

THEME AND BACKGROUND

Overall improvement of the quality of agri-food products is a strategic task for agriculture and rural economic development and has become a policy priority. The key words when talking about agriculture and food products are *quality* and *safety*. In this respect, Europe has drastically reformed its Agriculture Policy with the aim of guaranteeing quality and sustainability of production, and safety for consumers.

Under the pressure of increasing international and EU demand for safe, high-quality and environmentally-friendly food products, and a domestic push for safer food, developing countries also are starting to open the doors to new concepts such as EU organic and geographical indication foods.

The strategic importance of marketing and trading issues and the key role played by unique food products value enhancement, food quality, food safety and environmental-friendly practices in an increasingly globalised market have stimulated co-operation activities between European and foreign partners and institutional initiatives like International Projects (e.g. programmes funded by the EuropeAid co-operation office, INCO initiatives within the 6th Framework Programme, etc.).

The marketing of quality food products generates important opportunities for increasing relationships among Europe and the other countries, both on the export and import side. These opportunities – along with the related exploitation of the opportunities created by growing world trade flows and growing markets for organic and quality food – have increased the need of specific competencies and skills in the marketing and trading of food products having specific features.

In this respect, the adoption of food value enhancement tools (such as EU food quality marks and regulations, or Thailand's OTOP initiative) might play a key role, because they can help both in guaranteeing food safety and quality and in promoting traditional food specialities, stimulating the development of rural areas and local markets (locality/ traditional/geographical indication food specialities). The adoption of common food value enhancement tools enlarges the scope of food supply networks in international markets and affects consumers' confidence and willingness-to-pay.

OBJECTIVES

The seminar will discuss and analyse a broad range of research issues in the fields of marketing, trade, and sustainable development that are raised by the global commerce of Quality Food Products (QFP) between different regional markets (e.g. EU-Asia). Focal areas include: organic food, local and traditional food specialities, functional foods, branding of quality food, food complying with religious dietary prescriptions, and intellectual property rights protection issues, all seen in an international perspective. The scope of the seminar does not

include issues related to commodities, that is, non-differentiated goods.

TOPICS

Topics related to marketing and trade of quality food products (e.g. organic, unique, functional, etc.) in an international perspective may be eligible for a contribution. Examples of specific aspects that may be taken into consideration are the following:

- Development of international trade of organic food
- Tourism, immigration, global communications and their effect on trade of QFP
- Impact of sanitary and phytosanitary regulations on QFP trade
- Intellectual property rights, WTO, and QFP
- Role of SMEs in the development of QFP markets
- Role of geographical indications in trade of QFP
- Diffusion of geographical indication policies and schemes in non EU Countries
- Marketing implications of regulatory frameworks in a global QFP market
- Impact of relationships management, strategic alliances and strategic networks linking distribution channels for QFP international marketing
- Development of quality oriented distribution channels and QFP supply chain management
- Quality assurance and certification for foreign QFP
- Foreign country-of-origin and area-of-origin effect
- Consumer acceptance and willingness to pay for foreign QFP
- Impact of international markets for quality/organic products on local markets
- Impact of production of differentiated and value-enhanced goods in local communities
- Impact of global trade of QFP on Rural Development.

Any other topic involving international marketing and trade related issues for QFP may be taken into consideration.

CALL FOR PAPERS

The seminar invites an international scientific audience from agri-food marketing, business management, economics and trade and any other scientific field with interest in the subject to participate in discussions on this challenging topic.

The seminar will be based on **contributed papers** in plenary and parallel sessions, plus a **poster papers** session, if necessary.

Participants who intend to contribute a paper are requested to send a two-page extended abstract of no more than 9,000 characters in English by November 26, 2006 to eaae.bologna@gmail.com.

The abstract must clearly describe objectives, methodology and expected/achieved results. Authors of accepted abstracts will be notified by December 17, 2006. Full papers and posters are due by February 18, 2007. They will be published in the seminar **proceedings CD-ROM**.

A selection of papers will be considered for further publication in a journal or an edited book.

LOCATION, LANGUAGE AND DATES

Bologna, also called "la dotta" ("the learned"), is the city where the first University in Europe was founded. It is renowned for its cultural and social liveliness.

Bologna is also called "la grassa" ("the fat") because of its world-famous rich cuisine, and "la rossa" ("the red") due to its abundance of red brick and marble buildings. The city lies at the foot of the Apennine hills and it is one of the best-preserved Medieval cities in Europe, as its towers show. The cityscape is further enriched by elegant and extensive arcades (or porticoes), for which the city is famous.

