

GLOBAL FORUM 2025

ab 09:00	Eintreffen und Registrierung
09:30 - 12:30	Outlook on the global meat industry and special insights from countries around the world
	Welcome to Austria <i>Nikolaus Berlakovich, Vice-President COPA / former Minister of Agriculture</i>
	Global beef production - situation and outlook <i>Claus Deblitz, agri benchmark, Thünen Institut</i>
	Beef special focus: Brazil <i>Victoria Rizzato, CEPEA, University of São Paulo</i>
	Global pig production – situation and outlook <i>Mandes Verhaagh, agri benchmark, Thünen Institut</i> <i>Robert Hoste, InterPIG</i>
	Pig special focus: China <i>Zhu Zengyong, Chinese Academy of Agricultural Sciences</i>
	Global poultry production - situation and outlook <i>Craig Chibanda, agri benchmark</i>
	Poultry special focus: Spain <i>Julia Barrio, Ministry of Agriculture, Fisheries and Food</i>
12:30 - 14:00	Lunch
14:00 - 16:00	Challenges and opportunities of the Austrian way of agriculture in a global market
	Animal insurance in Austria with private-public-partnership <i>Stefan Fischer, Österreichische Hagelversicherung</i>
	How to get small farms to the market – Organised production in Austria <i>Konrad Blaas, Head of Department Animal Products, Ministry of Agriculture</i>
	The Austrian way of agricultural marketing <i>Christina Mutenthaler-Sipek, CEO AMA Marketing</i>
	The resilience of Austrian farms: Understanding the role of different farm strategies <i>Josef Hambrusch, Federal Institute of Agricultural Economics, Rural and Mountain Research</i>
16:00 - 17:30	What will agriculture and meat production look like in 20 years? Panel discussion
	• Tracy Davids <i>Managing Director, Bureau for Food and Agricultural Policy, University of Pretoria, South Africa</i> • Johann Schlederer <i>Copa Cogeca, representative of Austria</i> • Henrik Wiedenroth <i>Manager, Programme & Standards with Lidl, Germany</i> • Giovanni Penazzi <i>Cost of Production Specialist, CEPEA, University of São Paulo, Brazil</i> • Johanna Karg <i>University of Veterinary Medicine Vienna, Messerli Research Institute, Austria</i> • Norbert Marcher <i>Managing Director, Marcher Fleischwerke</i>

ab 17:30

Abschluss der Tagung mit typisch österreichischen Spezialitäten,
zubereitet von den Grillweltmeistern Patrick Bayer und Jenny Gruber
vom AMA Grillclub.

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