

BIBLIOTECA

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Q-6-3730

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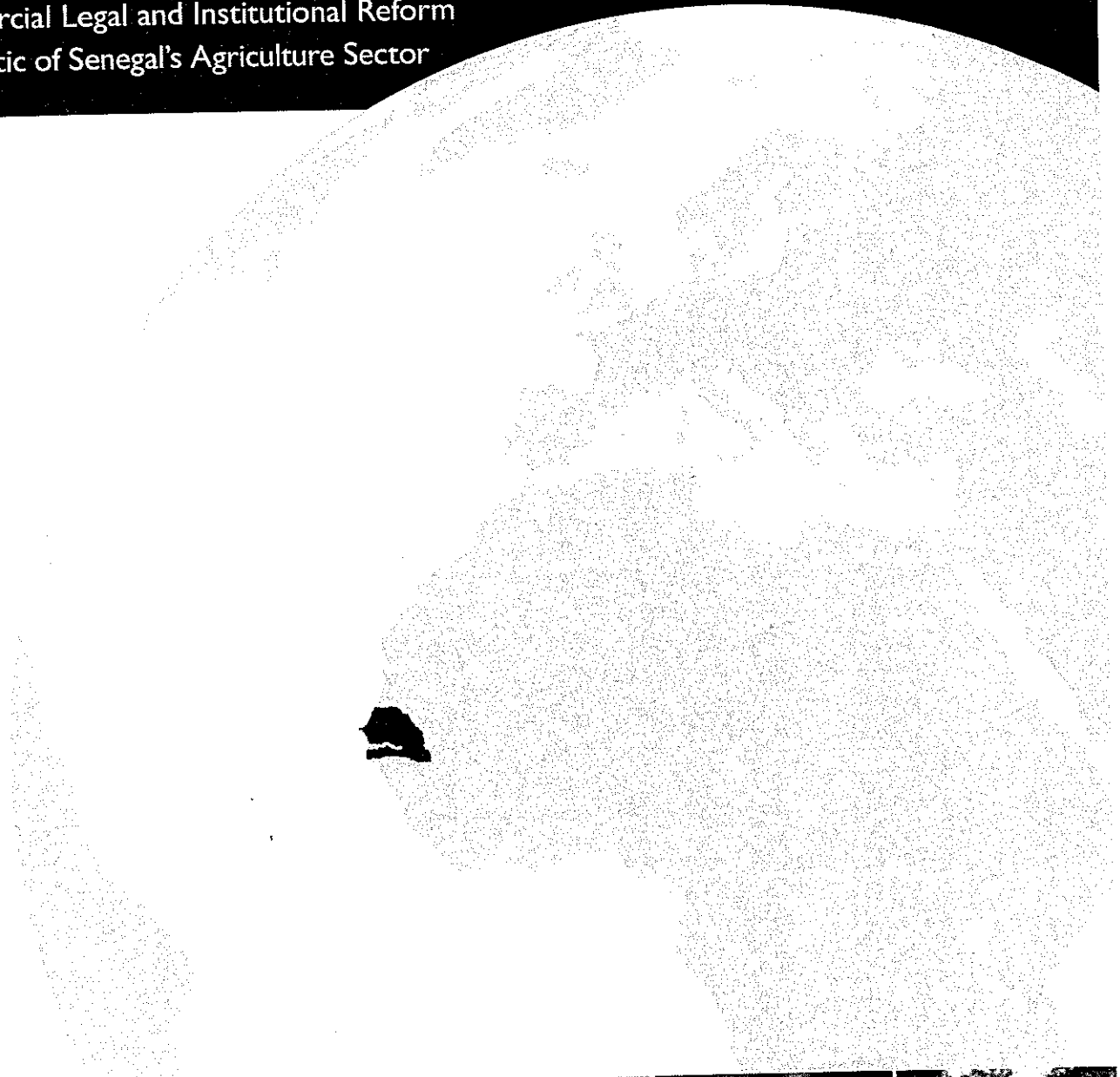


BIZCLIR

Business
Climate
Legal &
Institutional
Reform

AgCLIR: SENEGAL

Commercial Legal and Institutional Reform
Diagnostic of Senegal's Agriculture Sector



This publication was produced for review by the United States Agency for International Development by Booz Allen Hamilton under the Business Climate Legal and Institutional Reform (BizCLIR) project.

