



DETAILED PROGRAM



Euromonitor International
„Survey European Tea Market“



Prof. Dr. Thorsten Teichert
Chair of Marketing and Innovation at the University of Hamburg | Germany

“Refresh & Revitalize Tea: A Marketing Impulse”

„Tea is a fine & traditional stimulant – but has it ultimately become “the gray man” in the market? Examples from other categories show the potential to reposition everyday products away from the commodity sector into new luxury segments of lifestyle products. Be it coffee, beer or other beverages – real cases reveal multiple opportunities for repositioning single “food brands as well as entire product categories. May disruptive innovations and novel market communications accompany the next 100 years of tea marketing!”



Prof. Dr. Doris Marko
Institute of Food Chemistry and Toxicology, University of Vienna | Austria

“Bioactive food: the small ridge between chemoprevention and food safety”



Prof. Dr. Ulrich Nöhle
Honorary Professor of Industrial Quality Management at the Carolo-Wilhelmina University of Brunswick | Germany

“Whistleblowing - threat or opportunity for industry and government inspection ?”

„We love the betrayal - but we hate the betrayer“. This infinite wisdom was present at Julius Caesar’s time - as it is today, but nowadays better known as ‚whistleblowing‘. The modern version of disclosing internal information sometimes works out quite fine in discovering statutory violations - but may lead to severe economic and non-material damage to a company if the information „disclosed“ turns out to be simply wrong or misleading. Thus whistleblowing needs a very careful and independent investigation by government inspection authorities or private investigators on the one side as well as a fundamental trust building competence by employers on the other side to prevent employees from „blowing the whistle“ but encourage them to report possible deviations into the own system in a trustful environment. Both angles of view are highlighted and complemented with some recommendations some recommendations for industry, government inspection and whistleblowers as such.

