

# **CEI & CEI WMF**

**CENTRAL EUROPEAN INITIATIVE &  
CEI WHOLESALE MARKET FOUNDATION**

## **WORKSHOP**

**The role of wholesale markets in developing farmers'  
cooperatives/associations and strengthening links between cooperatives and  
agricultural wholesale markets; the proactive role of wholesale markets in  
small farmer marketing support and development**

**10th ANNIVERSARY INTERNATIONAL AGRICULTURAL-FOOD FAIR  
BIZOVAC, 14–17 OCTOBER 2004**

### **DRAFT ANNOTATED AGENDA AND PROGRAMME**

#### **Tuesday, 12 October 2004**

**Arrival of the participants to Zagreb  
Accommodation in hotel «Panorama» or «Dubrovnik»  
Free afternoon**

#### **Wednesday, 13 October 2004**

<b>8.00</b>	<b>Meeting at the reception desk and departure for the region of Slavonia</b>
<b>11.00-12.00</b>	<b>Visit to the famous wine-cellar Kutjevo</b>
<b>12.00-13.30</b>	<b>Snack break &amp; wine tasting</b>
<b>13.30-14.00</b>	<b>Departure for Nasice (near Bizovac) and accommodation</b>
<b>16.00-18.00</b>	<b>Visit to a family farm/co-operative in Nasice (to be confirmed)</b>
<b>19.00-22.00</b>	<b>Dinner in Nasice &amp; cultural programme, overnight stay in Nasice</b>

#### **Thursday, 14 October 2004**

<b>07.30-08.00</b>	<b>Breakfast</b>
<b>08.00-08.30</b>	<b>Transfer to the Fair Grounds</b>
<b>09.00-09.30</b>	<b>Opening of the workshop in the conference room Welcome speeches</b>
<b>9.30-10.15</b>	<b>Mr. Edward Seidler, FAO expert: “The changing role of wholesale markets in modern food marketing systems and the need for closer integration between wholesale markets and producers” Why and what should be done?</b>

- 10.15-11.15 Mr. Jan Robbrecht, consultant from Senter company from Nederland:  
"Market research as a strategic tool for the development of the Fruit and Vegetable Sector"**
- Experiences of the "Senter" Croatian Vegetable Sector Project up to now.
  - Identification of the Producers needs, evolution of the distribution channels in Croatia.
  - Establishment of a relation between the wholesale markets and the Producer Organizations:
    - opportunities and constraints
    - critical success factors.
- 11.15-11.45 Discussion**
- 11.45-12.00 Coffee break**
- 12.00-13.00 Fair opening ceremony and welcome speech** (It's expected the President of the Republic of Croatia to open the Fair)
- Short visit of the Fair
- 13.30-14.30 Lunch**
- 15.00-19.00 Visit to the National park «Lake Kopacki rit»**
- 19.30-22.00 Dinner near the Lake**
- 22.00 Return to hotel, overnight stay in Nasice**

#### **Friday, 15 October 2004**

- 08.00-08.30 Breakfast**
- 09.00- Continuation of the workshop in the conference room in hotel Nasice**
- 09.00-10.00 Mr. Hubert Dorenkamp, consultant from AFC company from Germany:  
Agricultural co-operatives in Germany**
- 10.00-10.30 Discussion**
- 10.30-10.45 Mr. Bartosz Fabiszewski:  
Presentation of the CEI WMF for the new potential members**
- 10.45-11.00 Coffee break**
- 11.00-12.00 Short presentation of the Croatian Wholesale Market Project achievements:  
Mr. Bruno Frlan, WM Rijeka Matulji  
Mr. Srgjan Gjurkovic, WM Split  
Mr. Damir Lukac, WM Osijek:**
- 12.00-12.30 Mr. Janusz Byliński: Polish experience**
- 12.30-13.00 Discussion**
- 13.30-14.30 Lunch**
- 14.30-16.00 Pause, refreshment in the hotel rooms**
- 16.00- Continuation of the workshop in the conference room in hotel Nasice**
- 16.00-16.20 Country papers: Albania**
- 16.20-16.40 Country papers: Hungary**
- 16.40-17.00 Country papers: Romania**
- 17.00-17.30 General discussion on the issues**
- 17.30-18.00 Proposed actions and follow up**
- 18.00 Closing of the workshop**
- 20.00-22.00 Dinner, overnight stay in Nasice**

**Saturday, 16 October 2004**

**7.00            Departure for the airport Pleso in Zagreb**

**This is a preliminary draft of the schedule. We welcome any suggestions that you might have as well as retain the right to change the schedule. The preferred dress code is smart casual.**