

Program IGLS-Forum 2022

(as of January 20, 2022, subject to change)

Preparations: Monday, February 14, 2022, 09:00-09:30, 17:00-17:30	
Links	
Links	
09:00/17:00 Open Q&A meetings for tests in system use as asked for by participants (everybody may join or test the opening of a presentation)	Schiefer
Links	
Presentations	Chair/Discussant
<i>Technical online support and always present:</i>	
<i>room A: Gerhard Schiefer, room B: Jivka Deiters, room C: Mirella Schreiber</i>	
Monday, February 14, 2022, 18:00 – 18:30	
Link room A:	
Room A	
18:00 Official Opening Plenary	Schiefer
Tuesday Morning, February 15, 2020, 9:00-12:00	
Link room A:	
Link room B:	
Link room C:	
Room A	
Plenary P1: Climate challenge (09:00-09:30)	Schiefer
Preliminary: Prof. Allen Myles, Leader Climate Research Programme, Oxford	
Short break 09:30-09:45	
Room A	
Plenary P2: Circularity, market performance (09:45-10:45)	Canavari
Design for Circularity in Agri-Food Value Networks: Towards A Systematic Framework. <i>Isabel Bremer, Behzad Behdani, Belgium, Norway</i>	
Firm Ownership, Market Orientation, and the Use of Market Information in the Pursuit of Small Firms' Market Performance. <i>Ismail Golgeci, Simone Didonet, Andrew Fearne, Denmark, Brazil, UK</i>	
Short break	

Room A	
A 1: Value chains (11:00-12:00)	Meixner/Fearne
Sustainability governance and diversity of value chain management practices: insights from European businesses. <u>Bodo Steiner</u> , <u>Jean-Pierre Imbrogiano</u> , <u>Finland</u>	
Reviewing the costs, benefits, and resilience impacts of mixed farming and agroforestry systems on value chains. <u>Low, G.</u> , <u>Meuwissen, M. P. M.</u> , <u>Dalhaus, T. P. F.</u> , <u>The Netherlands</u>	
Competitiveness of the milk value chains in Ghana and Senegal: What can we learn? <u>Anoma Gunarathne</u> , <u>Mavis Boimah</u> , <u>Germany</u>	
Room B	
B 1: Animal welfare and sustainability (11:00-12:00)	Lombardi/Trienekens
A different way of perceiving farm animals? Emotional responses of farmers and non-farmers to farm animal images. <u>Iris Schröter</u> , <u>Marcus Mergenthaler</u> , <u>Germany</u>	
Relevance of animal welfare among poultry meat consumers in Denmark, France, the Netherlands and the United Kingdom. <u>Cathleen Lehmann</u> , <u>Inken Christoph-Schulz</u> , <u>Germany</u>	
Consumers' pork purchasing criteria and the relevance of animal welfare – a cross-national study. <u>Rebecca Derstappen</u> , <u>Inken Christoph-Schulz</u> , <u>Germany</u>	
Room C	
C 1: Branding and product rating (11:00-12:00)	Müller/Haas
Agri-food National Brand as a Trend: Portuguese Case Study. <u>Azinheira F.</u> , <u>Dias R.</u> , <u>Portugal</u>	
Branding resp. Finding of Criteria for Agro-Ecological- and Climate-Positive Milk Products: On Imperfect Competition between Retailers, Dairies and Farmers. <u>E.-A. Nuppenau</u> , <u>Germany</u>	
How consumers rate different degrees of imperfection in apples. <u>Ronja Hueppe</u> , <u>Katrin Zander</u> , <u>Germany</u>	
Break	
Tuesday Afternoon, February 15, 2022, 16:30-19:00	
Link room A:	
Link room B:	
Link room C:	
Room A	
A 2: Efficiency and competition (16:30-17:30)	Fearne/Gustavsen
Investment Efficiency and Corporate Social Responsibility. <u>Tadesse Getacher Engida</u> , <u>Christopher F. Parmeter</u> , <u>Xudong Rao</u> , <u>Alfons G.J.M. Oude Lansink</u> , <u>The Netherlands</u>	
Lack of Competitiveness as Driver for Mandatory Country of Origin Labelling? Analysis at the Example of the EU Dairy Sector. <u>Milan Tatic</u> , <u>Monika Hartmann</u> , <u>Ching-Hua Yeh</u> , <u>Germany</u>	
The Corporate Social Responsibility Dimension of Firm Inefficiency. Evidence from the US Food and Beverage Manufacturing Industry. <u>Maqdalena Kapelko</u> , <u>Alfons Oude Lansink</u> , <u>Poland</u> , <u>The Netherlands</u>	