The seminar will be held at the Faculty of Agriculture of Bologna, and the accommodation will be provided by a Hotel located at walking distance (about 600 meters), where a number of rooms are available at a modest price. Additional rooms are available in nearby city hotels.

The Department of Agricultural Economics and Engineering (DEI-Agra) of the Alma Mater Studiorum-University of Bologna, is committed in research related to agri-food marketing, food safety and food security, food quality and traceability, multifunctional agriculture and food consumer behaviour. **The seminar is organised in the framework of the activities foreseen by the BEAN-QUORUM project (TH/Asia-Link/006) funded by the European Union.**

The 2-day seminar will last from Thursday, March 8, 2007 at 9:30, until about 17:00 of Friday, March 9, 2007. Post-conference activities and tours will be offered on Saturday, March 10, depending on request. The official language of the seminar will be **English**.

ORGANISATION

Local organisation committee:

The seminar will be organised at the Department of Agricultural Economics and Agricultural Engineering, Alma Mater Studiorum-University of Bologna, Italy, by:

Maurizio Canavari (Chair), Aldo Bertazzoli, Alessandra Castellini, Rino Ghelfi, Claudio Malagoli, Carlo Pirazzoli, Alessandro Ragazzoni, Domenico Regazzi, Andrea Segrè, Roberta Spadoni, Luigi Vannini, Davide Viaggi.

International scientific committee:

- Paolo De Castro (Ministry of Agriculture, Italy)
- Prabhu Pingali (UN Food and Agriculture Organization)
- Lee Ann Jackson (World Trade Organization)
- Walter Schiebel (University for Natural Resources and Applied Life Sciences, Austria)
- Bill Slee (Macaulay Institute, UK)

- Lionel Hubbard (University of Newcastle-upon-Tyne, UK)
- Gerhard Schiefer (University of Bonn, Germany)
- Harald von Witzke (Humboldt University Berlin, Germany)
- Julian Briz (Polytechnic University Madrid, Spain)
- Konstadinos Mattas (Aristotle University of Thessaloniki, Greece)
- Terhi Latvala (Pellervo Economic Research Institute, Finland)
- Eugenia Serova (Institute for the Economy in Transition, Russia)
- Sedef Akgüngör (Dokuz Eylül Üniversitesi, Turkey)
- Ponniah Anandajayaskeram (International Food Policy Research Institute, Ethiopia)
- Willis Oluoch-Kosura (African Economic Research Consortium, Kenya)
- Chen Tong (Xinjiang Agricultural University, China)
- Zhang Lubiao (Chinese Academy of Agricultural Sciences, China)
- Masaru Kagatsume (Kyoto University, Japan)
- Bundit Anurugsa (Thammasat University, Thailand)
- Riccardo Scarpa (The University of Waikato, New Zealand)
- Robert P. King (University of Minnesota, USA)
- Rodolfo M. Nayga, jr. (Texas A&M University, USA)
- Ellen Goddard (University of Alberta, Canada)
- Decio Zylbersztajn (Universidade de São Paulo, Brazil)
- Elsa Rodríguez (Universidad Nacional de Mar del Plata, Argentina)

REGISTRATION

To ensure accommodation at the Hotel near the conference location, pre-registration is kindly requested before December 27, 2006. The deadline for early bird registration is February 4, 2007. Pre-registration and registration forms will be available at the seminar website.

PARTICIPATION FEE

Early bird registration: 250 Euro for EAAE members, 290 Euro for non EAAE members. Late registration (after February 4, 2007): 330 Euro for EAAE members, 370 Euro for non EAAE members. This covers registration fee, refreshments, lunches and one dinner during the seminar, and a copy of the conference proceedings CD-ROM (accommodation is not included).

IMPORTANT DATES

Abstract submission:	November 26, 2006
Notification of acceptance:	December 17, 2006
Pre-registration	December 27, 2006
Early bird registration:	February 4, 2007
Full paper submission:	February 18, 2007

CONTACT

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DEPARTMENT OF
AGRICULTURAL ECONOMICS AND ENGINEERING
ALMA MATER STUDIORUM - UNIVERSITY OF BOLOGNA

Call for Papers

105TH SEMINAR OF THE
EUROPEAN ASSOCIATION OF AGRICULTURAL ECONOMISTS (EAAE)

International Marketing and International Trade of Quality Food Products

MARCH 8-10, 2007, BOLOGNA, ITALY

The International Seminar is an event promoted by the BEAN-QUORUM project



Building a Euro-Asian
Network for Quality,
Organic,
and Unique food
Marketing

Project funded by



TH/Asia Link/006

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