

2009. 05. 27(1st Day)
13:00- 17:00

2F, INTEX
Shanghai

Welcoming Address		
Moderator:		
Time	Speaker	Association/Company
13:00-13:10		Ministry of Agriculture of the People's Republic of China
13:10-13:20	Mr. Andre Leu (Vice Chairman)	IFOAM (International Federation of Organic Agriculture Movements)
13:20-13:30		Leader from Ministry of Agriculture of German
13:30-13:40		CNCA (Certification and Accreditation Administration of the People's Republic of China)

Seminar			
Topic 1: Global Organic Markets and Marketing of Organic Products			
Moderator:			
Time	Speaker	Association/Company	Topic
13:45-14:15	Mr. Wang Hongbo (Deputy Director-General)	Ministry of Commerce of the People's Republic of China	Current Situation and Prospects of Agricultural Trade in China
14:15-14:45	Mr. Andre Leu (Vice Chairman)	IFOAM (International Federation of Organic Agriculture Movements)	Development of Organic Market in the World
14:55-15:15	Mr.Jo.Kadilhong (Marketing Officer)	FAO Regional Office for Asia and the Pacific	The Organic Market of Asia-Pacific Region
15:15- 15:45	Mrs. Laura Batcha (Director)	Organic Trade Association	The Organic Market in USA
15:45 -16:15	Mr.Udo Censkowsky (Co-founder and Director)	Organic Service GmbH	Organic Market in Europe
16:15-16:45	Mr. Guo Chunmin (Researcher)	China Organic Food Certification Center	The Role of China's Food Safety System in the Development of Organic

*Preliminary Schedule, please check for detailed schedule on-site

2009. 05. 28(2nd Day)
09:15- 12:15

2F, INTEX
Shanghai

Seminar			
Topic 2: Expansion of organic food sales			
Moderator:			
Time	Speaker	Association/Company	Topic
09:15-09:45	Mr.Xia Youfu (Professor)	University of International Trade and Business	The International Trade and Trade Technical Barriers in Organic
09:45-10:15	Mr.Asmund Froysok (Export Manager)	Toepfer GmbH	Organic Food & Baby Health
10:15- 10:45	Ms.Lan Huai'en (General Planner)	Shanghai Lohas Family	How to Promote Lohas Consumption
10:45-11:15	Mr.Vincent Duret (Textile Department Manager)	ECOCERT SA	Market and Certification Requirements of Organic Textiles & Cosmetics
11:15-11:45	Mr.Gerald A. Herrmann	Organic Services GmbH	Global Market for Organic & Natural Cosmetics
11:45-12:15	Mr.Li Runhao (Deputy Director of the Secretary-General)	Organic Health Committee of China High-tech Healthy Industry Committee (CHHIC)	Marketing Models for Organic

2009. 05. 28
13:30- 15:30

R2001, 2F
INTEX Shanghai

Time	Speaker	Association/Company	Topic
13:30-15:30	Mrs.Ruihong Guo & Mr.Richard H. Mathews (Chief)	NOP (U.S.National Organic Program ,USDA)	Relevant Rules to American Organic Standards

*Preliminary Schedule, please check for detailed schedule on-site