A3: Challenges of new products and technologies (17:40-18:40)	Fearne/Oude-Lansink
Demand for synthetic meat in Norway. <u>Geir Wæhler Gustavsen</u> , <u>Klaus Mittenzwei</u> , Norway	
What can we learn to be successful in the plant-based food market? Identifying and benchmarking the success factors of the renowned plant-based food brands in Europe. <u>Listia Rini</u> , <u>Joachim J. Schouteten</u> , <u>Ilona Faber</u> , <u>Kai-Brit Bechtold</u> , <u>Federico J. A. Perez-Cueto</u> , <u>Xavier Gellynck</u> , <u>Hans De Steur</u> , Belgium, Denmark, Germany	
Holistic approach for the testing of innovative technology at SME bakeries. <u>V. Parrag</u> , <u>A. Sebök</u> , <u>R. Berruto</u> , <u>B. Hitzmann</u> , <u>S. Braun</u> , <u>R. Solacher</u> , <u>A. Berczeli</u> , <u>A. Hegyi</u> , Hungary, Germany, Italy	
Room B	
B 2: Retail, price transmission, and sustainability (16:30-17:30)	Terlau/Huffaker
Price Transmission in the Global–Domestic Coffee Supply Chain in Papua New Guinea. <u>Gary Griffith</u> , <u>Ray Huffaker</u> , <u>Charles Dambui</u> , <u>Maurizio Canavari</u> , Australia, USA, Italy	
Exploring the Impact the Market Divide has on Industry Legitimacy for Controlled Environment Agriculture. <u>Lucy McGowan</u> , USA	
Digital transformation in food supply chains. <u>Sebastian Jarzebowski</u> , Poland	
B 3: Networks and global chains (17:40-18:40)	Terlau/Hynes
Network Structure and Organizational Identity as the Foundations for Collective Action. <u>Randall Westgren</u> , USA	
Emergent Organizational Networks: The Case of Food Hub Managers' Advice Network. <u>Tatevik Avetisyan</u> , <u>R. Brent Ross</u> , USA	
Room C	
C 2: South-American Agribusiness I (16:30 - 17:30)	Palau/Müller
The interplay between values and situations in the purchase of abnormally shaped foods. <u>Natália Rohenkohl do Canto</u> , <u>Marcia Dutra de Barcellos</u> , <u>Mariana Mizutani Ribeiro</u> , <u>Natascha Loebnitz</u> , <u>Klaus G Grunert</u> , Brazil, Denmark	
Structure, strategy, and culture in Agrifood SMEs. An exploratory study in the canton Mejia, Pichincha, Ecuador. <u>Cristina Revelo</u> , Sebastian Senesi, Hernan Palau, Ecuador, Argentina	
Coordination As A Competitive Factor: The Peruvian Blueberries Agribusiness System Case. <u>Publio Oscar Castro Santander</u> , <u>Diana Fiorella Enriquez Castillo</u> , <u>Juan Carlos Solano Gaviño</u> , <u>Sebastián Senesi</u> , <u>Hernán Palau</u> , Peru, Argentina	
C 3: South-American Agribusiness II (17:40 - 19:00)	Palau/Falcone
Institutional perturbances in the Argentine wheat agribusiness system. <u>Sebastián Senesi</u> , <u>Benjamín Fuhr</u> , <u>Hernán Palau</u> , Argentina	
Peru's poultry agribusiness system. Current situation and perspectives. <u>Hernan Palau</u> , <u>Laura Azaña Huaicha</u> , <u>Sebastián Senesi</u> , Peru, Argentina	
Visual attention and choice of beef attributes. <u>Pedro C Burnier</u> , Brazil	

