

CURRICULUM VITAE – Christian FISCHER



Current Office Address

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Personal Details

Date of birth	April 5 1969
Place of birth	Starnberg, Germany
Marital status	Married; 2 children
Nationality	German

Current Research Focus and Expertise

Value and supply chain economics and management; agribusiness economics; food marketing economics; food industry development; strategic management; market intelligence tools and market/ing research methods; statistical analysis (cross-section, time series and pooled data).

Academic Degrees

- ▶ *Doctorate in Agricultural Economics* (external) at the Institute of Agricultural Policy and Market Research of the University of Giessen. Title: "Identifying Key Factors Affecting Success in International Food Product Markets". Supervisor: Prof. Dr. P.M. Schmitz. 2002.
- ▶ *Specialised Masters in Agribusiness Management* (Mastère Spécialisé Management Agro-Industriel – MSMAI); Lyons' Graduate School of Management (E.M.LYON) and École Nationale Supérieure Agronomique (ENSA) Montpellier, France. 2001.
- ▶ *Graduate Certificate in International Economics*; University of Adelaide, Australia. 1999.
- ▶ *Masters of Science in Food Economics*; University of Giessen, Germany. 1997.

Academic Positions

Current (from June 2010)	<i>Associate Professor</i> of Agricultural Economics and Management
Feb 2008 to May 2010	<i>Associate Professor</i> of Value Chain and Supply Chain Management; Institute of Food, Nutrition and Human Health (IFNHH); Massey University, Auckland, New Zealand
Oct 2002 to Jan 2008	<i>Assistant Professor</i> at the Institute for Food and Resource Economics; Department of Agricultural and Food Market Research; University of Bonn, Germany.
Feb 2002 to Sep 2002	<i>Senior Research Associate</i> at the Institute of Agricultural Development in Central and Eastern Europe (IAMO); Department of Agricultural Markets, Marketing and World Agricultural Trade, Halle (Saale), Germany.

Private-Sector Positions

- Nov 2001 to Jan 2002 *Project Manager* at PlanetHome AG, a HVB Group company, Munich.
- May 2001 to Oct 2001 *Senior Researcher* at the Consumer and Retail Practice of The Boston Consulting Group, Munich (food & agribusiness focus).
- Oct 1997 to Jan 1999 *Assistant to the Managing Director* of Garibaldi Munich, a medium-sized import company of Italian food & drink products.

Teaching (principal lecturer, or major interventions)

- ▶ *Retail Food Marketing* (visiting professor, postgraduate block course, 2010, Palmerston North campus)
- ▶ *Supply Chain Management* (30-teaching-hours postgraduate block course, 2010, Auckland campus)
- ▶ *Executive Supply Chain Management* (30-teaching-hours postgraduate block course, 2008, 2009, Auckland campus).
- ▶ *Supply Chain Management Decision-Making* (30-teaching-hours postgraduate block course, 2008, 2009, Auckland campus).
- ▶ *Supply Chain Management Administration* (20-teaching-hours postgraduate block course, 2008, 2009, Auckland campus).
- ▶ *Agribusiness Management* (visiting professor, postgraduate block course, 2009, Palmerston North campus)
- ▶ *Agribusiness Supply Chain Management* (visiting professor, undergraduate programme, 2008, 2009, Palmerston North campus).
- ▶ *International Agribusiness* (visiting professor, undergraduate programme, 2008, 2009, Palmerston North campus).
- ▶ *Advanced Marketing and Market Analysis – module: 'quantitative tools for food-market assessment'* (competitor benchmarking, market and customer segmentation, market potential appraisals and demand analysis) (Winter semesters 2005/06, 2006/07, University of Bonn).
- ▶ *International Food Marketing* (interventions in "Lebensmittelmarketing" (Food Marketing)) (Summer semesters 2004 and 2006, University of Bonn)
- ▶ *Marketing Research A* (Winter semester 2006, School of Economics and Management, Free University of Bozen/Bolzano, Italy).
- ▶ *Quantitative Methods of Market Research II – inductive and dependence techniques* (Summer semesters 2003, 2004, 2005, 2006, 2007, University of Bonn).
- ▶ *Quantitative Methods of Market Research I – descriptive and interdependence techniques* (Winter semesters 2003/04, 2004/05, 2005/06, 2006/07, University of Bonn).

