CAFE COMPETITIVENESS OF AGRO-FOOD AND ENVIRONMENTAL ECONOMY INTERNATIONAL CONFERENCE 2024

BRIDGING AGRIBUSINESS, SUSTAINABILITY,
AND THE NEXT WAVE OF TECHNOLOGICAL INNOVATION

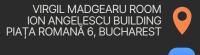




THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

DEPARTMENT OF AGRIFOOD AND ENVIRONMENTAL ECONOMICS

CAFEE 2024 PROGRAM



CLICK HERE FOR THE ZOOM LINK

THURSDAY, 7 NOVEMBER 2024

8:30 - 9:00REGISTRATION

9:00-10:00

OPENING CEREMONY

NICOLAE ISTUDOR, RECTOR OF THE BUCHAREST UNIVERISTY OF ECONOMIC STUDIES, ROMANIA ACHIM IRIMESCU, MINISTER PLENIPOTENTIARY REPRESENTING ROMANIA AT THE EU, ROMANIA JONEL SUBIÓ, DIRECTOR OF THE INSTITUTE OF AGRICULTURAL ECONOMICS BELGRADE, SERBIA ALEXANDRU STRATAN, RECTOR OF THE ACADEMY OF ECONOMIC STUDIES OF MOLDOVA, MOLDOVA MIRELA STOIAN. DEAN OF THE FACULTY OF AGRI-FOOD AND ENVIRONMENTAL ECONOMICS @ASE. ROMANIA RALUCA IGNAT. DIRECTOR OF THE AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE ROMANIA

10:00 — 11:30

ROUND TABLE 1: AGRI-BUSINESS REIMAGINED—MERGING CREATIVE ENTREPRENEURSHIP WITH **CUTTING-EDGE TECHNOLOGY FOR INNOVATIVE FOOD SOLUTIONS**

ACHIM IRIMESCU. MINISTER PLENIPOTENTIARY REPRESENTING ROMANIA AT THE EU RĂZVAN BOLOGA, FOUNDER & CEO @NEXTLAB.TECH ALINA FLOROI, CULTURE & OPERATIONS COORDINATOR @WEWILDER BY WWF RĂZVAN PRELIPCEAN, FOUNDER & CEO COOPERATIVA AGRICOLA "FERMIERII ISCUSITI" & FERMA NATURLEG (CHAIR) RALUCA IGNAT, DIRECTOR OF THE AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE

11:30 — 11:45 **COFFEE BREAK**

11:45 — 13:15

ROUND TABLE 2: RESHAPING THE ECONOMY FOR SUSTAINABLE DEVELOPMENT THROUGH CIRCULAR BUSINESS MODELS, ECO-INNOVATION, AND RESILIENT POLICIES

TEODORA PREOTEASA, STATE SECRETARY, MINISTRY OF INVESTMENTS AND EUROPEAN PROJECTS ALICE NICHITA CORPORATE AFFAIRS AND SUSTAINABILITY DIRECTOR @COCA-COLA HBC MATEI TITIANU. CEO @AGRORUSAVA SRL

ALEXANDRU LAIBAR, EXECUTIVE DIRECTOR @COALITIA PENTRU ECONOMIE CIRCULARĂ (CHAIR) CARMEN TRICĂ, AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE

13:15 — 14:30 **LUNCH BREAK**

THURSDAY, 7 NOVEMBER 2024

14:30 — 16:00

ROUND TABLE 3: GREEN FINANCE UNPACKED: DRIVING SUSTAINABILITY THROUGH RENEWABLE ENERGY AND RESPONSIBLE CAPITAL

ALEXANDRU STRATAN, RECTOR OF THE ACADEMY OF ECONOMIC STUDIES OF MOLDOVA ANA ANDREEA RĂDOL STRATEGY AND SUSTAINABILITY DIRECTOR @E. ON (EER) ALECSANDRA RUSU, HEAD OF SERVICE - LEADER AXIS @THE MINISTRY OF AGRICULTURE AND RURAL DEVELOPMENT MIHNEA JURCA, SUSTAINABILITY CONSULTING SERVICES - SENIOR MANAGER @DELOITTE IOANA VOINESCU, HEAD OF SUSTAINABILITY, @BCR (CHAIR) RALUCA MIHAELA DRĂCEA AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE

FRIDAY, 8 NOVEMBER 2024

9:00-10:30

SESSIONS FOR WORKING PAPERS

CONTRIBUTOR TO THE DISCUSSION: DANIEL VOICA, MASSEY UNIVERSITY, NEW ZEALAND

10:30-12:00

SESSIONS FOR WORKING PAPERS

CONTRIBUTOR TO THE DISCUSSION: MIRELA CRISTEA UNIVERSITY OF CRAIOVA ROMANIA

12:00 - 12:15**COFEE BREAK**

12:15—13:45

SESSIONS FOR WORKING PAPERS

CONTRIBUTOR TO THE DISCUSSION:

GRATIELA GEORGIANA NOJA, WEST UNIVERSITY OF TIMIȘOARA, ROMANIA

13:45 - 15:00**LUNCH BREAK**

15:00 — 15:30 **CLOSING OF THE CONFERENCE**







THURSDAY, 7 NOVEMBER 2024





ROUND TABLE 1: AGRI-BUSINESS REIMAGINED—MERGING CREATIVE ENTREPRENEURSHIP WITH CUTTING-EDGE TECHNOLOGY FOR INNOVATIVE FOOD SOLUTIONS

ACHIM IRIMESCU, MINISTER PLENIPOTENTIARY REPRESENTING ROMANIA AT THE EU
RĂZVAN BOLOGA, FOUNDER & CEO @NEXTLAB.TECH
ALINA FLOROI, CULTURE & OPERATIONS COORDINATOR @WEWILDER BY WWF
RĂZVAN PRELIPCEAN, FOUNDER & CEO COOPERATIVA AGRICOLA "FERMIERII ISCUSITI" & FERMA NATURLEG
(CHAIR) RALUCA IGNAT. DIRECTOR OF THE AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE

ROUND TABLE AGENDA

- HOW CAN ENTREPRENEURSHIP AND EMERGING TECHNOLOGIES REVOLUTIONIZE FOOD PRODUCTION AND LOGISTICS IN A SUSTAINABLE MANNER ACROSS ALL THREE DIMENSIONS: SOCIAL, ECONOMIC AND ENVIRONMENTAL?
- HOW CAN TECH-DRIVEN SOLUTIONS AND ARTIFICIAL INTELLIGENCE HELP ADDRESS FOOD SECURITY CHALLENGES WHILE REDUCING ENVIRONMENTAL IMPACT?
- HOW CAN SMALL AND MEDIUM-SIZED ENTERPRISES LEVERAGE TECHNOLOGY TO STAY BOTH ECONOMICALLY AND ENVIRONMENTALLY COMPETITIVE IN THE EVOLVING AGRI-BUSINESS LANDSCAPE?
- WHAT ARE THE KEY BARRIERS TO ADOPTING CUTTING-EDGE TECHNOLOGIES IN THE ROMANIAN AGRI-BUSINESS ENVIRONMENT, AND HOW CAN ENTREPRENEURS OVERCOME THEM?







THURSDAY, 7 NOVEMBER 2024

ROUND TABLE 2: RESHAPING THE ECONOMY FOR SUSTAINABLE DEVELOPMENT THROUGH CIRCULAR BUSINESS MODELS, ECO-INNOVATION, AND RESILIENT POLICIES

TEODORA PREOTEASA, STATE SECRETARY, MINISTRY OF INVESTMENTS AND EUROPEAN PROJECTS ALICE NICHITA, CORPORATE AFFAIRS AND SUSTAINABILITY DIRECTOR @COCA-COLA HBC MATEI TITIANU. CEO @AGRORUSAVA SRL ALEXANDRU LAIBAR, EXECUTIVE DIRECTOR @COALITIA PENTRU ECONOMIE CIRCULARĂ (CHAIR) CARMEN TRICĂ, AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE

ROUND TABLE AGENDA

- HOW CAN POLICYMAKERS EMPOWER CIRCULAR BUSINESS MODELS TO DRIVE ECONOMIC GROWTH WHILE MAXIMIZING EFFICIENCY AND MINIMIZING ENVIRONMENTAL IMPACT?
- WHAT ARE THE MOST PROMISING ECO-INNOVATIONS CURRENTLY RESHAPING THE ECONOMY GLOBALLY, AND THROUGH WHAT TYPE OF POLICIES CAN THEY BE EMPOWERED AT NATIONAL LEVEL?
- WHAT POLICIES ARE NECESSARY TO CREATE A MORE SUPPORTIVE ENVIRONMENT FOR ECO-INNOVATORS AND SUSTAINABLE STARTUPS IN ROMANIA?
- DO WE NEED ADDITIONAL METRICS TO BE USED TO MEASURE THE SUCCESS OF CIRCULAR BUSINESS MODELS IN DRIVING SUSTAINABLE DEVELOPMENT?