Wednesday Morning, February 16, 2022, 08:30 – 12:00	
Link room A:	
Link room B:	
Link room C:	
Room A	
A 4: Utilizing new technologies I (08:30-09:30)	Kapelko/Poppe
Use of digital technology in small-scale arable farming - an analysis of the economic and ecological impacts. <i>Johannes Munz, Rolf Weber, Germany</i>	
Strengthening Economic Resilience through Broadband – Lessons from the COVID-19 Pandemic. <i>Michaël de Clercq, Belgium</i>	
Logistics of Urban Farming Using Hydroponics Technology in a Value Chain Context. <i>Per Engelseth, Norway</i>	
Room B	
B 4: Circular economy I (organized session) (08:30 - 09:30)	Cembalo/Henchion
Fostering transition into circular agri-food system: an analytical strategy for business model design. <i>Massimiliano Borrello, Stefano Pascucci, Luigi Cembalo, Italy, UK</i>	
Measuring consumer effort in circular economy initiatives in food domain: an exploratory analysis. <i>Antonio Paparella, Riccardo Vecchio, Luigi Cembalo, Alessia Lombardi, Italy</i>	
Designing business models for the circular economy: insights from the olive oil supply chain in sicily. <i>Gaetano Chinnici, Massimiliano Borrello, Luigi Cembalo, Manal Hamam, Giulia Maesano, Roberta Selvaggi, Carla Zarbà, Mario D'Amico, Italy</i>	
Room C	
C4: New processing/packaging designs (08:30-09:30)	Azinheira/Bakucs
Beef produced without the use of uncontrolled burning methods: A contingent valuation study. John Deely, <i>Stephen Hynes, Ireland</i>	
The Influence of Packaging Design on the Perception of Child Food in Kenya: Conjoint Analysis Combined with Eye Tracking. <i>Ina Cramer, Iris Schröter, Diba Tabi Roba, Hussein Tadicha Wario, Marcus Mergenthaler, Germany</i>	
Are Food Manufacturers Reducing Sugar Content? Evidence from Scanner Data. <i>Ezgi Cengiz, Christian Rojas, USA</i>	
Break (09:30-09:55)	
Room A	
A 5: Utilizing new technologies II (09:55-10:55)	Weber/Engelseth
Not in my backyard? General versus Local Acceptance of Bio-Based Technologies. <i>Janine Macht, Jeanette Klink-Lehmann, Monika Hartmann, Germany</i>	
Integration of Financial and Environmental Data with Robotic Accounting. <i>Krijn Poppe, Albert Vreeman, Nicole de Graaf, Hans Vrolijk, Trevor Donnellan, Brian Moran, Emma Dillon, The Netherlands, Ireland</i>	
Assessing the effects of farmers' training on intention to use mobile smartphone based agricultural technologies: Extended Theory of Acceptance and use of Technology. <i>Elizabeth Ahikiriza, Joshua Wesana, Hans De Steur, Ronald Kabbiri, Guido Van Huylbroeck, Ludwig Lauwers, Xavier Gellynck, Uganda, Belgium</i>	

A 6: Shopping and household expenditure (11:00-12:00)	Weber/Ziggers
Online food shopping under Covid-19 – a technology acceptance model to evaluate consumption motives and barriers. <i>Oliver Meixner, Julian Dittmann, Rainer Haas, Austria</i>	
Mitigating and aggravating factors of pantry loading during COVID-19: A cross-country analysis. <i>Ching-Hua Yeh, Monika Hartmann, Lenka Malek, Wendy Umberger, Germany</i>	
Promotion effects on household expenditures and budget allocation among shopping basket items. <i>Mehaba, W., Rahmani, D., Gil, J.M., Spain</i>	
Room B	
B 5: Circular economy II (organized session) (09:55-10:55)	Cembalo/Cicia
Socio-ecological assessment using innovative approaches: the case of ALMaSS. <i>Antonio Paparella, Luigi Cembalo, Italy</i>	
Circular pathways for the olive-oil supply chain: from a theoretical overview to empirical practices enacted in the apulia region. <i>Sarah Stempfle, Domenico Carlucci, Bernardo C. de Gennaro, Luigi Roselli, Giacomo Giannoccaro, Italy</i>	
Designing a circular agri-food system: insights from the apulian olive-oil supply chain. <i>Sarah Stempfle, Massimiliano Borrello, Luigi Roselli, Luigi Cembalo, Bernardo C. de Gennaro, Domenico Carlucci, Giacomo Giannoccaro, Italy</i>	
B 6: Circular economy III, climate change, biodiversity (11:00-12:20)	Schröter/Cembalo
How can life cycle approaches measure the effects of circularity? a proposal of customized life cycle model in agri-food sector. <i>Teodora Stillitano, Giacomo Falcone, Nathalie Iofrida, Emanuele Spada, Anna Irene De Luca, Italy</i>	
Climate change, monetary policy and food price inflation: a global perspective. <i>M.T. Trentinaqlia, L. Baldi, M. Peri, Italy</i>	
Towards a circular economy in the agrifood supply chain: Water Footprint Assessment of Italian food loss. <i>Benedetta Coluccia, Federica De Leo, Pier Paolo Miglietta, Giulio Paolo Agnusdei, Italy</i>	
Does Climate Change Influence Bio-Production? <i>József Tóth, Giuseppina Rizzo, Hungary, Italy</i>	
Room C	
C 5: Market information and system transparency (09:55 - 10:55)	Hirsch/Jarzebowski
Exploring information needs of the Italian horticultural supply chain to support a market intelligence app design. <i>Gaia Raponi, Giovanna Sacchi, Chiara Selene Facchini, Sergio Rivaroli, Marco Medici, Roberta Spadoni, Maurizio Canavari, Italy</i>	
Information Security Management governed by Security and Privacy by design: Some Economic and Technical aspects of a Risk based approach. <i>Adrie(aan) J.M. Beulens, The Netherlands</i>	
A Review of Olive Oil Price Relations through a Systematic Map. <i>Pamela Theofanous, Ourania Tremma, Dimitrios Paparas, Karl Behrendt, UK</i>	