Consulting and Training Activities

- September 2008 (7 days) *Invited expert* for delivery of a 5-day workshop on "Market and Marketing Research in Agribusiness". Agricultural University of Ashgabat. Invited by OSCE (Organisation for Security and Co-operation in Europe). Turkmenistan.
- April 2008 (2 days) *Adviser* to the agriculture study of the final report on 'Trade Sustainability Impact Assessment of the Negotiations of a Partnership and Cooperation Agreement between the EU and China' Commissioned by EU Commission, DG Trade Sub-contracted by Development Solutions Ltd.
- May/June 2006 (12 days) *Team leader of the agricultural-product case study team*, sub-contracted by Development Solutions Ltd (together with S. Schornberg, J. Schiefer). EU Commission, DG Trade. Study on the future opportunities and challenges of EU-China Trade and investment relations. Tender No 2005/S 248-244397.
- Mar/Jul 2005 (40 days) *Member of German case study team*, sub-contracted by Agra CEAS Consulting (together with M. Hartmann, J. Simons, S. Schornberg). EU Commission, DG Agri. Evaluation of the Common Market

- Organisations (CMOs) for pigmeat, poultrymeat and eggs.
Tender No AGRI – 2003 – Evaluation – G4 – 7.
- Jan/Feb 2004 (7 days) *European Consultant* for the Uganda National Banana Research Programme (UNBRP), operated by the National Agricultural Research Organisation (NARO), Kampala, Uganda.
- Jul/Aug 2002 (17 days) *International Consultant* for the Swiss Project for Horticultural Promotion – Kosovo, Intercooperation, Pristina, Kosovo.

Participation in International Donor-funded Research Projects

Key factors influencing economic relationships and communication in European agri-food chains. EU FP6 STREP, Task 18: Improving the economic relationships along the food chains.

Duration: March 2005-April 2008

Donor: EU Commission

Contract No: SSPE-CT-2005-006458 FOODCOMM

Total EU financial contribution: €945,000

Function: Co-ordinating consortium member and Lead Scientist

More information: www.foodcomm.eu

Acquired Grants and Awards

- ▶ *Highly Commended Paper Award 2009*, Emerald Literati Network of Excellence. For co-authored article published in the International Journal of Wine Business Research.
- ▶ Nomination for the Best Paper Award, IAMA 18th Annual World Forum and Symposium.
- ▶ Nomination for the Best Paper Award at the IAMA 17th Annual World Forum and Symposium (together with Fritz, M.), Parma, June 23-26 2007.
- ▶ *Best Paper Award* of the AIEA2 International Conference. University of Laval, Quebec, Canada, August 23-24 2004.
- ▶ Various travel grants from the H. Wilhelm Schaumann Stiftung and the Deutsche Forschungsgemeinschaft (DFG) for participation in international conferences.

Publications

Articles in scientific journals (peer-reviewed) – published or forthcoming

- ▶ Gil-Alana, L. & Fischer, C. (2010): International trade and travelling – further evidence based on fractional VAR specifications. *Applied Economics*. iFirst published: March 2009.
- ▶ Fischer, C. (2010): Food quality and product-export performance – an empirical investigation of the EU situation. *Journal of International Food & Agribusiness Marketing*. Forthcoming.
- ▶ Fischer, C., Hartmann, M., Reynolds, N., Leat, P., Revoredo-Giha, C., Henchion, M. Albisu, L.M. & Gracia, A. (2009): Factors influencing contractual choice and sustainable relationships in European agri-food supply chains. *European Review of Agricultural Economics*. Vol 36, No 4, 541–569.
- ▶ Reynolds, N., Fischer, C. & Hartmann, M. (2009): Determinants of Sustainable Economic Relationships in Selected German Agri-food Chains. *British Food Journal*. Vol 111, No 8, 776–793.
- ▶ Fischer, C. & Gil-Alana, L. (2009): The nature of the relationship between international tourism and international trade – the case of German imports of Spanish wine. *Applied Economics*. Vol 41, No 11, 1345–1359.
- ▶ Schiefer, J. & Fischer, C. (2008): The gap between wine expert ratings and consumer preferences: measures, determinants, and marketing implications. *International Journal of Wine Business Research*. Vol 20, No 4, 335–351.
- ▶ Fischer, C., Hartmann, M., Bavorova, M., Hockmann, H., Suvanto, H., Viitaharju, L., Leat, P., Revoredo-Giha, C., Henchion, M., McGee, C., Dybowski, G. & Kobuszynska, M. (2008): Business relationships and B2B communication in selected European agri-food chains – first empirical evidence. *International Food and Agribusiness Management Review*. Vol 11, No 2, 73–99.
- ▶ Fischer, C. & Schornberg, S. (2007): The competitiveness situation of the EU meat processing and beverage manufacturing sectors. *Food Economics*. Vol 4, No 3, 148–158.

