

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: **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 bakeries

1:15 pm Welcoming speech of the organizers and launch towards the afternoon topics by *Landesinnungsverband für das Württembergische Bäckerhandwerk e.V., Stuttgart, Andreas Kofler and Steinbeis-Europa-Zentrum, Stuttgart, Hartmut Welck*

1:20 pm Latest trends in baking industry on European level, *Representative of Tradeit, Trafoon*

1:35 pm Tradition and Innovation in baking industry – Inconsistent or future-oriented? *Zurich University of Applied Sciences, Prof. Kleinert*

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

2:20 pm Introduction in and moderation of the workshop, *Andreas Kofler*

2:25 pm Vegan baking – more than just a trend? *Taoasis, Axel Meyer (CEO)*

2:45 pm Presentation of Königsbäck bakery, *Aurelio Ingrassa*

2:55 pm Presentation of Böcker Sauerteig, *Dr. Peter Stolz*

3:10 pm Presentation of the dutch oat chain, *Universität Wageningen, Dr. Luud Gilissen*

3:30 pm Coffee Break



Agenda

Tradition and Innovation in bakeries

Part II – Health Added Value of my Products – How can I exploit it?

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

- 3:50 pm Introduction in and moderation of the workshop, *Hartmut Welck*
- 3:55 pm What is already possible in today's baking industry according to health claims and how do I exploit it on the market? *Verband deutscher Mühlen, Dr. Heiko Zentgraf*
- 4:15 pm Contribution of innovative packaging to increase/obtain the quality of products, *Pacovis AG, Jürgen Hansal*
- 4:30 pm Generating value by communicating benefits of product origin – presentation of case studies in Europe, SPI, Susana Seabra
- 4:30 pm Introduction into the round table discussion, *Martijn Kesteloo, Dutch Bakery Center*
- 4:40 pm Round table discussion about “Innovative Concepts in Public Relations – Unnecessary Luxury or a Contribution to increase Transparency and Awareness Level?”
Dutch Bakery Center, Martijn Kesteloo
Bakery Stolzenberger, Reiner Stolzenberger
Bakery Metzler, Tobias Metzler with Lacon Marketing. Mr. Vögele
- 5:15 pm Wrap up and next steps

(Collecting proposals for next Workshops)
- 5:30 pm Networking with traditional vesper and drinks