C 6: Communication and markets (11:00-12:00)	Hirsch/Canavari
How do consumers and farmers communicate about the future of livestock farming? Jessica Berkes, Carla Ollier, Ivica Faletar, Inken Christoph-Schulz, <u>Marcus Mergenthaler</u> , Germany	
Relationship between citizens' perception of farmers and overall assessment of farm animal husbandry in Germany: The case of four animal types and two production systems. <u>Ivica Faletar</u> , <u>Inken Christoph-Schulz</u> , Germany	
Food access and dietary diversity in subsistence farming contexts: farm production and markets. <u>Willy Désiré Emera</u> , <u>Carl Lachat</u> , <u>Wannes Slosse</u> , <u>Marijke D'Haese</u> , Belgium	
Break	
Wednesday Afternoon, February 16, 2022, 16:30–18:40	
Link room A:	
Link room B:	
Link room C:	
Room A	
Plenary P3: Study programs (16:30-17:30)	Berruto
Evaluation of Immersive Study Program: Impact on Student Learning and Perspectives. <u>Gregory A. Baker</u> , <u>Erika French-Arnold</u> , USA	
Erasmus+ Fields project: a European skills Strategy for the Agrifood Sector. <u>Jacques Trienekens</u> , <u>Remigio Berruto</u> , <u>Francesca Sanna</u> , <u>Patrizia Busato</u> , The Netherlands, Italy	
Room A	
A 7: Modelling and models (17:40-18:40)	Baker/Beulens
Product placement in the meat substitute sector: Application of a spatial demand model. <u>Stefan Hirsch</u> , Germany	
Assessing homogeneity of durum wheat production protocol, using Data Envelopment Analysis (DEA) in Italy and Greece. <u>Leonidas Sotirios Kyrgiakos</u> , <u>George Andrikopoulos</u> , <u>George Vlontzos</u> , Greece	
“Value creation pays”: a business model canvas approach to improving the competitiveness of Senegal’s poultry industry. <u>Mavis Boimah</u> , <u>Craig Chibanda</u> , <u>Johanna Schott</u> , <u>Daniela Weible</u> , Germany	
Room B	
B 7: Circular economy IV and business models (17:40-18:40)	Henchion/Ryan
The challenge of the circular economy to boost the aquaculture sector: some insights from Italy. <u>Masi, M.</u> , <u>Vecchio, Y.</u> , <u>Adinolfi, F.</u> , Italy	
The business models of french wines, between continuity and disruption: an analysis of the Bordeaux region. <u>Jean-Guillaume Ditter</u> , <u>Paul Muller</u> , <u>Corinne Tanguy</u> , France	
A Business Model CANVAS targeted to sustainable packaging idea development. <u>Francesca Sanna</u> , <u>Remigio Berruto</u> , <u>Sara Beduschi</u> , <u>Patrizia Busato</u> , <u>Milena Corredig</u> , Italy	