- ▶ Fritz, M. & Fischer, C. (2007): The role of trust in European food chains: theory and empirical findings. *International Food and Agribusiness Management Review*. Vol 10, No 2, 141–163.
- ▶ Fischer, C. & Schornberg, S. (2007): Assessing the competitiveness situation of EU food and drink manufacturing industries: an index-based approach. *Agribusiness: An International Journal*. Vol 24, No 4, 473–496.
- ▶ Fischer, C., Gonzalez, M., Henchion, M. & Leat, P. (2007): Trust and economic relationships in selected European agri-food chains. *Food Economics*. Vol 4, No 1, 40–48.
- ▶ Fischer, C. (2006): The complexities of modern food consumption and implications for international food product marketers. *Journal of International Food & Agribusiness Marketing*. Vol 19, No 1, 7–35.
- ▶ Fischer, C. (2004): The influence of immigration and international tourism on the demand for imported food products. *Food Economics*. Vol 1, No 1, 21–33.
- ▶ Fischer, C. (2004): Managing international trade of food products – a survey of German and Australian companies. *Agribusiness: An International Journal*. Vol 20, No 1, 61–80.

Monographs, edited books and chapters in books (peer-reviewed)

- ▶ Fischer, C. & Hartmann, M. (eds) (2010): *Agri-food Chain Relationships*. CAB International. Oxford. 300 pages.
- ▶ Fischer, C. & Hartmann, M. (2010): Introduction and Overview: Analysing Inter-organizational Relationships in Agri-food Chains. In: Fischer, C. & Hartmann, M. (eds): *Agri-food Chain Relationships*. CAB International. Oxford. Pages 11–21.
- ▶ Hartmann, M., Froberg, K. & Fischer, C. (2010): Building Sustainable Relationships in Agri-food Chains: Challenges from Farm to Retail. In: Fischer, C. & Hartmann, M. (eds): *Agri-food Chain Relationships*. CAB International. Oxford. Pages 25–44.
- ▶ Fischer, C. & Reynolds, N. (2010): Collaborative Advantage, Relational Risks and Sustainable Relationships: a Literature Review and Definition. In: Fischer, C. & Hartmann, M. (eds), *Agri-food Chain Relationships*. CAB International. Oxford. Pages 74–89.
- ▶ Leat, P., Henchion, M., Albisu, L.M. & Fischer, C. (2010): Trust and Relationships in Selected European Agri-food Chains. In: Fischer, C. & Hartmann, M. (eds), *Agri-food Chain Relationships*. CAB International. Oxford. Pages 91–104.
- ▶ Fischer, C., Hartmann, M., Reynolds, N., Leat, P., Revoredo-Giha, C., Henchion, M., Gracia, A. & Albisu, L.M. (2010): Determinants of Sustainable Agri-food Chain Relationships in Europe. In: Fischer, C. & Hartmann, M. (eds), *Agri-food Chain Relationships*. CAB International. Oxford. Pages 119–134.
- ▶ Lu, H., Batt, P. & Fischer, C. (2010): Best Practice in Relationship Management: Recommendations for Farmers, Processors and Retailers. In: Fischer, C. & Hartmann, M. (eds), *Agri-food Chain Relationships*. CAB International. Oxford. Pages 237–249.
- ▶ Chaddad, F., Fischer, C. & Hartmann, M. (2010): Lessons Learned: Recommendations for Future Research on Agri-food Relationships. In: Fischer, C. & Hartmann, M. (eds), *Agri-food Chain Relationships*. CAB International. Oxford. Pages 267–280.
- ▶ Fischer, C. (2009): The future food value chain. In: Emerson, A. & Rowarth, J. (eds), *Future Food Farming: New Zealand Inc. meeting tomorrow's markets*. NZX Ltd. Wellington. Pages 96–98.
- ▶ Fischer, C. (2007): The influence of immigration and international tourism on the import demand for consumer goods – a theoretical model. In: Matias, A., Neto, P. & Nijkamp, P. (eds), *Advances in Modern Tourism Research – Economic Perspectives*. Physica-Verlag. Heidelberg, Germany. Pages 37–49.
- ▶ Fischer, C. (2003): *Identifying Key Factors Affecting Success in International Food Product Markets*. Agrarökonomische Monographien und Sammelwerke. Diss. Wissenschaftsverlag Vauk Kiel KG. Kiel, Germany.

