

**8<sup>th</sup> International Conference of Producer  
Organisations for fruit and vegetables – ICOP 2013**



**Date: October 15<sup>th</sup> - 16<sup>th</sup> 2013**

**Venue: Madrid, Spain**



# ICOP 2013 agenda

(Changes may occur)

## Optional evening programme

time	Evening October 14 <sup>th</sup> , 2013	Organisation
17.00	Visit of Mercado San Antón C/Augusto Figueroa, 24, 28004 Madrid	Portugal fresh & gfa-consulting
20.00	"Madrid by night" tour by bus (optional)	gfa-consulting (AT)
22.00	End of the tour	



## Official programme of ICOP 2013: (provisional titles)

Time	1 <sup>st</sup> Day – October 15 <sup>th</sup> , 2013	Speaker
09.30	Registration	<i>gfa (AT)</i>
10.00	Welcome speech Introduction	Chairman Hans van Es, DPA (NL) Jorge Brotons, FEPEX (ESP) Wolfgang Braunstein, gfa-consulting (AT)
	<b>CMO Challenges after 2013</b>	
10.15	Statement Copa-Cogeca	Eduardo Baamonde Noche Vice president Copa-Cogeca <i>On request</i>
10.30	"Status quo review of the EU fruit and vegetable regime and forecast "	Rudy van der Stappen , European Commission (EU)
11.00	International market trends	<i>On request</i>
11.40	Coffee break	

Time	1 <sup>st</sup> Day – October 15 <sup>th</sup> , 2013	Speaker
12.10	Presentation of a producer organisation in Spain	Enrique de los Rios, UNICA (ESP)
12.30	The implementation of the CMO in the new EU-member states – an experience report from Latvia	Edīte Strazdiņa, Mūsmāju Dārzeni KS/MD vegetables cooperative (LV)
12.50	Convenience products in the fruit and vegetable sector – adaption to consumer needs	<i>On request</i>
13.10	Presentation of a producer organisation in France	Francois Jean Lafitte, Prim'land (FR)
13.30	<i>Lunch</i>	
14.30	Current and future perspectives for fruit and vegetable sector from Portugal's point of view	Goncalo Andrade, Portugal fresh (PT)
14.50	<p>The CMO between the conflicting priorities of current challenges and strategic needs of the future</p> <p>Challenges for Pos in the future – how can we manage them</p> <ul style="list-style-type: none"> <li>- Outsourcing</li> <li>- environmental measures</li> <li>- crises management</li> <li>- member management</li> </ul>	Wolfgang Braunstein gfa-consulting (AT)
15.20	Panel discussion	Moderation Chairman Hans van Es, DPA (NL)
15.40	<i>Coffee break</i>	

Time	1 <sup>st</sup> Day – October 15 <sup>th</sup> , 2013	Speaker
	<b>Marketing</b> <ul style="list-style-type: none"> <li>- sustainability &amp; marketing</li> <li>- how to increase consumption of fruit and vegetables</li> <li>- what about the next generation? – how can we make fruit &amp; vegetables attractive to our children</li> <li>- social media as a means for marketing of fruit and vegetables</li> </ul>	
16.10	Against the interchangeability	Franz Hirschmugl, Institute for branding (AT)
16.35	“Pro planet “& co – which requirements will the future bring ?	Patrick Anetshofer, Director purchasing freshness Billa Austria (AT) <i>On request</i>
17.00	fruits and vegetables in the digital customers age	Philipp Kanape Interactive director EN GARDE (AT)
17.25	Panel discussion Marketing	Moderation Wolfgang Braunstein, gfa (AT)
17.50	Conclusion of ICOP 2013	Wolfgang Braunstein, gfa-consulting (AT)
18.00	End of conference	

Time	1 <sup>st</sup> day – October 15 <sup>th</sup> 2013	Speaker
19.00	Aperitif - networking	Hotel Nuevo Boston)
20.00	Networking dinner	Hotel Nuevo Boston

time	2 <sup>nd</sup> day – October 16 <sup>th</sup> 2013	organization
06.30	Drive to Mercamadrid the biggest wholesale food market in South-Europe (by bus from Hotel Nuevo Boston)	gfa-consulting (AT)
07.00	Mercamadrid	Portugal fresh (PT) & gfa-consulting (AT)
09.00	Drive to Fruit attraction fair by bus	gfa-consulting (AT)
09.30	Visit of Fruit attraction fair Welcome	gfa-consulting (AT)
12.30	Networking at the booth of Portugal fresh Get together Welcome agriculture minister of Spain and Portugal Short speech Wolfgang Braunstein Short speech Goncalo Andrade Coffee, aperitif and snacks (fruit)	Portugal fresh (PT) gfa-consulting (AT) On request - Portugal fresh
14.00	End of ICOP 2013	

## Programme information

If you have any questions, please do not hesitate to contact us:

Kerstin Ulz, mobile +43 / 676 / 840 300 102, email: [ku@gfa.co.at](mailto:ku@gfa.co.at)

Bianka Kiszilak, mobile + 43 / 676 840 300 105, email: [bk@gfa.co.at](mailto:bk@gfa.co.at)

Isabella Braunstein, mobile +43 / 676 / 840 300 106, email: [ib@gfa.co.at](mailto:ib@gfa.co.at)

- **All-inclusive fee for the 15<sup>th</sup> and 16<sup>th</sup> of October: 540 € / person (Conference entrance, coffee breaks, lunch & drinks, visit / transfer to wholesale food market and Fruit attraction fair)**
- **Price for the gala dinner including drinks: 60 € /person (excluding VAT)**
- **Evening programme on the 14<sup>th</sup> of October (optional): costs and detailed programme depend on number of attendees and will be disclosed at a later date.**

**10 % reduction of price if booked before August 31<sup>st</sup> 2013**

**All-inclusive prices are exclusive of VAT and accommodation.**

**Deadline for registration is September 15<sup>th</sup> 2013.**

Conference entrance, coffee breaks, drinks and lunch on the 15th of October as well as the visit of and transfer to the “Mercamadrid” wholesale food market and “Fruit attraction fair” on the 16th of October 2013 are included in the all-inclusive fee. Dinner and drinks on the 15th of October are not included and have to be booked separately. The evening programme on the 14th of October 2013 is optional and has to be booked separately. You will receive an invoice with the confirmation of your registration, please pay upon receipt. Participation is only possible when full payment has been received on our account **prior** to the conference.

**Cancellation:** In case of cancellation after September 15th 2013, the cancellation fee will amount 50 % of the all-inclusive fee. In case of cancellation after the 1st of October 2013 the cancellation fee will amount 100 % of the all-inclusive fee. In case of non-appearance or in the event of cancellation on the very day of the event, we will charge the full all-inclusive fee. The cancellation must be made in writing without exception, but of course you may name an alternate participant. Subject to modifications of the programme and event cancellation. All fees are subject to 20 % VAT.

***We are looking forward to your participation to ICOP 2013!***

