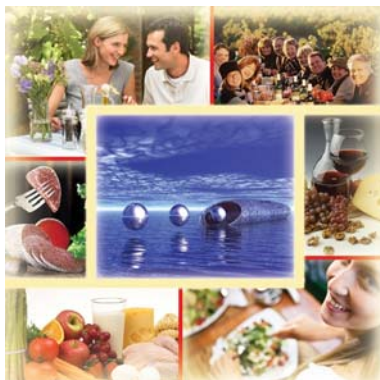


INVITATION

6th International Nutrmarketing Conference

Practical fulfilment of the "blue ocean" strategy

11th November 2010



Location:

Kaposvár University,
H-7400 Kaposvár, Guba Sándor str. 40.

Patrons:

Dr. Sándor Fazekas, minister (Rural Development Ministry)
Prof. Dr. Ferenc Szávai, rector (Kaposvár University)

Main Organizer of the Conference

Kaposvár University, Faculty of Economic Science, Department Marketing and Trade

Partner Organizers of the Conference:

Debrecen University, Centre for Agricultural and Applied Economic Sciences
Pécs Academic Committee, Special Committee of Agrisciences, Work Committee of Agrieconomics
Pécs Academic Committee, Special Committee of Agrisciences, Work Committee of Food
Technology and Food Science
The Hungarian Journal of Food, Nutrition and Marketing

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We invite you and your colleges to the 6th International Nutrmarketing Conference taking place in Kaposvár University, Faculty of Economic Science with the title: „The realisation of the blue ocean strategy“.

**Date of the conference:
11th November 2010**

Kaposvár University is organising the Nutrmarketing Conference already 6th time this year. In the previous years this conference became a determining event for the Hungarian professionals, and this year we would like to expand it with an international section.

Our aim is to introduce those food-developing directions and those successful and innovative products which have an impressive effect on the habits of today's consumer.

On the VI. Nutrmarketing Conference we are going to discuss the opportunities of the developing blue ocean strategy on the market of health protective foods.

The blue ocean strategy urges enterprises to break out of the "red ocean" of endless competition by creating unexplored, competition free market places, and this way they will be able to exclude competition. Instead of sharing the current demand and doing benchmarking activity that concentrates on competitors, the blue ocean strategy puts emphasis on increasing the demand as well as on excluding competition.

Red oceans form recent market places, that is the well-known and satisfied market segments. In red oceans each industry is properly circumscribed, the limits of the sectors are accepted, the participants know the rules of the competition. In such markets companies try to beat their competitors by conquering as big existing part of demand as possible from the others. However, when the market becomes imbued the increase comes to an end and companies are able to expand only at each other's account and more and more companies have to share the same "market cake". Products slowly become mass products, red oceans become red from blood because of the hard competition. Blue oceans are characterized by new markets, demand creating as well as possibilities of profitable increase. Blue oceans are generally created inside red oceans by extending the limits of existing industrial sectors. In blue oceans competition has not got an important role because the rules of the game are not created yet.

The blue ocean strategy focuses basically on two things (at the same time): value-creation and innovation. Value -without innovation- improves the existing product just a bit, so this way it is not always able to help the product to be superior to the others. Moreover, innovation, without value, concentrates on the technological components (on product attributes), so this way products sometimes miss the demands of consumers, which often leads to marketing short-sightedness. For this reason, the only possible way is the combination of the two, the so-called value-innovation, that is the consumer-oriented (product)innovation. This strategy breaks away from the conventional point of view that companies have to make a decision between differentiation and low-price strategies. Organizations applying the blue ocean strategy want to guarantee both differentiation and low-costs at the same time.

At 6th Nutrmarketing Conference we are going to discuss the opportunities of creating the blue ocean strategy on the market of health-protecting foods. During the program we are going to introduce such case studies that prove the market success of some products or product groups by creating new market places.

Program

- 8.00-9.30 **Registration**
9.30-9.50 **Opening ceremony**
Prof. Dr. Ferenc Szávai rector (Kaposvár University)
Prof. Dr. József Ángyán parliamentary state secretary (Ministry of Rural Development)
Prof. Dr. Repa Imre vice-rector (Kaposvár University)

- 9.50-10.00 **Signature of letters of cooperation intent**

Plenary session

Moderation: Dr. László Balogh, Prof. Dr. András Nábrádi

- 10.00-10.30 Dr. Zoltán Szakály, Zsolt Polereczki: Possibilities of the realization of the blue ocean strategy in nutrimarketing
10.30-10.55 Prof. Dr. Mária Törőcsik, Szilvia Rechnitzer: Codes of food-consumption – messages of consumer behaviour trends and food trends.
10.55-11.20 Dr. Zsuzsanna Lelovics: Nourishment biology analysis of functional foods. Authentic products – conscious consumers

- 11.20-11.45 **Coffee break**

Round-table discussion

Chaired by: Prof. Dr. József Lehota

- 11.45-12.45 Blue ocean strategy – opportunities of the small and large enterprises

Keynote speech: Csaba Csontos (Nestlé) from the part of big undertaking, Zsolt Polereczki (UK) from the part of small enterprises

Further participants: Gyula Borbély (Jászakiséri Halas Ltd.), Linda Egyed (Fino-Food Ltd.), András Kácsor (Hungarian bakers' Princely Order), Beáta Kiss (Danone), Gábor Palotás (Univer Product)

- 12.30-14.00 **Lunch**

„Consumer behaviour and marketingcommunication” (20 minute-presentation)

