

A NEW BOOK OF PROF. DR. BERND HALLIER
is already challenging the Professional Readers:
„FROM CRISIS TO COMPETENCE”
(European Retail Academy, ORGAINVENT GmbH)

Professor Theodor Valentin PURCĂREA, PhD
Romanian-American University,
1B, Expoziției Avenue, Sector 1, Bucharest
theodor.purcarea@rau.ro

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Released in two languages (primarily in order to facilitate international comparability and research), the book „From Crisis to Competence” represents a collection of material arising from the practical experiences of the food industry in Europe. This new book of Prof. Dr. Bernd Hallier is well organized and has achieved its goal. Allow us to remember only the Chapters:

Chapter 1: From EHI label to EU regulation;

Chapter 2: From Transparency towards SmartAgriFood;

Chapter 3: Industry responsibility, references, networks.

Beyond evident contributions (such as: *a case collection of proactive ideas along similar lines that have emerged from market participants and institutions both in Germany and elsewhere; working material for universities with a collection of literature and a chronology based on the history of ORGAINVENT GmbH Deutschland*), the book also constitutes:

- an endorsement of our liberal civil society (*the private initiative taken by the proactive lead actors of the industry as a solution during the initial phase of the crisis, and the extension of this chain of responsibility made at its own expense by ORGAINVENT that is making available material and sources in a way that might not be possible for other market participants*), and

- a real offer of a common platform for dialogue to all of the partners in the market, inspiring this way further market innovations.

In “Introduction” (Bonn, December 2011) of the book, the author also argues that: the road from the EHI label to the EU regulation would not have been possible without the many domestic and foreign partners in the industry with similarly focused interests; these industry solutions are discussed in Chapter 2, where an effort is made to treat them all on an equal footing (this being done despite the fact that one of them involves limiting itself to the technical aspects of traceability, whereas the others envisage accommodating the wishes of the consumers for more detailed information and see opportunities for regional marketing or the promotion of branded meat); EU projects in which the European Retail Academy is involved are similarly incorporated; Chapter 3 is given the

title of “Working Material” for universities, its purpose being to motivate those studying for BA, MA or PhD theses in this subject, either with the European Retail Academy, which was initiated by the EHI Retail Institute, or with other research groups in Germany and elsewhere, to pursue interdisciplinary literature research in the libraries.

It is worth to mention that Professor Bernd Hallier, a distinguished Member of the Editorial Board of the “Holistic Marketing Management” Journal, and the “designer” of the European Retail Academy (ERA), has a real passion for transparency of the market and trends discovery, for promotion of benchmarking in retail education and for one of the most internationalized markets, the Art market. In 1998 I was discussing Dr. Hallier’s view on the correlation between “the so-called political changes in many countries from Central and Eastern Europe and people necessity to live, consume like it is done in the West”, as well as his thoughts on issues pertaining to the globalization process.

Following an invitation of the Romanian-American University (RAU), Professor Bernd Hallier, has participated, at the end of May and beginning of June 2011, to a series of Round Tables and Public Lectures (The intertwine of Culture and Trade; Introduction of the European Retail Academy; Branding: the successful example of EuroShop; Evolution Tornado Retail; the Global House of Harmony; Lifelong-Learning; Environmental Retail Management). On this occasion, on the 1st of June, in the RAU’s Senate Hall, the ceremony of awarding the RAU’s Diploma for Special Academic Merit to Professor Bernd Hallier took place, in recognition of his outstanding contribution to the promotion of the international transfer of know-how between business and universities, bringing more transparency on retail-research and retail-education, his successful involvement in the Social Dialogue project “Establishing a European Network for Anticipating skill needs in the commerce sector”, the attention paid to the evaluation of philosophies offered by the steady upgrade of retail-technologies, and his active involvement in developing cooperation between Germany and Eastern markets. Before the award ceremony a working session took place concerning “EU-Study, EuCVOT, EuCoCo”, in order to form a national EuCVoT-Round Table (a significant pillar in this respect being the Universities already involved in the ECR Academic Partnership Romania: Valahia University of Targoviste/ECR Department, Academy of Economic Studies in Bucharest/Department of Commerce, Romanian-American University/Management-Marketing Department etc.)

Prof. Dr. Bernd Hallier is Managing Director EHI Retail Institute (former EuroHandelsinstitut), President of EuCVoT (European Competence Center for Vocational Training for Retail), President of the European Retail Academy (ERA), Chairman of the Advisory Board of EuroShop (world’s largest capital goods show in the retail sector), Member of the Board of AIDA Brussels, Member of the Astana Economic Scientists Club, Member of the Advisory Board of “Transparent Food”, Trustee of EHI Retail Institute at GLOBALG.A.P., and President of the Supervisory Board of ORGAINVENT GmbH.