

ORGANIC MARKETS: PLENARY

Friday, June 20th

9.00 – 10.45 am

Organizer: CCPB – Co-operative Society for the Control of Organic Products.

Coordinator: Fabrizio Piva

Location: Chamber of Commerce, via Ganaceto 34 - Modena

Room: Sala Leonelli

Language: English

Simultaneous translation available: Italian

9.00 - 9.10	Introduction and moderation <i>Katherine DiMatteo</i>
9.10 - 9.20	<i>Helga Willer</i> , World Statistics
9.20 - 9.40	<i>Ong Kung Wai</i> - <i>Ifoam Norm Management Committee chair</i> , An Entangling Web: overview on world organic regulations and standards (incl. PGS).
9.40 - 10.00	<i>Wolfgang Sachs</i> - <i>Wuppertal Institute</i> , Slow Trade – Sound Farming
10.00 - 10.15	<i>Jan Kees Vis</i> - <i>Unilever</i> , Organic market experiences and challenges from a world corporation viewpoint (to be confirmed)
10.15 - 10.30	<i>John Petersen</i> , Farmer John experience
10.30 - 10.45	<i>Daniele Giovannucci</i> – <i>International Trade Conference</i> , New 'Local': Lessons of Geographical Indications and Organics