

Organisation and Scientific Committee

Local Organisation

Chairman: Alkinoos Nikolaidis, Director,
Mediterranean Agronomic Institute of Chania,
Greece

George Baourakis,
Mediterranean Agronomic Institute of Chania,
Greece

Carmen Clapan,
Mediterranean Agronomic Institute of Chania,
Greece

Konstantinos Galanopoulos,
Demokritos University of Thrace, Greece

Nikos Kalogeras,
Illinois University, USA and Wageningen University,
The Netherlands

Konstadinos Mattas,
Aristotle University of Thessaloniki, Greece

Amalia Yiannaka,
University of Nebraska-Lincoln, USA

International Scientific Committee

Chairman: Konstadinos Mattas,
Aristotle University of Thessaloniki, Greece

George Baourakis,
Mediterranean Agronomic Institute of Chania,
Greece

Tilman Becker,
University of Hohenheim, Germany

George Chrysochoidis,
Agricultural University of Athens, Greece

Gert van Dijk,
Wageningen University and Nyenrode University,
The Netherlands

Georges Giraud,
National School of Agricultural Engineers, France

Spencer Henson,
University of Guelph, Canada

Margaret Loseby,
University of Tuscia, Italy

Denis Lucey,
University College Cork, Ireland

Mogens Lund,
Food and Resource Economics Institute, Denmark

Alkinoos Nikolaidis,
Mediterranean Agronomic Institute of Chania,
Greece

International Scientific Committee (cont.)

Joost M.E. Pennings,
University of Illinois at Urbana-Champaign, USA

Christopher Ritson,
University of Newcastle, UK

Agapi Somwaru,
U.S. Department of Agriculture, USA

John Stanton,
Saint Joseph's University, USA

Wim Verbeke,
University of Ghent, Belgium

Raffaele Zanolì,
University of Ancona, Italy

Constantinos Zopounidis,
Technical University of Crete, Greece

Language

The official language of the seminar is English.

Local Travel and Accommodation

There are three flight possibilities to arrive in Chania:

- 1) direct (Charter) flight to Chania (if possible)
- 2) flight to Chania with a stop-over in Athens
- 3) direct flight to Iraklion (Crete) followed by a bus or taxi ride to Chania.

Chania can be also reached by boat from Pireaus. Accommodation will be available at hotels located in the city centre, at MAICH's academic village or at MAICH's dormitories.

For further information please contact:

Argyro Zervou or Katerina Karapatakì
Conference Center of MAICH
E-mail: confer@maich.gr

website: eaae.maich.gr

Contact person for the EAAE

Dr. George Baourakis
Mediterranean Agronomic Institute of Chania (MAICH)
Department of Business Economics and Management
P.O. Box 85
Chania, Crete 73100, Greece
Tel.: 0030 28210 35020; Fax: 0030 28210 35001
E-mail: eaae98@maich.gr

98th EAAE Seminar



Marketing Dynamics within the Global Trading System: New Perspectives

29 June - 2 July, 2006

Chania, Crete, Greece



European Association
of the Agricultural
Economists (EAAE)



Mediterranean
Agronomic Institute
of Chania (MAICH)

Background

The agricultural and food processing sectors are currently facing a plethora of challenges in the new era of globalization. Production, trade and markets of agro-food products are being continuously affected by the modification of major policies, such as the Common Agricultural Policy (CAP), the ongoing World Trade Organization (WTO) negotiations, as well as the bilateral and regional trade agreements. The global trade system has made significant progress in reducing, and even eliminating tariffs and other barriers to trade, thereby increasing the level of competition among exporting firms and countries. Within this context, the trade of agricultural products in global markets has become increasingly volatile, due to the fact that domestic support and changes in market access have affected the production efficiency and export performance of agricultural products world-wide.

Call for Papers and Important Dates

In order to organise the conference in the best possible manner, the participants who would like to present a paper are requested to submit an extended abstract by November 30th, 2005. Notification of acceptance will be forwarded by January 31st, 2006. The deadline for the final submission of the accepted papers is April 30th, 2006.

Abstracts and final papers should be sent to the following address:

Dr. George Baourakis
Mediterranean Agronomic Institute
of Chania (MAICh)
Department of Business Economics
and Management
P.O. Box 85, Chania, Crete 73100, Greece
Tel.: 0030 28210 35020; Fax: 0030 28210 35001
E-mail: eaae98@maich.gr

A selection of contributed papers will be published.

World trade has been growing in response to increasing consumer demand for diversified diets and types of food adapted to changing lifestyles and this, in turn, has increased competition in international markets. Furthermore, major multinational companies have been responding by investing directly in major markets world-wide. In a globalized economy, direct investments are often necessitated by pressures imposed to reduce transaction costs, to access foreign markets, and, in some cases, to circumvent trade and transport barriers. Foreign production allows the parent companies to remain competitive globally by taking advantage of lower production costs in some host countries. Hence, issues such as the establishment and management of international supply chains, new product development in international markets, e-commerce, logistics, packaging and labelling, promotion and advertising of food products are now key elements from a marketing perspective.

Registration

Participants are asked to pre-register by **February 28th, 2006**. The deadline for final registration is **May 31st, 2006**.

Cancellation Policy

If cancellation is confirmed by **June 15th, 2006** (note: only written cancellation by fax or e-mail will be accepted for refund purposes), fees will be refunded less a cancellation fee of 50 Euro. In the case where the candidate has omitted to inform us of cancellation, no fees will be refunded.

Participation Fees

The fees have been set at **250 €** and include an information package, a name tag, coffee breaks, 2 lunches, one welcome reception, one Cretan night, a book of Abstracts and bus transfer from Hotel - Conference Centre - Hotel. Non EAAE members have to pay for their EAAE membership (**40 €**).

Objectives and topics of interest

The main objective of the seminar is to bring together marketers, economists, agricultural economists and other social scientists working in the area of international agro-food marketing in order to discuss and assess new developments in global trading systems, international trade matters and foreign direct investments (FDI). The major focus will be the impact of these advancements on the food sector. Both theoretical and empirical research is welcome.

The main issues to be covered in the conference are recent developments in the following areas:

- Competitiveness in International Markets.
- Changes in Domestic Support Policies Affecting International Marketing.
- New Product Development in International Markets.
- Internationalization of Retailing and Distribution.
- Pricing and Sales Promotion Issues of Food Products.
- Commercialization of Highly Innovative Food Products and Export Marketing Strategies.

	EAAE Members	Non-EAAE Members
Fees paid prior to May 31 st , 2006	250 €	290 €
Fees paid after May 31 st , 2006	270 €	310 €