Articles in professional journals (peer-reviewed)

- ▶ Fischer, C., Hartmann, M., Reynolds, N., Leat, P., Revoredo-Giha, C., Henchion, M. Albisu, L.M. & Gracia, A. (2009): Sustainability of Business Relationships in EU Agri-food Chains and Opportunities for Improvement. *Eurochoices*. Vol 8, No 3, 20–21.
- ▶ Fischer, C. (2009): Which Labels for Which Markets – the Importance of the Supply Chain. *Farm Policy Journal*. Vol 6, No 4, 49–57.

Articles in published conference proceedings (peer-reviewed)

- ▶ Akhtar, P., Fischer, C. & Marr, N. (2010): Improving the effectiveness of food chain coordinators: a conceptual model. In: Batt, P. (ed), Proceedings of the III International Symposium on Improving the Performance of Supply Chains in the Transitional Economies. Kuala Lumpur, Indonesia, 2010. *Acta Horticulturae*, forthcoming.
- ▶ Fischer, C. (2010): Opportunities for innovation in specialised fruit & vegetable retailing – results from an Auckland greengrocers survey. In: Hewlett, E. & Johnson, J. (eds), Proceedings of the Australasian Postharvest and Managing Quality in Chains Conference, Napier, New Zealand, 2009. *Acta Horticulturae*, forthcoming.
- ▶ Fischer, C. & McEvilly, G. (2010): Summary of the supply chain workshop. In: Hewlett, E. & Johnson, J. (eds), Proceedings of the Australasian Postharvest and Managing Quality in Chains Conference, Napier, New Zealand, 2009. *Acta Horticulturae*, forthcoming.
- ▶ Fischer, C. & Schornberg, S. (2008): "Determinants of sector competitiveness and implications for the EU food and drink manufacturing industries". In: Fanfani, R., Ball, E., Gutierrez, L. & Ricci Maccarini, E. (eds), *Competitiveness in Agriculture and Food Industry: US and EU Perspectives*. Bononia University Press. Bologna, Italy. Pages 403-420.
- ▶ Fischer, C. (2007): "Food quality and product export performance – An empirical investigation of the EU situation". In: Canavari, M., Regazzi, D. & Spadoni, R. (eds), *Marketing and International Trade of Quality Food Products*. Proceedings CD-ROM of the 105th Seminar of the European Association of Agricultural Economists. Avenue Media. Bologna, Italy. Pages 1–26.
- ▶ Gil-Alana, L. & Fischer, C. (2007): "International traveling and trade: further evidence for the case of Spanish wine based on fractional VAR specifications". In: Canavari, M., Regazzi, D. & Spadoni, R. (eds), *Marketing and International Trade of Quality Food Products*. Proceedings CD-ROM of the 105th Seminar of the European Association of Agricultural Economists. Avenue Media. Bologna, Italy. Pages 395-418.
- ▶ Fischer, C., Gonzalez, M., Henschion, M. & Leat, P. (2007): "Factors Influencing Trust-Supporting Mechanisms in European Agri-Food Chains". In: Fritz, M., Rickert, U. & Schiefer, G. (eds): *Trust and Risk in Business Networks*. Universität Bonn-ILB Press. Bonn, Germany. Pages 75-86.
- ▶ Fischer, C. & Hartmann, M. (2006): "The measurement of competitiveness – With an application to the global food processing sector". In: Gervais, J.-P., Larue, B., Rastoin, J.-L. & Fanfani, R. (eds), *Sustainable Development and Globalization of Agri-Food Markets*. Casa Editrice CLUEB. Bologna, Italy. Pages 471-491.
- ▶ Fischer, C. (2006): "The influence of immigration and international tourism on the demand for imported food products". In: Gervais, J.-P., Larue, B., Rastoin, J.-L. & Fanfani, R. (eds), *Sustainable Development and Globalization of Agri-Food Markets*. Casa Editrice CLUEB. Bologna, Italy. Pages 298-317.

