



Center for Research and Educational Projects

## INVITATION

We would like to cordially invite you to the opening of the Laboratory of Consumer Studies to be held on October 16, 2018 at 10:00 in pavilion S, at the Faculty of Economics and Management of the Slovak University of Agriculture in Nitra.

The Laboratory of Consumer Studies is an original concept, implemented by a group of experts and enthusiasts for innovative research solutions using the latest technologies, unique in its Central European research and educational space. Under the methodical supervision of Dr. Jakub Berčík, with the support of the Department of Marketing and Trade, managements of FEM and SUA in Nitra, as well as thanks to partners and sponsors, this is a place for interconnecting science, education, as well as basic, applied and commercial research in the most modern way.

Please, confirm your participation by e-mail at [jana.galova@uniag.sk](mailto:jana.galova@uniag.sk) until October 5, 2018.

We are looking forward to meeting you!

Yours Sincerely,

Prof. Dr. Ing. Elena Horská  
Dean of the FEM SUA in Nitra



### Programme of the Event

10:00	<b>Opening and Welcome</b>
10:10	<b>From Idea to Reality</b> Introducing the process of developing and implementing the concept of the Laboratory of Consumer Studies and thanking its partners, sponsors and supporters prof. Dr. Ing. Elena Horská, Dean of the FEM SUA in Nitra
10:30 – 10:50	<b>Speeches of Distinguished Guests</b> <b>Reflection from Partner Laboratories</b>
10:50 – 11:00	<b>Opening of the Laboratory</b> Speech by Ing. Maroš Meško, PhD., Director of JCI Slovakia
11:00 – 12:30	<b>Presentation of the concept and possibilities of using the Laboratory of Consumer Studies in education, research and project activities (in groups)</b> Ing. Jakub Berčík, PhD., Department of Marketing and Trade, FEM SUA in Nitra Ing. Ján Bajús, PhD., CTO, SAMO Europe, s. r. o.
11:00 – 12:30	<b>A series of parallel presentations related to the concept of the Laboratory of Consumer Studies</b>  <b>Theoretical and practical views on scientific, research, educational and project use of the Laboratory of Consumer Studies</b>
12:30	Reception
14:00 – 16:00	Working session of the project APVV-17-0564 "The Use of Consumer Neuroscience and Innovative Research Solutions in Aromachology and Its Application in Production, Business and Services (NEUROSMELL)" Brainstorming with foreign partners on the possible use of the Laboratory of Consumer Studies in research and project activities