Room C	
C 7: System changes and developments (17:40-18:40)	Huffaker/Toth
Institutional and Spontaneous Cooperation as Substitutes - Cooperation and Cooperatives in Ngozi Province, Burundi. <i>Wannes Slosse, Belgium</i>	
Determinants of life satisfaction in transition economies: Evidence of Albania. <i>Leonora Sopaj, Kushtrim Braha, Artan Qineti, Ján Pokrivčák, Slovakia</i>	
The Eclectic Motivations of Chinese Foreign Direct Investments in the Agrochemical Industry. <i>Douglas M. Robinson, Sebastian Kleingraeber, Verena Otter, Germany</i>	
Thursday Morning, February 17, 2022, 08:30 – 12:00	
Link room A:	
Link room B:	
Link room C:	
Room A	
A 8: Consumers (08:30-09:30)	Tran/Meixner
“Is organic really organic?” – Why consumers do (not) trust in organic food and what they expect from the organic sector. Results of focus group discussions. <i>Nina Di Guida, Inken Christoph-Schulz, Germany</i>	
Healthiness, appearance or fashion? The drivers behind sushi consumption: evidence from a National sample survey in Italy. <i>Cavallo C., Carfora V., Cicia G., Di Monaco R., Puleo S., Saidi A., Del Giudice T., Italy</i>	
Missing confirmation: Edible flowers between health and beauty. Results of an Italian study on consumers perception. <i>Del Giudice, T., Ricci, E., Olivieri, G., Cicia, G., Cavallo, C., Stranieri S., Italy</i>	
Room B	
B 8: Farm issues, consequences for advisory and policy (08:30-09:30)	Behdani/Schröter
Multi-family Counseling – Proposition of a New Advisory Concept for Intrafamilial Farm Succession. <i>Clara Wagner, Marianne Nobelmann, Vera Bitsch, Germany</i>	
Linking Smallholder Small Grain Growers to Markets in Zimbabwe: Role of Contract Coordination and Policy Implications. <i>Tryphina Dube-Takaza, Blessing M Maumbe, Cosmas Parwada, Zimbabwe</i>	
Missing confirmation: Examining environmental effects of agricultural policy drivers through landscape changes within a peri-urban catchment. <i>Daniel Norton, Cathal O'Donoghue, Catherine A. Farrell, Lisa Coleman, Stephen Kinsella, Jane C. Stout, Mary Kelly-Quinn, Carl Obst, Mark Eigenraam, Iseult Sheehy, Ireland</i>	
Room C	
C 8: Information theory of ag-information (08:30-09:30)	Müller and Berg
Towards an information theory of ag-innovation - A framework: Theory and application. <i>Rolf A. E. Mueller, Germany</i>	
Towards an information theory of ag-innovation - A framework: Critique. <i>Ernst Berg, Germany</i>	
General discussion	
Break (09:30-09:55)	