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OECD Reviews of Tertiary Education

SPAIN

**Paulo Santiago, José Joaquín Brunner,
Guy Haug, Salvador Malo,
Paola di Pietrogiacomo**



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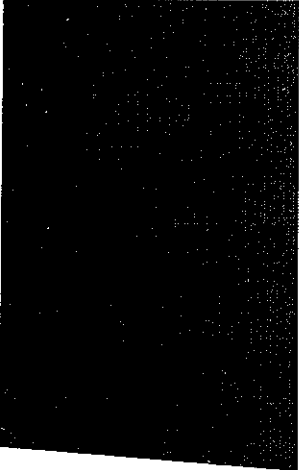
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Evaluación del mercado de aceitunas en México



Q-6-3732



FOODS & WINES
from SPAIN

DIVISION DE ALIMENTOS Y VINOS



GOBIERNO
DE ESPAÑA

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Y COMERCIO

ICEX

Paloma Escorihuela. División ALIMENTOS Y VINOS

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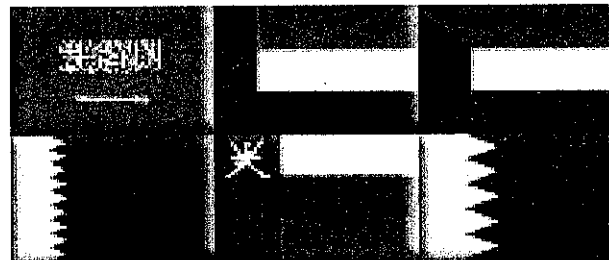
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REPUBLICA DE ESPAÑA DE LOS SIGLOS VEinti y VEinti y tres

PAÍSES DEL GOLFO (CCG)

PLAN INTEGRAL DE DESARROLLO DEL MERCADO

PROGRAMACIÓN 2009 - 2011





MINISTERIO
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Y COMERCIO

SECRETARÍA DE ESTADO DE TURISMO Y COMERCIO

PIDM CCG: INDICE

- ❖ Mercado prioritario para España
- ❖ España en el Golfo hoy
- ❖ Sectores de oportunidad
- ❖ Objetivos del PIDM CCG
- ❖ Líneas de Actuación
- ❖ Presupuesto orientativo
- ❖ Seguimiento

2^{ème} année de spécialisation en « Marketing Agro-alimentaire

Thème :

**« ETUDE DE LA NOTORIETE, DE L'IMAGE
DE MARQUE DU COUSCOUS DARI
ET DE LA SATISFACTION DES
CONSOMMATEURS »**

Réalisé par :

**Laila LOUDDI
Ingénieur Agro-économiste**

Sous la Direction de :

**- Pr Rachid HAMIMAZ
IAV Hassan II, MAROC**


**- Dr. Luis Miguel ALBISU
CITA de Aragon, Espagne**



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Oficina Económica y Comercial
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Estudios de Mercado

El mercado de la distribución comercial ali- mentaria mo- derna en Italia



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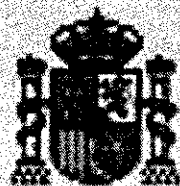
EL MERCADO DE LA DISTRIBUCIÓN ALIMENTARIA MODERNA EN ITALIA

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Y MEDIO RURAL Y MARINO**

SECRETARÍA GENERAL DE MEDIO RURAL

**DIRECCIÓN GENERAL DE INDUSTRIA Y
MERCADOS ALIMENTARIOS**

**SUB. GRAL DE ESTRUCTURA DE LA CADENA
ALIMENTARIA**

**M^a del Carmen FUENTES BOL
Jefe de Área de Análisis de Consumo**

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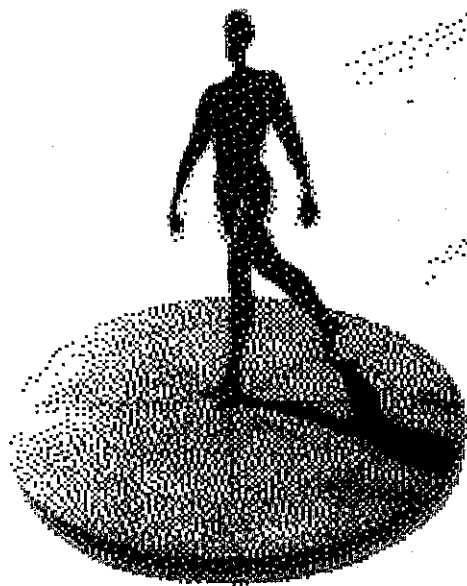
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Rabobank