Moderation: Prof. Dr. Gyula Széles, Dr. Gedon Totth

- 14.00–14.20 Péter Tóth (Olmos és Tóth Ltd.): Mangalitza – the eatable national treasure
14.20–14.40 Dr. Viktória Szente, Dr. Anett Popovics, Péter Tóth, Dr. Zoltán Szakály (UK, Wessling Hungary Ltd., Olmos és Tóth Ltd.): Who and why do they buy Mangalitza meat? – Results of consumer researches
14.40– 5.00 Dr. Gedeon Totth, Dr. Mónika Fodor, Erika Hlédik (BGF): Preferences of brandy consumers and customer habits based on qualitative and quantitative surveys
15.00-15.20 Andor Marián, Attila Avramucz, Gábor Palotás (Suvet Research Ltd, Univer Product): Healthy nutrition in the consumers' mind
15.20-15.40 Dorisz Torma (KE): Consumer beliefs and fallacies in connection with food retail
15.40-16.00 Csaba Bódi (HIPP): The consumer judgement of the baby foods, with special regard to the ecological products
16.00-16.10 Tamás Varga (Biolabor): The consciousness of preventive nourishment in the system of Indian ayurveda and yunani
16.10-16.30 Discussion

„Innovation and product-marketing” (20 minute-presentation)

Moderation: Krisztina Bódi, Dr. István Szűcs

- 14.00-14.20 Dr. Anett Popovics, László Nagygyörgy (Wessling Hungary): Supporting the Hungarian brandy's success by special laboratory examinations
14.20-14.40 Dr. Béla Schäffer, Beáta Keller, Lajos Daróczy, Prof. Dr. Dénes Lőrinczy (Pécsi Milker, Y-Food, PTE ÁOK): The heat production of the fermentation with probiotic microbes of milk sweetened with sucrose and honey in calorimeters

- 14.40-15.00 Dr. István Szűcs (DE): Possibilities of innovative product expansion on the market of fishery products
- 15.00-15.20 Tibor Szűcs: (Fish and Foof Ltd.): Development of restructured fish-based product
- 15.20-15.40 Krisztina Bódi (Kometa 99): Innovation and productmarketing of Kométa
- 15.40-16.00 Fehér Orsolya, Boros Péter (COOP): Strategy of COOP on the market of health-care products
- 16.00-16.30 Discussion

„Small enterprises” (20 minute-presentation)

Moderation: Prof. Dr. József Lehota, Zsolt Polereczki

- 14.00-14.20 Prof. Dr. József Lehota (SZIE): The peculiarities of the small enterprise marketing on the market of food
- 14.20-14.40 Ferenc Lévai (Aranypony Kft.): Fish consumption motivating strategy
- 14.40-15.00 András Fehérvári (Somlói Szent Márton Ltd.): Special wines with a curative effect from the wine-growing region of Somló
- 15.00-15.20 Sándor Gábor (Gábrriel Bon-bon Manufaktúra): Hungarian rhapsody – idea and realization of a chocolate
- 15.20-15.40 László Kilvinger (Zselicvad Ltd.): Possibilities of the simulation of game-consumption – as a marketing niche product
- 15.40-16.00 Lajos Daróczi (Y-Food Ltd.): „More than honey” – possibilities of innovation on the market of apiculture products
- 16.00-16.30 Discussion

„International marketing” (15 minute-presentation)

Moderation: Prof. Dr. Nenad Penezic (Educons University), Prof. univ. Dr. Elena Aurelia Botezat (University of Oradea)

- 14.00-14.15 Mirna Leko Šimić (University of Osijek): Food production and marketing Croatia: current issues
- 14.15-14.30 Nikoletta Böröndi-Fülöp (KE GTK): How do parents influence their children’s healthy nutrition?
- 14.30-14.45 Vasiljević Ivana, Penezic Nenad, Pucarević Mira (Educons University): The superior nutritional value of confectionery products delivered to Serbian consumers
- 14.45-15.00 Elena Botezat, Gabriela David (University of Oradea, “Vasile Goldis” Western University of Arad): Creativity and Competitive Intelligence in Small Business Strategy
- 15.00-15.15 Svržnjak Kristina, Silvijs Jerčinović, Nikolina Perčec, Lidija Firšt Godek (College of Agriculture in Križevci): Consumer perceptions of organic food in Croatia
- 15.15-15.30 Emil Andras, Lazar Horatiu (Logos Ltd., Viticola Garbova Ltd.): Innovation and marketing possibilities of hegyaljai wines in Transilvania
- 15.30-15.45 Krisztián Lőrinczi (DE): Liquid candy
- 15.45-16.30 Discussion

This section is supported by the European Union, co-financed by the European Social Foundation from competition source with the identifier TÁMOP-4.2.3-08/1-2009-0016 in the framework of the project „The innovative utilisation of Kaposvár University's knowledge base in the interest of suppling of the researcher base and developing the domestic agriculture and food industry”.

We draw the participants’ attention to that the presentations will be available in the 2010/2 issue of The Hungarian Journal of Food, Nutrition and Marketing and on the www.taplalkozasmarketing.hu website.

If you would like to have your company's advertising published or sponsor the program, turn to us with confidence. We send the publication to the prominent representatives of the processing industry and food retail. Dr. Szigeti Orsolya is expecting your call: +36-(82) 505-800/236 or +36-(20) 458-8085.

Application, registration

To register for the conference there is an opportunity to take advantage of an on-line registration. Please visit the www.taplalkozasmarketing.hu website. If you would like to register by fax or e-mail, you can download the application form from the website. Fax: (82) 526-593; E-mail: konferencia@taplalkozasmarketing.hu

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