

Wednesday, 14th February

19:00 – 20:00 Registration and Welcome Reception at the ‘Sporthotel’ in Igls

Thursday, 15th February

8:00 Registration

8:30 – 9:30

Plenary Session I

Chair: G. Schiefer

Opening and Welcome

Leadership for Strategic Change

Prof. Dr. Hans H. Hinterhuber

(Invited Speaker, University of Innsbruck, Austria)

9:30 **Coffee Break**

10:00 – 11:00

Session: Quality System Development

Chair: R. Ward / Discussant: M. Henchion

The International Quality Systems Environment

Krieger, St., Schiefer, G., Germany

System Dynamics in Quality Certifications: Development of an Audit Quality Controlling System

Albersmeier, F., Schulze, H., Spiller, A., Germany

Quality Function Deployment: Can Improve Innovation Efficiency in the Food Industry?

Garcia, M.¹, De Carlos, P., de Felipe, I., Briz, J., Morais, F., Navarro, M., United Kingdom¹/Spain

from 10:30

Session Discussion

10:00 – 11:00

Session: Sustainability in Food Networks

Chair: G. Giraud / Discussant: K. Karantininis

Industry Networks and Sustainable Competitiveness in Brazilian and

U.S. Processed Citrus Supply Chains

Sterns, J.A., Spreen, Th.H., USA

Understanding the System Context of Alternative Food Supply Chains in order to Contribute to Sustainable Production and Consumption Practices

Vuylsteke, A., van Huylenbroeck G., Belgium

Effects of Economic Policies Aimed at Encouraging a Healthier Grain Consumption

Nordström, J., Thundström, L., Sweden

from 10:30

Session Discussion

11:00 – 12:00

Session: Quality Communication: Labelling

Chair: D. Thiel / Discussant: L. House

Potential Innovation in Origin Food Labelling Supply Chains and their Impact on Rural Development

Barjolle, D., Paus, M., Switzerland

Information, Labelling and Vertical Co-Ordination: An Analysis of the Italian Meat Supply Chain

Banterle, A., Stranieri, St., Italy

Importance and Relevance of Quality Labels in the Austrian Meat Supply Chain

Meixner, O., Haas, R., Austria

from 11:30

Session Discussion

11:00 – 12:00

Session: Clustering as Development Driver

Chair: G. Ziggers / Discussant: I. Vagneron

Contribution of Cluster Relations to Food Network Competitiveness

Vermeire, B., Gellynck, X., Belgium

Clustering Activity in the Canadian Food Industry: Evidence from Alberta

Steiner, B. E., Ali, J., Canada

Challenge to SME to Survive in Food Dynamic Markets: Innovation and Efficient Networks

Briz, J., de Felipe, I., Spain

from 11:30

Session Discussion

11:00 – 12:00

Session: Sector Development Alternatives

Chair C. Turvey / Discussant. C. Mancini

Innovation in EU Agriculture

Jankowski, E., EU Brussels, Belgium

IFECO – An Analysis of the Integrated Farm Energy Cogeneration

Rosa, F., Italy

Bio-Fuel Chains – An Overview on the Structure and the Value Chain Organization,

Dautzenberg, K., Hanf, J., Germany

Session Discussion

12:00

End of morning sessions, Lunch Bag

Special Afternoon Sessions: See Separate Programme

17:30 – 19.30

Plenary Session II

Research Challenges for System Competitiveness

An Economic and Legal Assessment of the EU Food Industry's Competitiveness

Wijnands, J.H.M., van der Meulen, B.M. J., Poppe, K.J., Bremmers, H. J., The Netherlands

European Technology Platforms and EU-Research Interests

G. Schiefer, Germany

from 18:30

Discussion of Research Priorities

Collaboration Potential: Presentation of Research Groups Participating in the Forum

The Evening is Free for Own Activities and Meetings

8:30 – 9:30

Friday, 16th February

Plenary Session III

Social Networks and Analysis

Chair: M. Fritz / Discussant: M. Canavari

Do Recommendations Matter? Social Networks, Trust and Product Adoption

House L.A., House, M.C., Mullady, J., USA

Supply Chains and Social Network Analysis

Müller R.A.E., Buergel, D., Germany

from 9:10

Session Discussion

9:30

Coffee Break

10:00 – 11:00

Session: Quality Assurance as Development Driver

Chair: J. Briz / Discussant: J. Sterns

Food Safety, Market Power and Private Standards. An Analysis of the Emerging Strategies of Food Operators

Charlier, Chr., Valceschini, E, France

Institutional Change and Acceptance of Quality Assurance: The Case of Organic Farming in Germany

Schulze, H., Jahn, G., Spiller, A., Germany

Beyond Agropiracy: The Case of Italian Pasta in the United States Retail Market

Cembalo, L., Cicia, G., del Giudice, T., Scarpa, R.¹, Tagliaferro, C.², Italy/New Zealand¹/North Ireland²

from 10:30

Session Discussion

10:00 – 11:00

Session: Collaboration as Development Driver

Chair: F. Arfini / Discussant: A. Banterle

Barriers and Drivers of Innovation in Traditional Food Networks

Kühne, B., Gellynck, X., Vermeire, B., Molnár A., Belgium

Dynamic Capabilities in the Food Industry – On the Applicability of the Evolutionary Oriented Resource Based view of Firm

Voigt, T., Köhl, R., Germany

Dynamics in Inter-Firm Collaboration: The Impact of Alliance Capabilities on Performance

Ziggers, G., den Ouden, B., The Netherlands

from 10:30

Session Discussion

10:00 – 11:00

Session: Chain Efficiency

Chair: K. Poppe / Discussant: T. Richards

e-Trust: Prerequisite for Supply Chain System Innovation in Food Networks

Fritz, M., Germany

ECR Development in French Food Supply Chains. Factors of Fail and Success

Vlad, M., Thiel, D., Hovelaque, V., France

Conceptual Framework for Measuring Supply Chain Performance: An Innovative Approach