*A Knowledge driven, customer focused
international wholesale bank*

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Grasas y aceites

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CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS

Grasas y aceites



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Editorial

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Investigación

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Lucia Cusmano, Andrea Morrison,
Roberta Rabellotti

March 2009

www.wine-economics.org

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Popping Corks: UK Consumers' Attitudes to Cava and Champagne



School of Agriculture,
Food & Rural Development

By
Jorge Fumanal Castanera

MSc in International Agriculture and Food Marketing

September 2008

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Ministerio de Agricultura, Pesca y Alimentación: Plan Estratégico del Sector Vitivinícola.

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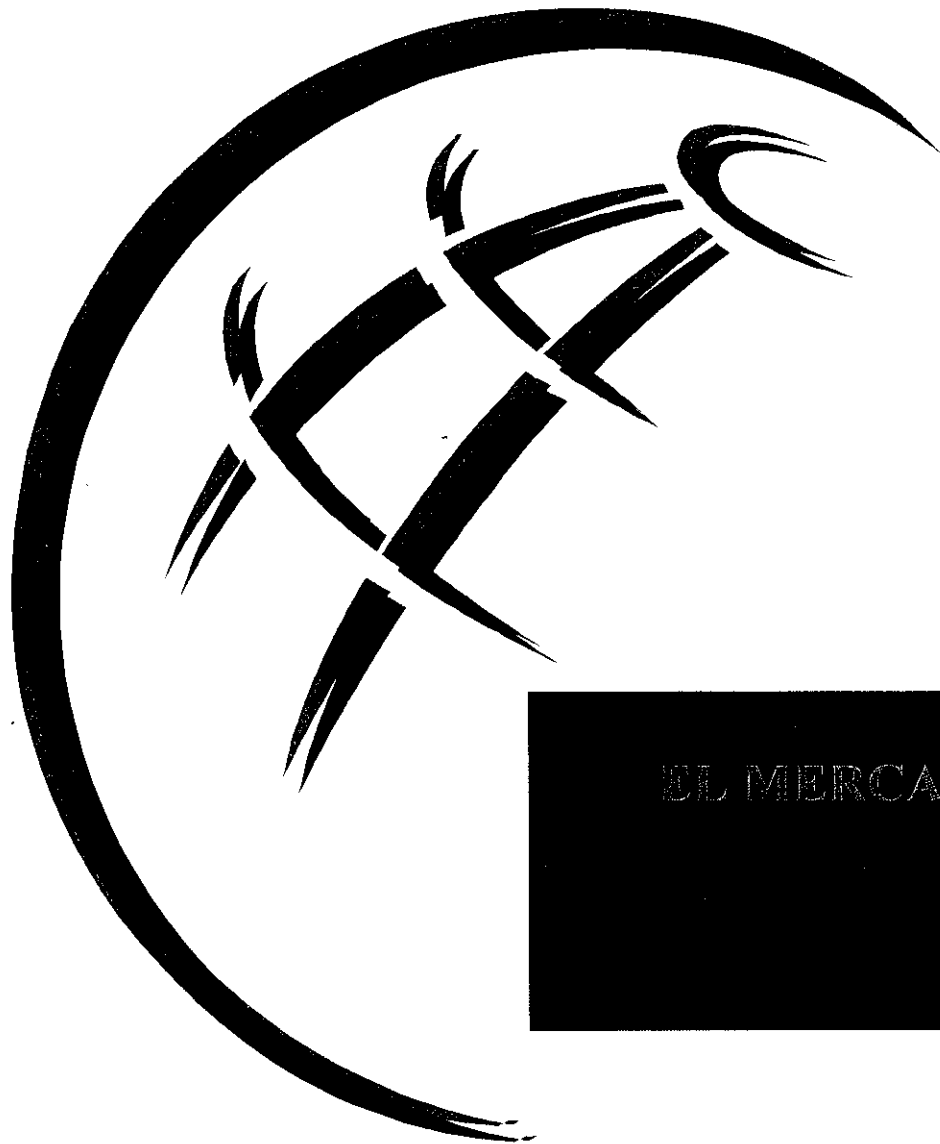
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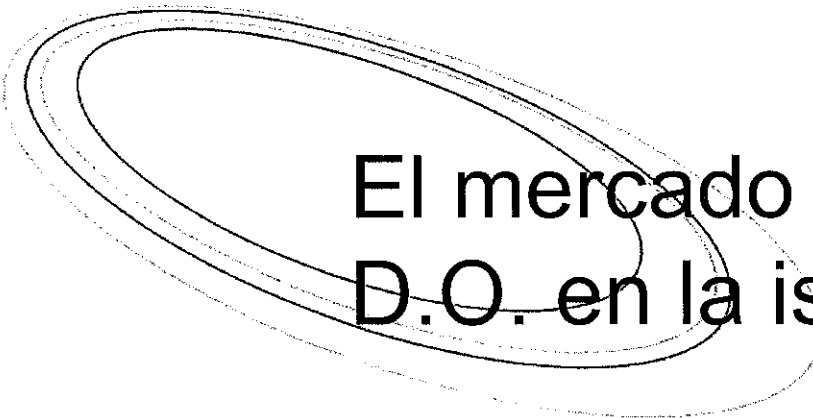
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 - **Actuaciones prioritarias**

