

Introduction into BIO Health world April the 5th 2008

Conference Program

10:00-10:15- Cristian Onetiu- CEO Life Care Corp.- first Romanian Bio company

Event introduction- The importance of being bio!

10:15-11:00- Ralph Liebing- CEO ORA- Organic Retailers Associations, internationally working Marketing Expert & Advisor from Vienna/Austria, over 25 years of experience with the Organic Movement

*Introduction into the Organic World
Why Organic?*

- What are the most important aspects of Organic? What are the benefits of Organic?
 - personal
 - in general

How to recognize organic from non-organic?

- How could the Romanian organic market develop?
 - What does it need for success?
- Some market figures of Europe & the World

11:00- 11:15 Coffee Break

11:15-12:00 -Elisabeth Avakian-Reuter- German Expert & Advisor in Organic Food Retailing, Specialist in Organic Retail Training, long-time experience in CEE-countries (Poland, CZ, Latvia, Hungary)

The principles of organic agriculture

- The principle of health
- The principle of ecology
- The principle of fairness
- The principle of care

Arguments for the prices of the goods

Aspects of health

The assortment of goods at BIO Markt Romania

12:00-12:15 *Coffee Break*

12:15- 13:00- Rosemarie Zehetgruber- Austrian Nutritionist with special Know-How & Experience in Organic Food; Expert & Advisor for Organic Food in Communal Kitchens, Schools & Restaurants/Hotels

Quality of organic food - nutritional and ecological aspects

13:00 Final Snacks