

Burkhard SCHAER is co-founder of Ecozept and director of the department regional development, marketing and market surveys. Mr. Schaer holds a conferral of a doctorate in community marketing for organic foods from the Technical University of Munich-Weihenstephan, Germany. His area of expertise is market observation, market survey, quantitative and qualitative investigations, statistical analysis methods, project management, process control, moderation and coaching.

E-mail: <u>schaer@ecozept.de</u>