

In cooperation with



## **CSR in a development context: Using crop diversity to reduce dependency on cotton and combat poverty**

*Expert meeting of NGOs, supporting consultants and business representatives*

*25. September 2008 in Hamburg, Germany*

### **Agenda**

10:00-10:15	Welcome Coffee
10:15-10:30	Brief introduction – aim of the day <i>Alexandra Perschau, PAN Germany</i>
	<b>Perspectives from the South – Identifying suitable markets</b>
10:30-11:00	Local market approaches – the Example of Senegal <i>Jörg John, ENDA Pronat, Senegal</i>
11:00-11:30	Export market approaches – Experience from SEKEM with non-cotton crops <i>Christina Boecker, SEKEM, Egypt/Germany</i>
11:30-12:00	Logistics implications of exporting from small businesses in developing countries <i>Doraliz Aranda, Organic Exchange, Paraguay</i>
	<b>European Market Experiences</b>
12:00-12:30	Bulk commodities to European Markets Needs for importers – Experience from Tradin Organics <i>Arjon Kalter, Tradin Organics, the Netherlands</i>
12:30-13:00	Track and trace and beyond – Story telling as communication tool <i>Ashley Currin, Historic Futures, UK</i>
13:00-14:00	Lunch Break
14:00-15:30	Further discussion
15:30-16:00	Coffee break
16:00-17:00	PAN, partners and Organic Exchange meeting

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