

Target Group of Workshop

This workshop is mainly addressed to small and medium sized enterprises in the field of grain processing (traditional bakeries).

Time Schedule of the Workshop

This workshop will take place within the framework of the annual conference of Landesinnungsverbands für das Württembergische Bäckerhandwerk e.V. (The State Association of Guilds County Baden Württemberg's bakery industry).

Date: **22.06.2015**

Place: **Seminaris Hotel**, Michael-Hörauf-Weg 2, 73087 Bad Boll

Time: **13:15-17:30 h (CET)**

Organizers:

Landesinnungsverband für das Württembergische Bäckerhandwerk e.V. and EU project TraFooN

Co-Organizer: EU project Tradeit.

Aim of the Workshops:

The aim is to foster craft enterprises (focus on traditional bakeries), especially to preserve their traditions in the field of grain processing. In addition, the objective is to enable innovation along the value chain to be properly prepared according increasing competition by the industry.

Language

This workshop will be held in German. Translation (DE-ENGL and vice versa) will be provided.



AGENDA

Tradition and Innovation in the baking sector

- 13:15 Uhr Welcoming speech of the organizers and launch towards the afternoon topics by *Andreas Kofler, CEO of Landesinnungsverband für das Württembergische Bäckerhandwerk e.V. and Hartmut Welck, Steinbeis-Europa-Zentrum, Senior Project Manager*
- 13:20 Uhr Latest trends in baking industry on European level, *Hartmut Welck, Steinbeis-Europa-Zentrum (Representative of TraFooN)*
Dr. Karsten Schmidt, Institut for Grain, Potsdam (Representative for Tradeit
- 13:35 Uhr Tradition and Innovation in baking industry – Inconsistent or future-oriented? *Prof. Michael Kleinert, Zurich University of Applied Sciences*
- Part I – Product innovations in traditional baking crafts industry – Do vegan and gluten-free products provide any market opportunities?**
- Presentations and interviews about vegan and gluten-free products including the motivation behind***
- 14:20 Uhr Introduction in and moderation of the workshop, *Andreas Kofler, CEO of Landesinnungsverband für das Württembergische Bäckerhandwerk e.V.*
- 14:25 Uhr Presentation of Königsbäck bakery, *Aurelio Ingrassia, owner*
- 14:45 Uhr Presentation of Böcker Sauerteig, *Markus Brandt*
- 14:55 Uhr Presentation of the Dutch oat chain, *Dr. Luud Gilissen, University of Wageningen*
- 15:10 Uhr Vegan baking – more than just a trend? *Hubert Berger, CEO of Vollkornbäckerei Berger GmbH*
- 15:30 Uhr Coffee Break



AGENDA

Tradition and Innovation in the baking sector

Part II – Health Added Value of bakery products – How to best market it?

Presentation of options on how to inform the customer about the health value of products

- 15:50 Uhr Introduction in and moderation of the workshop, *Hartmut Welck, Steinbeis-Europa-Zentrum, Stuttgart*
- 15:55 Uhr What is already possible in today's baking industry according to health claims and how do I market it? *NN.*
- 16:15 Uhr Contribution of innovative packaging to increase/obtain the quality of products, *Jürgen Hansal, Pacovis AG*
- 16:30 Uhr Introduction into the round table discussion, *Martijn Kesteloo, Dutch Bakery Center*
- 16:40 Uhr Round table discussion about "Innovative Concepts in Public Relations – Unnecessary Luxury or a Contribution to increase transparency and higher awareness level?"
Martijn Kesteloo, Dutch Bakery Center
Hubert Berger, CEO of Vollkornbäckerei Berger GmbH
Tobias Metzler, owner of Bakery Metzler
Wolfgang Vögele, CEO of Lacon Marketing
- 17:15 Uhr Wrap up and next steps

(Collecting proposals for next Workshops)
- Ab 17:30 Uhr Networking with traditional vesper and drinks

Vor und nach der Veranstaltung und während der Pausen ist der Besuch von Ausstellerständen möglich.

