

# IMO at BioFach 2011

16.-19.2.2011, Nuremberg/ Germany  
Congress Programme & Innovations

Meet our team and have a cup of  
coffee or tea with us!

Hall 1, Booth 1-101



[www.imo.ch](http://www.imo.ch)

The Institute for Marketecology (IMO), Switzerland is an experienced international body for the inspection, certification and quality assurance of sustainably produced products. IMO has been active in the field of organic certification world-wide for more than 20 years. Today, IMO is also renowned in the sectors of food safety, fair trade & social accountability monitoring, fisheries & aquaculture, natural textiles & cosmetics, timber & forestry and wild collection. With our innovations we are actively engaged in the fostering of all these sectors.

## With innovations one step ahead.

- Fair For Life & FairWild
- ConCert – IMO Import Safety Services
- AquaGAP & ASC Aquaculture Stewardship Council
- GOTS Positive List System

Meet our experts and discuss our  
new services. You are welcome to make an  
appointment at [news@imo.ch](mailto:news@imo.ch).

We are looking forward to enter in a fruitful exchange of ideas.



We cordially welcome the FairWild Foundation as Co-Exhibitor at the IMO booth. Take the chance to learn about practical steps to implement this innovative standard for wild collection.

## Overview - IMO at the BioFach Congress 2011

	Date	Time/ Room	Subject
Overview	Wednesday 02/16	16:00 - 18:00 Istanbul	Sector Development: <b>From niche to mainstream – Quo vadis organic market?</b>
	Thursday 02/17	10:00 - 11:00 Riga	Standards, certification, legislation: <b>How to improve the certification system?</b>
	Thursday 02/17	10:00 - 12:00 Budapest	Textile Forum: <b>Eco-optimized Synthetic Fibres</b>
	Thursday 02/17	12:00 - 13:00 Riga	Marketing: <b>How can the added values be communicated to the consumers?</b>
	Thursday 02/17	14:00 - 15:00 Budapest	Textile Forum: <b>Ökodrucker, geht doch!</b>
	Thursday 02/17	16:00 - 18:00 Seoul	Fair & Ethical Trade Forum: <b>Various fair trade approaches and labelling schemes: Details and Differences</b>
	Friday 02/18	11:00 - 12:00 Istanbul	BioFish Forum: <b>Wild Fish and sustainable fishery schemes</b>
	Friday 02/18	12:00 - 14:00 Seoul	Fair & Ethical Trade Forum <b>Regulation of fair trade - private initiative or state control</b>

## From niche to mainstream – Quo vadis organic market?

- Bernward Geier (Presenter), COLABORA, Germany
- Katherine DiMatteo (Speaker), IFOAM International Federation of Organic Agriculture Movements, Germany
- Joseph Wilhelm (Speaker), Rapunzel Naturkost AG, Germany
- Dr. Peter Schaumberger (Speaker), Institute for Marketecology (IMO), Switzerland
- Douglas Tompkins (Speaker), Argentina

**Date: 16.02.2011 (Wednesday), Time: 16:00 - 18:00, Venue: Room Istanbul, Language: English**

## How to improve the certification system?

### Risk based inspection and beyond – Results of the EU CERTCOST project.

- Prof. Dr. sc.agr. Stephan Dabbert (Presenter), Institut für Landwirtschaftliche Betriebslehre, Universität Hohenheim, Germany
- Prof. Raffaele Zanolì (Speaker), DIIGA - Università Politecnica delle Marche, Italy
- Dr. Susanne Padel (Speaker), The Organic Research Centre, United Kingdom
- Elisabeth Rüegg (Speaker), IMO Institut für Marktökologie GmbH, Germany

**Date: 17.02.2011 (Thursday), Time: 10:00 -11:00, Venue: Room Riga, Language: English**

## How can the added values be communicated to the consumers?

### The role of value chain promotion in organic agriculture.

- Dr. Peter Schaumberger (Presenter), IMO - Institut für Marktökologie, Switzerland
- Meike Janssen (Speaker), Universität Kassel, Germany
- Gero Leson (Speaker), Dr. Bronner's Magic Soaps, United States
- Elisabeth Rüegg (Speaker), IMO Institut für Marktökologie GmbH, Germany
- Conrad Thimm (Speaker), GAP Organik, Turkey
- Atila Ertem (Speaker), GAP Organik, Turkey

**Date: 17.02.2011 (Thursday), Time: 12:00 -13:00, Venue: Room Riga, Language: English**

## Wild Fish and sustainable fishery schemes

- Udo Censkowsky (Presenter), Organic Services GmbH, Germany
- Jan-Widar Finden (Speaker), Debio, Norway
- Marnie Bammert (Speaker), Marine Stewardship Council Niederlassung - Deutschland, Schweiz, Österreich, Germany
- Michèle Stark (Speaker), Institute for Marketecology (IMO), Switzerland
- Lia Huisman (Speaker), Anova Seafood BV, Netherlands

**Date: 18.02.2011 (Friday), Time: 11:00 - 12:00, Venue: Room Istanbul, Language: English**

## Various fair trade approaches and labelling schemes: Details and Differences

- Amarjit Sahota (Presenter), Organic Monitor, United Kingdom
- Dr. Wolfgang Kathe (Speaker), Institute for Marketecology (IMO), Switzerland
- Laurent Lefebvre (Speaker), Ecocert France SAS, France
- Friedrun Sachs (Speaker), Naturland e.V., Germany
- Tuulia Syvaenen (Speaker), Fairtrade Labelling Organizations International, Germany

**Date: 17.02.2011 (Thursday), Time: 16:00 -18:00, Venue: Room Seoul, Language: English**

## Regulation of fair trade - private initiative or state control.

### Discuss future fair trade models.

- Dr. Peter Schaumberger (Presenter), Institute for Marketecology (IMO), Switzerland
- Julie Stoll (Speaker), Commerce Equitable, France
- Dr. Wolfgang Kathe (Speaker), Institute for Marketecology (IMO), Switzerland
- Rob Hardy (Speaker), Earthoil Plantations, LTD
- David Bronner (Speaker), Dr. Bronner's Magic Soaps, United States
- Josef Brinckmann (Speaker), Traditional Medicinals®, United States

**Date: 18.02.2011 (Friday), Time: 12:00 -14:00, Venue: Room Seoul, Language: English**

## Eco-optimized Synthetic Fibres. How does it work? How do they compare with natural fibres?

- Mechthild Naschke (Presenter), Institute for Marketecology (IMO), Switzerland
- Gert Kroner (Speaker), Lenzing Aktiengesellschaft, Austria
- Sven Cornelius (Speaker), PCU Deutschland GmbH Control Union, Germany
- Reinhard Backhausen (Speaker), Backhausen interior textile GmbH, Austria

**Date: 17.02.2010 (Thursday), Time: 10:00 - 12:00, Venue: Room Budapest, Language: English**

## Ökodrucker, geht doch!

- Dr. Kirsten Brodde (Presenter), Germany
- Mechthild Naschke (Presenter), Institute for Marketecology (IMO), Switzerland
- Rainer Klemenz (Speaker), RK Textil - Rainer Klemenz e.K., Germany
- Elke Klemenz (Speaker), RK Textil - Rainer Klemenz e.K., Germany
- Maren Neundorfer (Speaker), Hess Natur-Textilien GmbH, Germany

**Date: 17.02.2010 (Thursday), Time: 14:00 - 15:00, Venue: Room Budapest, Language: German**