THURSDAY, 7 NOVEMBER 2024

ROUND TABLE 3: GREEN FINANCE UNPACKED: DRIVING SUSTAINABILITY THROUGH RENEWABLE ENERGY AND RESPONSIBLE CAPITAL

ALEXANDRU STRATAN, RECTOR OF THE ACADEMY OF ECONOMIC STUDIES OF MOLDOVA, MOLDOVA
ANA ANDREEA RĂDOI, STRATEGY AND SUSTAINABILITY DIRECTOR @E.ON (EER)
ALECSANDRA RUSU, HEAD OF SERVICE – LEADER AXIS @THE MINISTRY OF AGRICULTURE AND RURAL DEVELOPMENT
MIHNEA JURCA, SUSTAINABILITY CONSULTING SERVICES – SENIOR MANAGER @DELOITTE
IOANA VOINESCU, HEAD OF SUSTAINABILITY, @BCR
(CHAIR) RALUCA MIHAELA DRĂCEA, AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE

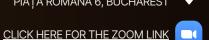
ROUND TABLE AGENDA

- HOW CAN FINANCIAL INSTITUTIONS INTEGRATE ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) CRITERIA INTO INVESTMENT STRATEGIES TO MAXIMIZE IMPACT?
- WHAT ARE THE KEY CHALLENGES AND OPPORTUNITIES IN MOBILIZING CAPITAL FOR RENEWABLE ENERGY PROJECTS IN EMERGING MARKETS?
- HOW CAN RESPONSIBLE CAPITAL BE ALIGNED WITH LONG-TERM SUSTAINABILITY GOALS WHILE DELIVERING COMPETITIVE RETURNS?
- WHAT ROLE DOES PUBLIC-PRIVATE COLLABORATION PLAY IN SCALING GREEN FINANCE FOR RENEWABLE ENERGY INITIATIVES?
- ARTIFICIAL INTELLIGENCE IN SUPPORT OF SUSTAINABILITY: INNOVATION OR BARRIER?



9:00 — 10:30

VIRGIL MADGEARU ROOM ION ANGELESCU BUILDING PIAȚA ROMANĂ 6, BUCHAREST



FRIDAY, 8 NOVEMBER 2024

WORKING PAPERS — SESSION 1: THE AGRI-FOOD SECTOR INTO THE SPOTLIGHT: CONSUMPTION MODELS AND SOCIO-ECONOMIC INSIGHTS IN ROMANIA: PURCHASE POWER, NUTRITION, AND DIGITALIZATION

CONTRIBUTOR TO THE DISCUSSION; SESSION MODERATOR: DANIEL VOICA, MASSEY UNIVERSITY, NEW ZEALAND

A CLOSER LOOK AT THE ECONOMIST'S BIG MAC INDEX—KEY INSIGHTS

1 NICOLAE ISTUDOR, MARIUS CONSTANTIN, DONATELLA PRIVITERA, JEAN VASILE ANDREI, RALUCA IGNAT, IRINA-ELENA PETRESCU, ELENA-MĂDĂLINA DEACONU