Published reports and discussion/working papers (partly peer-reviewed)

- ▶ Fischer, C., Schornberg, S. & Schiefer, J. (2006): *Study on the Future Opportunities and Challenges of EU-China Trade and Investment Relations – Part 6: Agriculture*. (Report prepared for Development Solutions, Emerging Markets Group, commissioned and financed by the EU Commission, DG Trade. 64 pages.
- ▶ Fischer, C. & Gil-Alana, L. (2006): *The nature of the relationship between international tourism and international trade – the case of German imports of Spanish wine*. Discussion Paper #2006:1. Institute for Food and Resource Economics, University of Bonn. www.ilr1.uni-bonn.de/agpo/publ/disppap/download/disppap06_01.pdf
- ▶ Fischer, C. (2004): *Assessing Kosovo's horticultural potential – the market for fruit and vegetables in the Balkans*. IAMO Discussion Paper #67. Halle, Germany. http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=14797&ftype=.pdf
- ▶ Fischer, C. (2004): *The European Beer Market and Strategic Implications for the Main Players*. Report #18. Institut für Agribusiness. Giessen, Germany. 45 pages.
- ▶ Fischer, C. (1997): *Ansätze zur Verbesserung der Wettbewerbsfähigkeit im Importhandel von Lebensmitteln* (Possibilities to improve the competitiveness of food import companies). Report #4. Institut für Agribusiness. Giessen, Germany. 135 pages.

Commissioned but unpublished reports

- ▶ Hartmann, M., Fischer, C., Reynolds, N., Hockmann, H., Bavorová, M., Suvanto, H., Leat, P., Revoredo-Giha, C., Henschion, M., McIntyre, B., Dybowski, G., Kobuszynska, M., Albisu, L.M. & Gracia, A. (2008): *FOODCOMM Report No. 6 – Evaluation of results and derivation of policy*

- and business implications/recommendations*. Contributions to chapters 8 and 9. Prepared for EU Commission, DG Research. 187 pages.
- ▶ Hartmann, M., Fischer, C., Reynolds, N., Hockmann, H., Bavorová, M., Suvanto, H., Leat, P., Revoredo-Giha, C., Henchion, M., McIntyre, B., Dybowski, G., Kobuszynska, M., Albisu, L.M. & Gracia, A. (2007): *FOODCOMM Report No. 4 – Analysis of survey data and identification of issues for country specific research*. Editor. Prepared for EU Commission, DG Research. 557 pages.
 - ▶ Hartmann, M., Fischer, C., Reynolds, N., Hockmann, H., Bavorová, M., Suvanto, H., Leat, P., Revoredo-Giha, C., Henchion, M., McGee, G., Dybowski, G., Kobuszynska, M., Albisu, L.M. & Gracia, A. (2007): *FOODCOMM Report No. 3 – Questionnaire development and cross-country, multi-commodity survey(s) of farmers, processors and retailers*. Contributions to chapter: "Germany". Prepared for EU Commission, DG Research. 145 pages.
 - ▶ Hartmann, M., Fischer, C., Reynolds, N., Hockmann, H., Bavorová, M., Suvanto, H., Leat, P., Watts, D., Henchion, M., McGee, G., Dybowski, G., Kobuszynska, M., Albisu, L.M., Gracia, A. & Gonzalez, M. (2006): *FOODCOMM Report No. 2 – Review of Food Chain Systems*. Contributions to chapter: "Germany". Prepared for EU Commission, DG Research. 387 pages.
 - ▶ Hartmann, M., Fischer, C., Reynolds, N., Lensch, A.-K., Hockmann, H., Bavorová, M., Hanf, J., Suvanto, H., Törmä, P., Leat, P., Brannigan, J., Watts, D., Henchion, M., McIntyre, G., Dybowski, G., Kobuszynska, M., Albisu, L.M., Gracia, A. & Gonzalez, M. (2006): *FOODCOMM Report No. 1 – Theoretical Framework*. Contributions to various chapters. Prepared for EU Commission, DG Research. 106 pages.
 - ▶ Fischer, C. (2004): *Demand for bananas in the European Union, with special focus on Germany*. Report/market study for the Uganda National Banana Research Programme (UNBRP). 21 pages.
 - ▶ Fischer, C. (2002): *The market for fruit & vegetables in Kosovo and Balkan regional market study*. Report/market study for the Swiss Project for Horticultural Promotion – Kosovo (SPHP-K). 86 pages.
 - ▶ Fischer, C. (2002): *PACS – Benutzerhandbuch*. Software user manual of an internal revenue controlling tool based on MS Access. PlanetHome AG, an HVB Group company. 147 pages.
 - ▶ Fischer, C. (1998): *Garibaldi Kundenbefragung 1998 – Gastronomie & Wiederverkaeuffer*. Food service & retailer survey summary report and conclusions. Company-internal market research study. 51 pages.
 - ▶ Fischer, C. (1998): *Betriebsanalyse Garibaldi Neuhausen 1998*. Company-internal outlet-profitability analysis and conclusion. 65 pages.

