

## „Relationships on food markets – two perspectives” – conference programme

Venue: Poznań University of Life Sciences, Kolegium Rungego, street: Wojska Polskiego 52

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| 9.00 – 10.00  | Registration, welcome coffee  |
| 10.00 – 10.15 | <b>Opening Ceremony</b><br>Prof. Władysława Łuczka<br>Vice-Dean Faculty of Economics and Social Sciences, Poznań University of Life Sciences  |
| 10.15 – 11.15 | <b>Plenary Session</b> (run in English)<br><b>Head of session:</b><br>Wawrzyniec Czubak, PhD, DSc, Poznań University of Life Sciences<br><b>Speakers:</b><br>prof. Felix Arion, PhD, University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca<br>Virág Agnes Kiss, PhD, University of Debrecen, Faculty of Economics and Business<br>“Lifestyle of Health and Sustainability (LOHAS) segments’ attitudes among youngsters and adults in Hungary”<br>Joanna Gałązka, Aleksandra Mrowiec, Polish Crop Protection Association<br>“Efficient communication to different target groups - the case of educational campaigns of the Polish Crop Protection Association”   |
| 11.15 – 11.30 | Coffee break  |
| 11.30 – 12.15 | <b>Discussion panel I</b> (run in Polish – translation into English)<br><i>Consumers relationships on food markets</i><br><b>Moderator:</b> Krystyna Rejman, PhD, DSc, Warsaw University of Life Sciences<br><br><u>Panel:</u><br>Izabela Cichocka, PhD, University of Information Technology and Management in Rzeszów<br>Prof. Szczepan Figiel, Institute of Agricultural and Food Economics National Research Institute<br>Maria Hirowska, Folwark Wąsowo<br>Krzysztof Koszela, PhD, DSc, Food Products Klaster of South Wielkopolska, Association in Kalisz; Colian Holding S.A / Poznań University of Life Sciences<br>Jakub Majorek, Farmers Association Pro-Agro-Max Sp. z o. o.<br>Wojciech Styburski, Agrountegracja |
| 12.15 – 13.15 | Lunch   |
| 13.15 – 14.00 | <b>Discussion panel II</b> (run in Polish – translation into English)<br><i>Business relationships on food markets</i><br><b>Moderator:</b> Prof. Grzegorz Leszczyński, Poznań University of Economics and Business<br><br><u>Panel:</u><br>Adam Koziol, PhD, Polskie Wydawnictwo Rolnicze<br>Łukasz Małys, PhD, Poznań University of Economics and Business<br>Jarosław Matłoka, BELiN<br>Jakub Ogrodnik, TOVAGO<br>Anna Polczyńska, Wielkopolska Clustering Centre /<br>Joanna Wiśniewska Paluszak, PhD, DSc, Poznań University of Life Sciences  |
| 14.00 – 15.45 | <b>Parallel sessions – participants’ presentations</b><br>Session I – English language session / Session II – Polish language session   |
| 15.45 - 16.00 | Summary and closing statement<br>Prof. Zygmunt Waśkowski, Poznań University of Economics and Business   |
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