agriculture and Rural Development  
**In collaboration with:** the Romanian Ministry of Agriculture, Forestry and Rural Development

- 14:30 - 14:55**      **Why does the EU have a Rural Development Policy?**  
*Speaker: Mihail DUMITRU, European Commission*
- 14:55 - 15:25**      **National Rural Development Programme (NRDP)**  
*Speaker: Viviana VASILE, CEO, Managing Authority*
- 15:25 - 15:40**      **Case Study: Complying with Standards – the Role of the Rural Development Policy.**  
*Speaker: Zélie PEPPIETTE, European Commission*
- 15:40 - 16:10**      **Farm Accountancy Data Network (FADN) – A Valuable Tool for Farmers**  
*Speaker: Rainer MEYER, the German Federal Ministry of Food, Agriculture and Consumer Protection*
- 16:10 - 16:30**      **Q&A**



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**SATURDAY, 9th of May, 2009, 10:30 am – 12:30 pm**

**CURRENT SITUATION AND FUTURE PERSPECTIVES ON BULL BREEDING**

*Organizer:* GLOBAL DISTRIBUTION GROUP

**SATURDAY, 9th of May, 2009, 2 pm – 5 pm**

**ROLE OF LOCAL ADMINISTRATION IN THE DEVELOPMENT OF THE FARMING SECTOR**

*Organizer:* PIATA AGRICOLĂ (*The Farming Market*)

*Chair:* Cătălin VISCHI, Editor in Chief of PIAȚA agricolă

- **The Importance of Communication in Rural Areas During the Crisis – presentation from PIATA agricolă**  
*Speaker:* **Catalin VISCHI**, Editor in Chief of PIAȚA agricolă
- **The Role of Farming Chambers in the Public – Private Partnership between Local Administrations and Farmers' Associations**  
*Speaker:* **Claudiu FRANC**, PhD, Vice-President of the National Federation of Bovine Breeders
- **Partnership Models for Biogas-related Businesses**  
*Speakers:* **Thomas KRASSNITZER, PhD**  
**Dragos APOSTOL**  
**Hermann WIESER**
- **The Importance of Local Action Groups and the LEADER Programme – Model Mara - Gutin**  
*Speaker:* **Edit POP**, President of Ecologic Association
- **Technical Solutions for Romanian Animal Husbandry Farms**  
*Speaker:* **Stefan PUIU**, CEO, S&E Puiu Impex SRL, Representative of Schauer

**FRIDAY, 8th of May, 2009, 10 am**

**AGROJOB - JOB FAIR**

for students, agronomist and veterinary graduates

*Organizer :* The University of Agricultural Sciences and Veterinary Medicine in Cluj – Napoca

*Premises:* Conference Room, Expo Transylvania Exhibition Centre