Contributed conference papers (presentations)

- ▶ Akhtar, P., Fischer, C. & Marr, N. (2010): Improving the effectiveness of food chain coordinators: a conceptual model. *III International Symposium on Improving the Performance of Supply Chains in the Transitional Economies*. Kuala Lumpur, Indonesia. July 4–8.
- ▶ Fischer, C. (2009): Opportunities for innovation in specialised fruit & vegetable retailing – results from an Auckland greengrocers survey. *Australasian Postharvest and Managing Quality in Chains Conference*. Napier, New Zealand. November 15–19.
- ▶ Fischer, C. (2009): Building trust in agri-food chains: the mediating role of effective communication. *International Association of Agricultural Economists Conference (IAAE2009)*. Beijing, China. August 16–22.
- ▶ Fischer, C. (2009): Managing Sustainable Agri-food Chain Relationships – Factors Affecting Relationship Quality and Stability Dimensions. *IAMA 19th Annual World Forum and Symposium*. Budapest, Hungary. June 20–23.
www.ifama.org/library.asp?collection=2009_budapest&volume=symposium/1128_paper.pdf
- ▶ Fischer, C. (2009): Opportunities for Innovation in Fruit & Vegetable Retailing: A Value Chain Approach. *IAMA 19th Annual World Forum and Symposium*. Budapest, Hungary. June 20–23.
www.ifama.org/library.asp?collection=2009_budapest&volume=symposium/1129_paper.pdf
- ▶ Fischer, C., Hartmann, M., Reynolds, R., Leat, P., Revoredo-Giha, C., Henchion, M. & Gracia, A. (2008): Agri-food chain relationships in Europe – empirical evidence and implications for sector competitiveness. *XIIth Congress of the European Association of Agricultural Economists (EAAE)*. Ghent, Belgium. August 26–29.
- ▶ Fischer, C. (2008): Drivers of consolidation of major brewery groups – did their internationalisation strategies pay off? *IAMA 18th Annual World Forum and Symposium*. Monterey, California. June 14–17.