Room A	
A 9: Consumers and WTP (09:55-10:55)	Haas/Mili
The effect of rational and emotional promotional messages on consumer sensory evaluation, buying intention and willingness to pay for products with protected designation of origin (PDO). <u>Rahmani, D., Kallas, Z., Gil, J.M., Spain</u>	
Mountain Product label: a preliminary study on Italian consumers' WTP for Mountain Milk. <u>Giacomo Staffolani, Giusy Olivieri, Giulia Chiaraluce, Adele Finco, Teresa Del Giudice. Italy</u>	
Meta-analysis for willingness-to-pay of food traceability. <u>Duc Tran, Hans De Steur, Xavier Gellynck, Belgium</u>	
A 10: Sustainability and values (11:00-12:00)	Haas/De Steur
Integrating sustainability in fresh produce business models: Case study approach. <u>Samir Mili, Tasnim Loukil, Spain</u>	
Playing with the Mediterranean Diet: May little changes benefit the environment without compromising health? <u>A. Cavaliere, E. De Marchi, E.N. Frola, J. Bacenetti, F. Orlando, Alessandro Banterle, Italy, Portugal</u>	
The underlying values of Irish organic and conventional beef farmers. <u>Hyland, J., Henchion, Maeve, Kilcline, K., Hansson, H., LeDuc, G., J., Jin, Y., Leavy, E., Lynch, R., Ryan, Mary, Ireland</u>	
Room B	
B 9: Environmental initiatives (09:55-10:55)	Wagner/Steiner
Causal diagram of the relationships between agricultural production and solar photovoltaic energy. <u>Moisés Martínez-Soto, Carlos Rodríguez-Monroy, Eduardo Lemus-León, María de Lourdes Olivo-Garrido, Eveligh Prado-Carpio, Venezuela, Colombia, Ecuador, Spain</u>	
Impact of Agro-Environmental Schemes on Hungarian farms' eco-efficiency in the light of climate change. <u>Zoltán Bakucs, Hungary</u>	
Objectives of farmers' challenges to enhance biodiversity: an assessment within German Nature Protected Areas. <u>Angela Turck, Wiltrud Terlau, Germany</u>	
B 10: Environmental issues (11:00-12:00)	Wagner/Rodriguez-Monroy
Exploring the Environmental Pollution of Agricultural trade in the Non-European countries. <u>Jeremiás Máté Balogh, Hungary</u>	
Conceptualizing the scope of the food environment to serve food agency. <u>Marijke D'Haese, Wannex Slosse, Michaël De Clercq, Belgium</u>	
Social demand for multiple ecosystem services provided by Aleppo pine forest management in Tunisia. <u>Ibtissem Taghouti, Djamel Rahmani, Bouali Guesmi, Safa Dhehibi, José María Gil, Spain, Tunisia</u>	
Room C	
C 9: Farming support (09:55-10:55)	Seboek/Berg
Development of Innovative Risk Management Tool- Agricultural Risk Metrics Platform. <u>Mario Njavro, Tajana Čop, Maria de Vries, Lena Neidhardt, Michael Hand, Christopher Genillard, Croatia, Germany</u>	
Co-production of Business Models for Pasture Based Beef– Integrating Consumers Preferences. <u>J. Lauterbach, M. Haack, A. Häring, Germany</u>	
Exploring farmers' willingness to adopt protein crops in Belgium. <u>Margo Degieter, Xavier Gellynck, Denise Ott, Shashank Goyal, Hans De Steur, Belgium, Germany</u>	

C 10: Workshop on EU project cooperation interests (11:00-12:00)	Dornyei and Corredig
Increasing impact for sustainable food packaging research: A call for participation in the Circul-A-Bility network	
Presentations and discussions guided by Krisztina Dornyei and Milena Corredig (DK)	
Break	
Thursday Afternoon, February 17, 2022, 16:00 – 18:00+	
Link room A:	
Room A	
Plenary P4 Innovative farm-based business initiatives (16:00-18:00)	Cicia
Bayer Carbon Farming Initiative (preliminary). <i>Nicole Baron, Bayer AG</i> (16:00-16:30+ incl. short discussion)	
Organic Garden Initiative (preliminary). <i>Martin Wild, CEO, Organic Garden AG</i> (16:30+-17:00+ incl. short discussion)	
Customer-focused indoor farming technologies for market & planetary impact. <i>Padraic Flood, INFARM</i> (17:00+-17:30+ incl. short discussion)	
Joint Discussion	
Friday Morning, February 18, 2022, 08:30 – 12:00 Room A	
<u>Science meets reality (preliminary)</u>	
Presentations and discussions with invited representatives from policy and the business community (online meetings)	
<i>Times are <u>approximate</u> and depend on more/less discussion interest</i>	
Link room A:	
08:30	08:30 Introduction into the session (G. Schiefer) <u>09:00 New production systems (presentations and discussion)</u> (Chair: Prof. Schiefer) Felix Ahlers, CEO FROSTA, Germany Innovations in paper-based packaging 09:45 Short break <u>10:00 New Food Sources (presentations and discussion)</u> (Chair: Prof. Banterle) Dr. Pasi Vainikka, CEO Solarfoods, Finland Moving towards artificial food - solar-based production of food protein from carbon Dr. Britta Winterberg, Vice-President, FORMO, Germany Moving towards artificial food - Venture capital support for cheese protein production 11:30 Short break <u>11:45 Changing food waste into gourmet experiences (presentation and discussion)</u> (Chair: Prof. Hartmann) Selma Seddik, CEO INSTOCK, Netherlands Turning food waste into new opportunities; from restaurants to wholesale
< ~12:30+	Concluding session (Prof. G. Schiefer)