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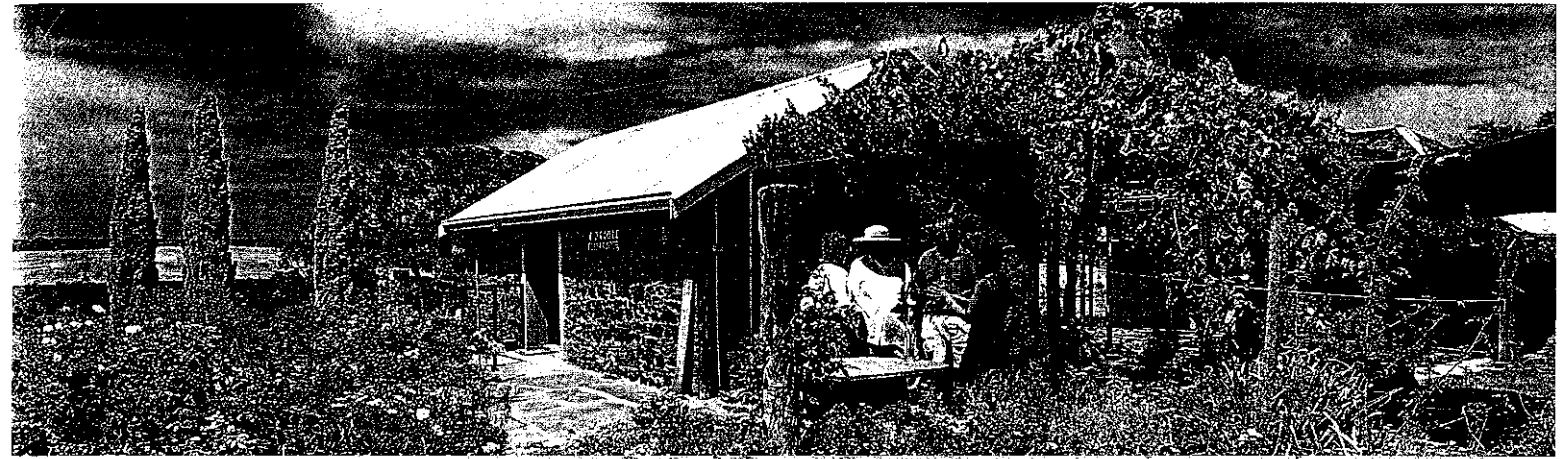
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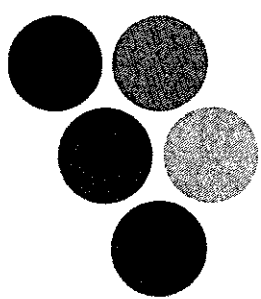
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El mercado del vino en EEUU