- http://dev.ifama.org/library.asp?collection=2008_monterey&volume=symposium_presentation_files/1013_paper.pdf
- ▶ Reynolds, N., Fischer, C. & Hartmann, M. (2008): Determinants of Sustainable Economic Relationships in German Agri-food Chains. *2nd International European Forum on System Dynamics and Innovation in Food Networks*. Innsbruck-Igls, Austria. February 18–22.
 - ▶ Fischer, C., Hartmann, M., Bavorova, M., Hockmann, H., Suvanto, H., Viitaharju, L., Leat, P., Revored-Giha, C., Henchion, M., McGee, C., Dybowski, G. & Kobuszynska, M. (2007): Economic Relationships and B2B communication in Selected European Agri-food Chains – First Empirical Evidence. *IAMA 17th Annual World Forum and Symposium*. Parma, June 23–26. www.ifama.org/conferences/2007Conference/SymposiumPapers_files/1047_Paper.pdf
 - ▶ Fischer, C. & Schornberg, S. (2007): Determinants of sector competitiveness and implications for the EU food and drink manufacturing industries. *IAMA 17th Annual World Forum and Symposium*. Parma, June 23–26. www.ifama.org/conferences/2007Conference/SymposiumPapers_files/1071_Paper.pdf
 - ▶ Fritz, M. & Fischer, C. (2007): The role of trust in European food chains: theory and empirical findings. *IAMA 17th Annual World Forum and Symposium*. Parma, June 23–26. www.ifama.org/conferences/2007Conference/SymposiumPapers_files/1045_Paper.pdf
 - ▶ Fischer, C. (2007): Food quality and product export performance – an empirical investigation of the EU situation. *105th European Seminar of the EAAE 'International Marketing and International Trade of Quality Food Products'*. Bologna, Italy. March 8–10. www.bean-quorum.net/EAAE/pdf/EAAE105_Paper030.pdf
 - ▶ Gil-Alana, L. & Fischer, C. (2007): International travelling and trade: further evidence for the case of Spanish wine based on fractional VAR specifications. *105th European Seminar of the EAAE 'International Marketing and International Trade of Quality Food Products'*. Bologna, Italy. March 8–10. http://www.bean-quorum.net/EAAE/pdf/EAAE105_Paper072.pdf
 - ▶ Fischer, C. & Gil-Alana, L. (2006): The Nature of the Relationship Between International Tourism and International Trade: the Case of German Imports of Spanish Wine. *26th International Conference of Agricultural Economists (IAAE)*. Brisbane, Australia, August 12–18. http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=22641&ftype=.pdf
 - ▶ Fischer, C. & Schornberg, S. (2006): An index-based approach for assessing agribusiness competitiveness at the sector level: the case of the EU food and drink manufacturing industries. *98th European Seminar of the EAAE 'Marketing Dynamics within the Global Trading System: New Perspectives'*. Chania, Greece, June 29 to July 2. <http://ageconsearch.umn.edu/bitstream/123456789/26529/1/sp06fi01.pdf>
 - ▶ Fischer, C. & Gil-Alana, L. (2006): The Nature of the Relationship Between International Tourism and International Trade: the Case of German Imports of Spanish Wine. *98th European Seminar of the EAAE 'Marketing Dynamics within the Global Trading System: New Perspectives'*. Chania, Greece, June 29 to July 2. http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=26617&ftype=.pdf
 - ▶ Fischer, C. & Schornberg, S. (2006): Explaining the competitiveness of EU food and drink manufacturing industries: a structural equation modelling approach. *AIAE2 International Meeting 'Competitiveness in Agriculture and in the Food Industry: US and EU perspectives'*. Bologna, Italy, June 15–16.
 - ▶ Fischer, C. & Schornberg, S. (2006): Assessing the competitiveness situation of EU food and drink manufacturing industries: an index-based approach. *AIAE2 International Meeting 'Competitiveness in Agriculture and in the Food Industry: US and EU perspectives'*. Bologna, Italy, June 15–16.
 - ▶ Fischer, C., Gonzalez, M., Henchion M. & Leat, P. (2006): Trust and economic relationships in selected European agri-food chains. *99th European Seminar of the EAAE 'Trust and Risk in Business Networks'*. Bonn, February 8–10.
 - ▶ Fischer, C. (2005): A theoretical model explaining modern food consumption and implications for international food product marketers. *97th EAAE Seminar, 'The Economics and Policy of Diet and Health'*. Reading, UK, April 21–22. www.eaae.rdg.ac.uk/Papers/4B-Fischer.pdf
 - ▶ Fischer, C. (2005): A theoretical model explaining the influence of immigration and international tourism on the import demand for consumer goods. *1st International Conference on Theoretical Advances in Tourism Economics*. Évora, Portugal. March 18–19.
 - ▶ Fischer, C. & Hartmann, M (2004): The measurement of competitiveness – With an application to the global food processing sector. *AIEA2 International Conference*. Québec, Canada. August 23–24. www.jpgervais.eac.ulaval.ca/actesAIEA2.pdf

- ▶ Fischer, C. (2004): The influence of immigration and international tourism on the demand for imported food products. *AIEA2 International Conference*. Québec, Canada. August 23–24. www.jpgervais.eac.ulaval.ca/actesAIEA2.pdf
- ▶ Fischer, C. (2003): Gérer le commerce international de produits alimentaires – un sondage auprès d'entreprises allemandes et australiennes. *European Doctoral Meeting* ('Journées européennes des thèses'), organised by the 'Société Française d'Economie Rurale' (SFER) and the 'Association Internationale d'Economie Alimentaire et Agro-industrielle' (AIEA2). Montpellier, France. June 19–20.

