

# TeaTimeLectures

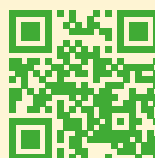
German Pavillion  
Hall 1 1D-10

Admission free  
Presentation / Presentación  
**Simone Schiller**

Date+Time fecha+hora	Thursday / Jueves - 19.09.2024 Standards - curse or blessing / Normas: maldición o bendición
17:00 h	Welcome / Bienvenidos
17:05 h	Standards, which ones are there and what do they mean – an overview / Normas, cuáles son y qué significan: visión general Prof. Dr. Katharina Riehn, DLG Vice President competence center food, Frankfurt am Main
17:30 h	Discussion: Standards the importance for operations and marketing / Discusión: Normas la importancia para las operaciones y el marketing Prof. Dr. Katharina Riehn, DLG Vice president y Eber Andriuolo, Sudberg Argentina SA / Cerveza Lindenberg, Argentina
18:00 h	Conclusion / Conclusión
18:30 -19:30 h	Guided Tour / Visita guiada



Federal Ministry  
of Food  
and Agriculture



[www.german-pavilion.com](http://www.german-pavilion.com)  
[www.bmel.de](http://www.bmel.de)