Molnár, A., Gellynck, X., Kühne, B.

from 10:30

Session Discussion

11:00 – 12:00

Session: Modelling for Network

Chair: A. Spiller / Discussant: R. Lopez

Understanding the U.S. Generic Advertising System and its Role in Information Management among Commodities and Food Systems

Ward, R.W., USA

Multiproduct Food Retail Sales: A Case Study for Germany

Hansen, K., Loy, J.-P., Germany

An Empirical Examination of the Relationship between Real Options Values and Rate of Investment

Turvey, C.G., Toole, A., Kropp, J., USA

from 11:30

Session Discussion

11:00 – 12:00

Session: Chain Design

Chair: Th. Spreen / Discussant: J. Wijnands
Designing Food Supply Chains: An Application of Lean Manufacturing and Lean Supply Chain Paradigms to the Spanish Egg Industry
Fuentes-Pila, J., Monroy, C. R., Antelo, R., Torrubiano, J., Roldán, L., Spain
Informal Consumers' Groups and Short Food Chains: Alternatives for Trust
Carbone, A., Gaito, M., Senni, S., Italy
Consumers' Acceptability and Rejection of Food Traceability Systems a French-German Cross-Comparison
Giraud, G.¹, Bauer, C.², Halawany, R.¹, Schaer, B.², Frewer, L.³, van Rijswijk, W.³, Amblard, C.¹, France¹/Germany²/The Netherlands³
Session Discussion

from 11:30

11:00 – 12:00

Session: Market Developments

Chair: M. Hartmann / Discussant: C. Turvey
Adoption of Organic Food Product Marketing Strategies: A theoretical Background
Shanahan, Chr. J., Hooker, N. H., Sporleder, Th. L., USA
Farmer-to-Consumer Direct Marketing: The Role of Customer Satisfaction Measurement for Service Innovations
Spiller, A., Mellin, M., Zühlendorf, A., Germany
Retail Internationalisation and its Consequences on the Food Chain
Hanf, J., Dautzenberg, K., Germany
Session Discussion

from 11:30

12:00

End of morning sessions, Lunch Bag

Special Afternoon Sessions: See Separate Programme

17:30 – 19.30

Plenary Session IV

Chair: R. Weaver
To Know or Not to Know, What is the Question?
Prof. Dr. K. Schredelseker
(Invited Speaker, University of Innsbruck, Austria)

18:15 – 19:30

General Discussion on Research Programmes in System Dynamics and Innovation
Moderation: Fritz, M. / Schiefer, G.

19:45

Departure from 'Sporthotel' by Bus for City Tour and Dinner

Saturday, 17th February

8:30 – 9:30

Plenary Session V

Chair: L. Albisu
Innovation through Collaboration: Micro-Economic Perspective for the Food System
Weaver, R.D., USA
Technology-Driven System Innovation: The Case of Telco Industry Networks
Hausen, T., DETECON International GmbH, Germany

9:30

Coffee Break

10:00 – 11:15

Session: Analysis of Competitive Advantages

Chair: N. Hooker / Discussant: M. Garcia

Determinants of Competitive Advantage for German Food Processors

Schiefer, Jan, Hartmann, M., Germany

The Role of Innovations in the Competitive Strategies of Italian Agri-Food Enterprises

Coppola, A., Pascucci, St., Italy

Is there a Pilot in the Chain? Identifying the Key Drivers of Change in the Fresh Pineapple Sector

Vagneron, I., Faure, G., Loillet, D., France

Private Innovation and Public Innovation: Who Leads and Who Follows?

Arfini, F., Mancini, M. C., Italy

from 10:40

Session Discussion

10:00 – 11:15

Session: Innovation Support

Chair: X. Gellynck / Discussant: B. Steiner

Interactions in Ireland’s Food Innovation System

Buckley, M., Henchion, M., O’Reilly, P., Ireland

Linking Animal Health Related Information to an Integrated Animal-Health System

Fick, J., Doluschitz, R., Germany

Spatial Competition and Market Power in Banking

Richards, T. J., Acharya, R. N., Kagan, A., USA

Public Support of the Processing and Marketing of Agricultural Products: A Driver of Innovation in the Food Industry?

Schäfer, M., Efkens, J., Wendt, H., Trefflich, A., Utrecht, I., Germany

from 10:40

Session Discussion

10:00 - 11:15

Session System Dynamics Modelling

Chair: R. Müller / Discussant: J. Fuentes-Pila

The Role of Trust for Cooperation and Collaboration Strategies

Albisser, G., Switzerland

Trust and Contracting in Hybrid Structures

Martino, G., Italy

Networks, Relational Contracts and Adaptation: Applications to Innovation and Food Safety

Karantininis, K., Rasmussen, H. J. N., Denmark

The Role of Retail Services in Food Market Equilibrium

Chidmi, B., Lopez, R. A., USA

from 10:40

Session Discussion

11:15 – 11.45

Fitness Snack Break

11:45 – 13:00

Concluding Plenary Session

Reports from Working Groups by **Chairpersons**

Conclusions and Outlook

G. Schiefer

Special afternoon sessions

Thursday, 15th, Feb.

12:30 – 14:00

Supply Chain Performance Measurement with Special Focus on Innovations

Open

Open

Molnár, A., Vermeire, B., Kühne, B., Gellynck, X., Belgium

15:30 – 17:00

Innovation and Clustering Activity in the European Wine Industry

Open

Open

Steiner, B., Canada

Friday, 16th, Feb.

12:30 – 14:00

Open

Open

Open

15:30 – 17:00

Open

Open

Open