Conference posters

- ▶ Fischer, C. (2003): Bewertung des gartenbaulichen Potentials des Kosovo – Der Markt für Obst & Gemüse auf dem Balkan ('Assessment of Kosovo's horticultural potential – the market for fruit & vegetables on the Balkans'). *43th Conference of the German Association of Agricultural Economists* (Gewisola). Stuttgart, Germany. September 30 to October 1.
- ▶ Fischer, C. & Hartmann, H. (2003): Measuring international competitiveness across countries – an application to the global food industry. *25th International Conference of Agricultural Economists (IAAE)*. Durban, South Africa. August 16–22.
- ▶ Fischer, C. (2002): Managing international trade of food products – a company survey from Germany and Australia. *Xth Congress of the European Association of Agricultural Economists (EAAE)*. Zaragoza, Spain. August 28–31.

Others

- ▶ "The future food value chain". Invited speaker at the Future Food Farming Forum – New Zealand Inc. meeting tomorrow's markets. Massey University. Palmerston North. November 2009.
- ▶ "Economic relationships and communication in European agri-food chains: main findings from the FOODCOMM project". Invited speaker at the FOODCOMM International Workshop. Brussels, Belgium. May 27 2008.
- ▶ Economic motive for beer purity law. Published Letter to the Editor. *Financial Times*. Page 6. April 14–15 2007.
- ▶ Invited podium speaker at podium discussion "Qualität: die richtige Richtung, oder die letzte Chance?", of the "Bauernjugend Bezirk Unterland". Bozen/Bolzano, Italy. May 31 2006.
- ▶ Best or worst. Published Letter to the Editor. *The Economist*. Page 16. March 2 2006.
- ▶ Managing international trade of food products: a survey of German and Australian companies. Seminar presented at the Gatton campus of The University of Queensland. Brisbane, Australia. February 1 2006.
- ▶ Contribution to the FAO, GFAR and PhAction brochure, "Linking Farmers to Markets", Strategic Plan for a Global Post-Harvest Initiative for the 21st Century. Printed and circulated by FAO.
- ▶ Die Wettbewerbsfähigkeit der EU Ernährungsindustrie ('The competitiveness of the EU food processing sector'). Presentation by invitation given within the Main Seminar of Agricultural Economics. University of Hohenheim, Stuttgart. April 28 2005.
- ▶ Some gems in a modest food culture. Published Letter to the Editor. *Financial Times*. Page 6. April 16–17 2005.

Reviewer Activities

- ▶ Journals articles: Applied Economics, Food Economics, International Journal of Wine Business Research, Food Security, Quarterly Journal of International Agriculture.
- ▶ Conference papers: 27th International Conference of Agricultural Economists 2009 (Beijing), 19th Annual IAMA World Forum and Symposium (Budapest), 18th Annual IAMA World Forum and Symposium (Monterey, USA), 105th European Seminar of the EAAE 'International Marketing and International Trade of Quality Food Products' 2007 (Bologna), 11th European Association of Agricultural Economists Conference 2005 (Copenhagen), 45th Annual Meeting of German Agricultural Economists, AIEA2 International Conference 2004 (Quebec), 25th International Conference of Agricultural Economists 2003 (Durban).
- ▶ Several doctoral and MSc theses (University of Bonn).

Memberships in Professional Associations

- ▶ International Food and Agribusiness Management Association (IAMA)
- ▶ European Association of Agricultural Economists (EAAE)
- ▶ International Association of Agricultural Economists (IAAE)
- ▶ Association Internationale d'Economie Alimentaire et Agro-industrielle (AIEA2)

Languages and Computer Skills

Languages

- ▶ German: native
- ▶ English: fluent in speaking and writing
- ▶ French: fluent in speaking and writing
- ▶ Italian: upper intermediate knowledge (speaking and writing)

Software packages

- ▶ MS Office (including Access & FrontPage)
- ▶ Adobe Acrobat
- ▶ Adobe Dreamweaver
- ▶ SPSS
- ▶ AMOS
- ▶ STATA
- ▶ EViews

For more information, please visit: www.christian-fischer.de



Auckland, April 2010