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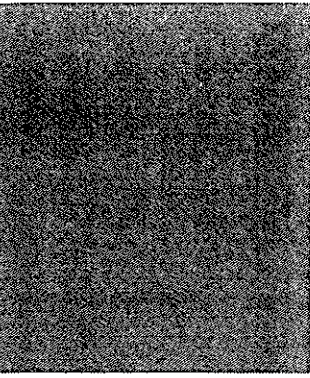
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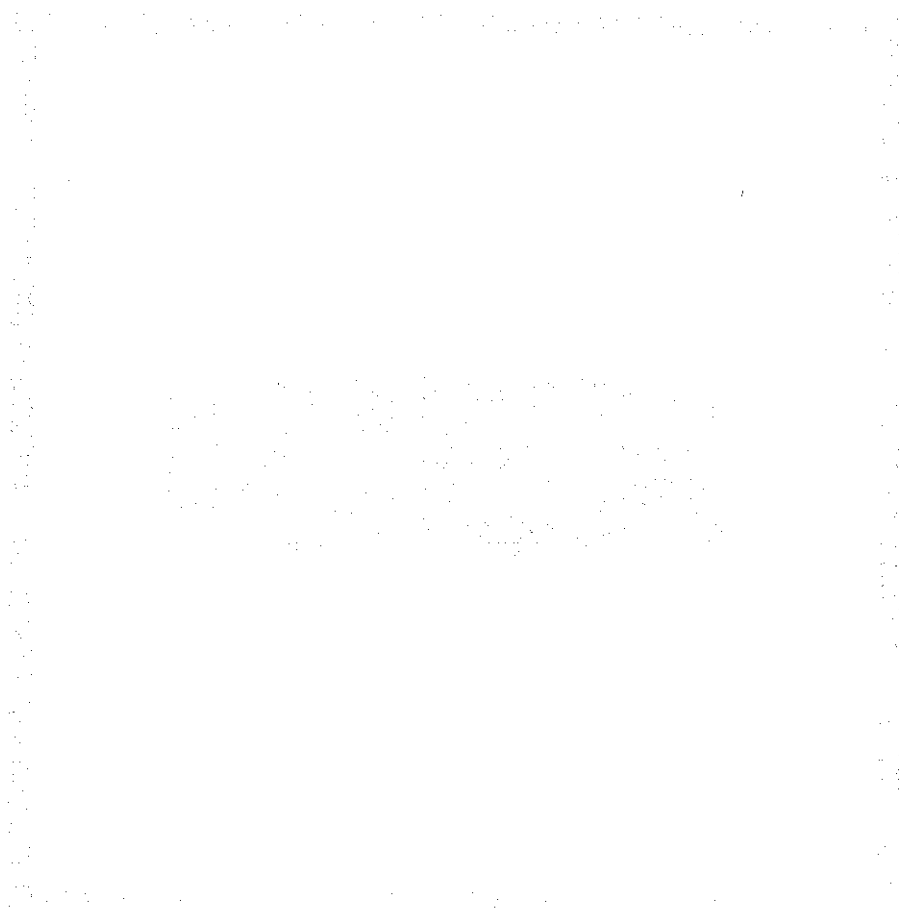
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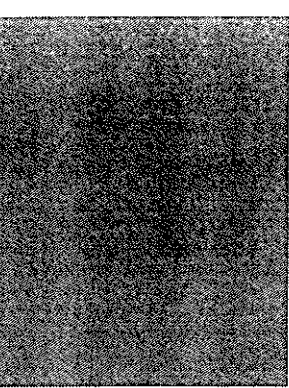
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INFORME
PROMOCIÓN
PUNTO DE
VENTA EN
WHOLE FOODS
MARKET EEUU

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PROMOCIÓN WHOLE FOODS MARKET EEUU