STRUCTURAL AND DIMENSIONAL CHARACTERIZATION OF FARMS IN ROMANIA

- 2 CARMEN LENUȚA TRICĂ, MAZURENCU-MARINESCU PELE MIRUNA, GEORGIANA-RALUCA LĂDARU, RALUCA MIHAELA DRĂCEA, BOGDAN CRISTIAN CHIRIPUCI, INA NIMERENCO
- 3 INVESTIGATION OF FAST-FOOD CONSUMPTION PREFERENCES AMONG STUDENTS
 GEORGIANA-RALUCA LĂDARU, IONUȚ LAURENȚIU PETRE, STELIANA MOCANU, RALUCA ANDREEA ION, BIANCA EUGENIA LEOVEANU-SOARE
- 4 DIGITALIZATION IN ROMANIAN AGRICULTURE: OPPORTUNITIES AND CHALLENGES TUDOR ANDREI HOLERGA, COSTIN STANESCU COVASALA, MIRELA STOIAN
- 5 ECONOMIC AND NUTRITIONAL IMPORTANCE OF FRUITS AND VEGETABLES IN ROMANIA GABRIELA-LARISA BARBU (DRAGNE), BOGDAN-IONUȚ PANCIU

10:30—12:00



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FRIDAY, 8 NOVEMBER 2024

WORKING PAPERS — SESSION 2: SUSTAINABILITY AND ENERGY TRANSITION IN EUROPE: ENVIRONMENTAL FOOTPRINTS, RENEWABLE RESOURCES, AND COMMUNITY PERSPECTIVES

CONTRIBUTOR TO THE DISCUSSION; SESSION MODERATOR: MIRELA CRISTEA. UNIVERSITY OF CRAIOVA. ROMANIA

- 1 SCIENTIFIC CONTRIBUTIONS TO DETERMINING THE NET CARBON FOOTPRINT FOR LIVESTOCK FARMS
 COSTEL NEGREI, LUXIȚA RÎȘNOVEANU, RADU ANTOHE, CRISTIAN TEODOR, MARIANA CARMEN BURTEA, VIOREL FĂTU, RAUL POP, MIHNEA JURCA
- 2 REACHING OUT TO RURAL SUSTAINABILITY. CASE STUDY: ROMANIA AND BULGARIA AS EU MEMBERS MARIA CLAUDIA DIACONEASA, ALINA ZAHARIA
- 3 A COMPREHENSIVE BIBLIOMETRIC ANALYSIS OF RENEWABLE ENERGY CRISTIANA COSTACHE, GYÖNGYI TORÓ
- QUESTIONNAIRE ON THE ROLE OF PROTECTED NATURAL AREAS IN MITIGATING AND ADAPTING TO CLIMATE CHANGE IN
 4 URBAN ENVIRONMENTS: COMPARATIVE PERSPECTIVES OF CITIZENS, EXPERTS, AND PUBLIC ADMINISTRATION EMPLOYEES
 BOGDAN DRAGNEA
- 5 BIOFUELS TRENDS IN CONTEMPORARY ECONOMY IN EUROPE ALINA-OANA CHIVA



VIRGIL MADGEARU ROOM ION ANGELESCU BUILDING PIAȚA ROMANĂ 6, BUCHAREST

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FRIDAY, 8 NOVEMBER 2024

WORKING PAPERS — SESSION 3: SUSTAINABILITY ACROSS SECTORS: SOCIO-ECONOMIC AND ENVIRONMENTAL PERSPECTIVES IN ECOSYSTEMS, AGRICULTURE, RETAIL, AND BEYOND

CONTRIBUTOR TO THE DISCUSSION: SESSION MODERATOR: GRATIELA GEORGIANA NOJA, WEST UNIVERSITY OF TIMIȘOARA, ROMANIA

- ASSESSMENT OF ECONOMIC SIGNIFICANCE OF HUNTING SERVICES FOR THE BELGRADE ECOSYSTEM JONEL SUBIĆ, MARKO JELOČNIK, VELIBOR POTREBIĆ
- **ENVIRONMENTAL PERFORMANCE OF ROMANIAN AGRICULTURE** FLORENTINA CONSTANTIN, LAURA CIOBANU
- OPPORTUNITIES FOR DEVELOPING SUSTAINABILITY STRATEGIES IN RETAIL ACTIVITIES CĂTĂLIN CRĂCIUNEL
- DISTRIBUTION NETWORKS AND THEIR IMPACT ON RURAL ECONOMY **ŞTEFAN ALIN TODERAŞC**
- SOCIAL PLATFORMS IN DEVELOPING SUSTAINABLE BUSINESS ENVIRONMENT: A STUDY CASE SECIU CORNELIUS
- THE IMPACT OF EARTH'S ORBIT EXPLOITATION ON THE QUALITY OF HUMAN LIFE SFRGIU-IOAN SFUTFA