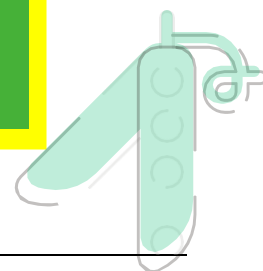


Baltic-German Conference

Baltic organic food on the German market

03 NOV 2021
10:00-13:30 (EEST)
Teikums, Riga



- 9:30 **Registration**
- 9:45 **Dial in, technical test**
- 10:00 **Opening Words & Introduction**
Florian Schröder, CEO of AHK-Service SIA and German-Baltic Chamber of Commerce in Estonia, Latvia, Lithuania (AHK); Moderator: *Oskars Priede*

Part I - Germany in focus

- 10:10 **The German organic market from the producer's perspective:** Sales and manufacturer structures for organic products in Germany. Trade associations, trademarks
Dr. Alexander Beck, Executive board member of Association of ecological food manufacturers in Germany (AöL e.V.)
- 10:30 **Retail trade of organic food in Germany. How to get into the retail trade in Germany?**
Dr. Robert Poschacher, Head of Product Management Organic Food, EDEKA Zentralhandelsgesellschaft mbH
- 10:45 Video: Success story from Germany (Alternative: food law; presentation 10 minutes)
- 10:50 **Conventional supermarkets and organic food: The German consumer. Product world**
Diana Schaack, Market analyst, Agrarmarkt Informations-Gesellschaft mbH (AMI)
- 11:00 **FAQ organic certification, Kiwa BCS Öko-Garantie GmbH:** Introduction on Kiwa BCS, organic market in Germany, your way to organic certification, additional certifications
Kristina Grocholl, Marketing & Sales Manager, Kiwa BCS Öko-Garantie GmbH
- 11:15 **Global food trends. Forecasting the future of food production and supply in Europe and the world**
Prof. Dr. Jan Niessen, Professorship for strategic market development in the organic sector, Nuremberg Institute of Technology (Technische Hochschule Nürnberg)
- 11:30 Coffee break

Part II - Baltic States (Estonia, Latvia, Lithuania) in focus

- 11:45 **Impressions of Baltic food and Baltic "Feinschmeckerei"**
Anne Iburg, writer, expert, author of the book "Baltic Cooking" (tbc)
- 11:50 Video: Success story from Estonia
- 11:55 **Panel discussion: Baltic organic food production, perspective and challenges with a view to the German market. Niche products, capacity, acceptance of new products, market barriers, etc. Experience in Germany**
- *Laurynas Miškinis*, Head of Organic products R/D and Commerce, AUGA Group AB, Lithuania
- *Katrīna Grīnerte*, CEO, Jurgensburg SIA, Latvia
- *Krista Kulderknup*, CEO, Organic Estonia MTÜ, Estonia
- 12:25 Video: Success story from Latvia: Jurgensburg SIA
- 12:30 **The general situation in the field of organic food in the Baltic States**
Dr. oec. Armands Vēveris, AREI
- 12:40 Video: Success story from Lithuania: AUGA Group AB
- 12:45 **Baltic organic food market. Organic farming sector in Estonia**
Krista Kulderknup, CEO of Organic Estonia MTÜ, Estonia
- 12:55 **Baltic organic food market. Organic farming sector in Latvia**
Raivis Bahšteins, expert, Association of Latvian Organic Agriculture
- 13:05 **Baltic organic food market. Organic farming sector in Lithuania**
Virginija Lukšinenė, Director of Ekoagros, Public Institution of certification and control of organic production
- 13:15 **Organic food production: equipment and technologies**
Jānis Garančs, board member of OPTA EU
- 13:25 **Questions and answers**
- 13:30 **Closing words**
Dominic Otto, Deputy CEO of AHK-Service SIA and German-Baltic Chamber of Commerce in Estonia, Latvia, Lithuania (AHK)
Lunch. Introduction to individual b2b conversations

Organized by: **AHK-Service SIA** in cooperation with



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in Estland, Lettland, Litauen
German-Baltic Chamber of Commerce
in Estonia, Latvia, Lithuania

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