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D R A F T

EUROPEAN TECHNOLOGY PLATFORM

FOOD FOR LIFE



IMPLEMENTATION ACTION PLAN

May 2008



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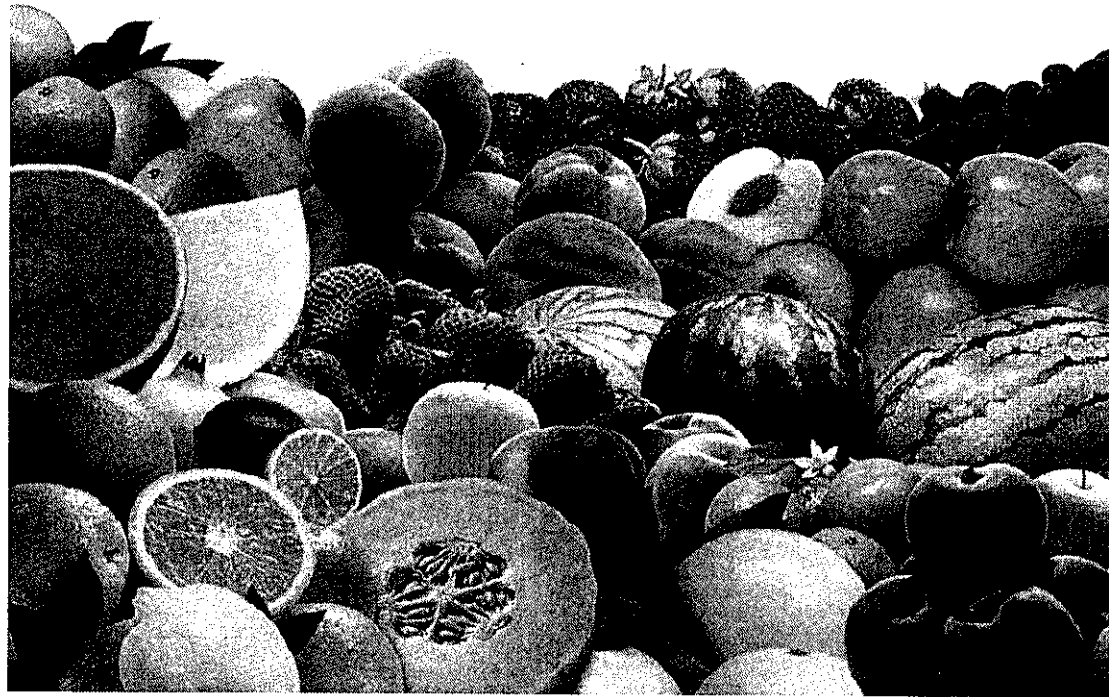
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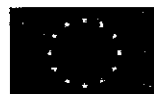
Competitiveness of European agro-food SMEs

2 July 2008, Hotel Silken Berlaymont, Brussels

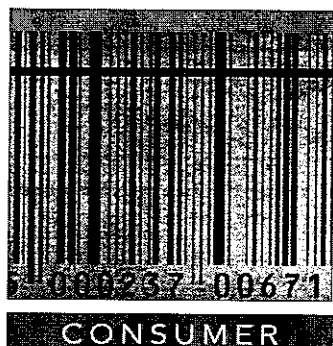


Confédération des industries agro-alimentaires de l'UE
Confederation of the food and drink industries of the EU

In cooperation with



European Commission,
Enterprise and Industry Directorate-General



Future Innovations in Food and Drinks to 2015

NPD, trend convergence and emerging growth
opportunities

By Nicola Hardy

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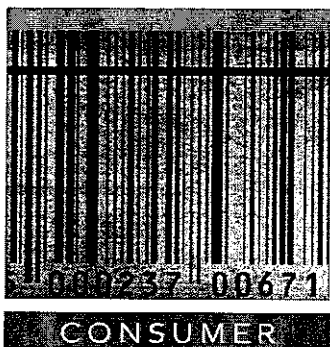
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Innovative Online Food and Drinks Marketing

Building brand and customer relationships online

By Gavin Humphries

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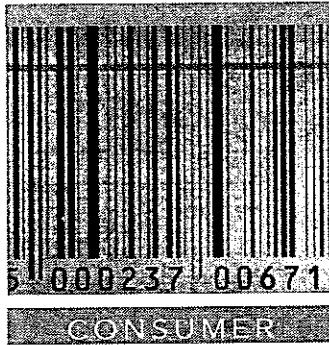
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Trends in Ethical and Sustainable Packaging

Innovation by product category

By Natasha Horton

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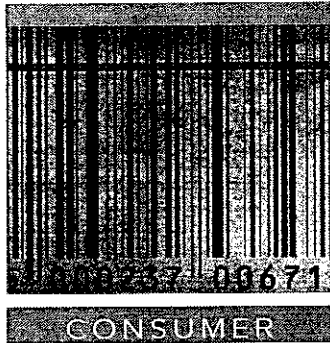
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Promoting Brand Simplicity in Food and Drinks

Reducing product claims, brand dilution and private label threat

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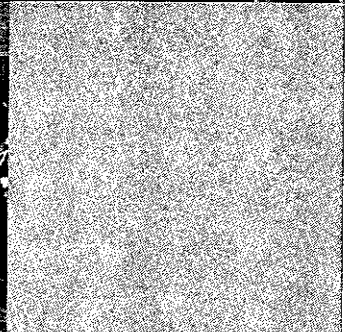
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Linking people, places and products



A guide for promoting quality linked to
geographical origin and sustainable Geographical Indications



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