

# European Union Programme Central Asia Invest V

*Project: Regional Integration and Capacity Building to Boost Agribusiness MSMEs  
Competitiveness and Trade Promotion in Central Asia - "CANDY-V"*



 Austrian  
Development  
Agency

## AGENDA Study Tour to EU on Geographical Indications and Agro-Clusters

**June 19-26, 2022, Austria**

*EU Programme: Central Asia Invest V  
Project ACA/2019/412-281*

*Regional Integration and Capacity Building to Boost Agribusiness MSMEs Competitiveness and  
Trade Promotion in Central Asia (CANDY V)*



**(PRELIMINARY AGENDA, Meetings & visits to be confirmed)**

**Arrival of participants: 18.06.22 & 19.06.2022**

**Day 1, 20.06.2022: Cluster development (Vienna, Hilfswerk Vienna, 1060)**

<b>When</b>	<b>What</b>	<b>Who</b>
9:00 – 9:40	Welcome, Meeting with HWI Managing Director, Introduction to the programme	Stefan Fritz, HWI, Stoyanka Manolcheva, HWI
9:40 – 10:00	Cluster Development in Central Asia - Brief Introduction to Cluster Development in Kazakhstan, Tajikistan, Kyrgyzstan, and Uzbekistan	Umed Aslanov, HWI Central Asia
10:00 – 10:45	Cluster Policy in Lower Austria (largest province in Austria), Incl. Q&A	Simone Hagenauer, ecoplus. Business Agency Lower Austria
10:45 – 11:00	Break	
11:00 – 11:30	National Cluster Platform Austria - Support programmes and mechanisms for clusters, incl. Q&A	Herwig Meyer, Federal Ministry for Digital and Economic Affairs
11:30 – 12:30	UNIDO Cluster Development Approach, Incl. Q&A	Fabio Russo, UNIDO
12:30 – 13:30	Lunch Break	
13:30 – 15:00	Livestock Austrian Agricultural Cluster - Meeting with Austrian Agricultural Cluster (AAC) members and Board members	HWI & AAC
15:00 – 15:15	Break	
15:15 – 16:30	Logistic questions of the Study Tour (reimbursement of costs, if applicable, per diems)	Stoyanka Manolcheva, HWI

**Day 2, 21.06.2022: Cluster Development (Vienna, Lower Austria – Pyhra & Wieselburg)**

When	What	Who
7:30	Bus Drive to Pyhra - Departure from Vienna (1070, Westbahnhof) to Pyhra (58 km, approx. 1 hour)	
8:30 – 8:45	Arrival at the LFS (agricultural school & International Competence Center for Cattle Breeding and Dairy Cattle) Pyhra	
8:45 – 9:00	Welcome	Josef Sieder (Director of LFS) & Katharina Wörndl & Erika Schwaiger (ecoplus)
9:00 – 9:30	Presentation about smart farms, incl. Q&A - Training concepts for sustainable food production (milk, cheese, meat)	Josef Sieder, LFS Pyhra)
9:30 – 10:00	Presentation of Food Cluster Lower Austria: ecoplus - Platforms, technopoles, clusters), partners, tasks (selected projects and activities)	Katharina Wörndl, ecoplus
10:00 – 12:00	Visit to the teaching farm (approx. 2 hours)	Josef Sieder, LFS Pyhra)
12:00 – 13:15	Lunch at LFS Pyhra	
13:15 – 14:30	Bus Drive to Wieselburg - 54 km, approx. 1 hour	
14:30 – 15:00	Arrival at LMTZ Wieselburg - Federal Institute of Education and Research Francisco Josephinum	
15:00 – 16:00	<p>Welcome</p> <p>Presentation “Future challenges in agriculture” (conserving resources, soil, water, plant varieties, etc.)</p> <p>Presentation “Innovation Farm”</p>	<p>Martin Rogenhofer (head of the LMTZ)</p> <p>Josef Rathbauer</p> <p>Dr. Markus Gansberger</p>

When	What	Who
16:00 – 18:00	Presentation of the Federal Institute of Education and Research and the technical centre, incl. a guided tour and tasting	Martin Rogenhofer
18:00 – 20:00	Bus Drive to Vienna	

**Day 3, 22.06.2022: Product Promotion & Marketing (Vienna, 1010)**

When	What	Who
<b>10:00 – 14:30/ 15:00</b>	<b>Showcase for Central Asian food products:</b> Presentation of food product from Central Asia, Networking, B2B contacts and pre-arranged B2B meetings, guided tastings to get the flavour of Central Asia and immediate feedback from the buyers	HWI & Embassies of Tajikistan, Kyrgyzstan, Kazakhstan, and Uzbekistan

**Separate Factsheet to the Event**

**Day 4, 23.06.2022: Protected Geographical Indications for Agri-Products (Styria)**

<b>When</b>	<b>What</b>	<b>Who</b>
7:30 – 10:00	Bus Drive to Kernothek Wollsdorf	
10:00 – 11:30	The role of the association in the GI system in Austria, PDO and PGI system and actors in Austria	Ing. Andreas Cretnic, Service Association for PDOs and PGIs for food products in Austria
11:30 – 12:30	Promoting of agricultural products and rural development through GI	Producers' Associations of Styrian PDOs and PGIs (Steierische Käferbohne (beans), Steierisches Kürbiskernöl (pumpkin kernel oil), etc.
12:30 – 13:30	Lunch	
13:30 – 16:00	Guided Tour to producers and processors & Degustation	Service Association for PDOs and PGIs for food products in Austria
16:00 – 18:00	Bus Drive to Vienna	

**Day 5, 24.06.2022: Geographical Indication (Wachau, Lower Austria)**

	<b>What</b>	<b>Who</b>
8:00 – 9:30	Bus Drive to PDO Association “Wachauer Marille g.U”	
9:30 – 10:30	Presenting the history of the association, its role, impact of producers, collective action on communication and marketing strategy, control system and quality	Franz Reisinger, PDO Association “Wachauer Marille g.U”
10:30 – 11:30	Guide Tour in Apricot Garden & Degustation	Franz Reisinger, PDO Association “Wachauer Marille g.U”
11:30 – 12:30	Meeting with apricot producers Constraints and benefits of the PDO: certification costs and auto-control effort, premium price, access to market, quality	Franz Reisinger, PDO Association “Wachauer Marille g.U”
12:30 – 14:30	Lunch	
14:30 – 16:00	Bus Drive to Vienna	

**Day 6, 25.06.2022, 10:30 – 12:30: Brief Feedback Meeting with HWI & Culture tour in Vienna**

**Departure of participants: 26.06.2022**