Sustainable Food Security 2050. Disruptive Innovation: Better Business, Management, Science, Government

28th IFAMA Symposium, Forum and Student and Young Professional Case Competition
Universidad Austral, Pilar, June 23-24, 2018
Hilton Buenos Aires June 25-27, 2018

TABLE OF CONTENTS

Welcome note,
- Prof. Johan Van Rooyen, president IFAMA, Page 3
- Dean Ana Galiano, Board Member, IFAMA, Page 4
- Dr, Hector Laurence, Chair, IFAMA 2018, Page 5
- Prof. Francesco Braga CEO IFAMA, Page 6

Timetable, Symposium
- Symposium and Case Competition, Saturday and Sunday, Student reception Page 08
- Team taking part in the Case Competition Page 09

Timetable, Forum
- Day 1 Forum, Mega Trends and Case Competition Finals, Industry reception Page 10
- Day 2 Forum, Organization Innovation, the Response of the Firms Page 11
- Day 3 Forum, Regional and Value Chain Opportunities and Challenges, Presidential Reception, Presidential banquet Page 12

List of Sponsors,
- Diamond Page 13, 16
- Gold, Page 19
- Silver, Page 22
- Bronze, Page 24

IFAMR, the Journal of IFAMA Page 24

Detailed session description
- Day 1 Forum, Mega Trends and Case Competition Finals Page 14, 15
- Day 2 Forum, Organization Innovation, the Response of the Firms Page 17, 18
- Day 3 Forum, Regional and Value Chain Opportunities and Challenges Page 20, 21, 23

Photo and essential mini Bio, Speakers Page 25

IFAMA 2018 Organizing Committee Page 36

Invite to IFAMA 2019, Huangzhou, and IFAMA 2020, Rotterdam Page 37

Your Notes Page 40

IFAMA 2018 Organizing Committee Page 42

Invitation to China 2019 and The Netherlands 2020 Page 43

Welcome Note
by Prof. Johan Van Rooyen, IFAMA president

WHY IFAMA 2018 BUENOS AIRES?

Buenos Aires 2018 will be my 21th IFAMA conference since 1997. I missed only one – Boston in 2010. Why did I keep on attending IFAMA conferences for 21 years - a large part of my professional life?

Was it the **attractive conference themes?** Yes definitely so - innovative, challenging and forward looking. Page through previous IFAMA conferences and you will be struck by how "spot-on" IFAMA managed to be over the past 28 years- leading in to the future!

Was it the **participants?** Yes, indeed so – business executives, top academics and young professionals; even country presidents, government ministers, big business CEO's and legendary academics regularly addressed IFAMA audiences! This all together with the opportunity IFAMA gave to present our research papers to interested and informed audiences, sharpening our ideas and arguments.

Or was it the interesting **IFAMA venues all over the world?** Off course location is always a factor! This gave me the opportunity to explore the new, exciting and ever changing global face of food and agribusiness; a new world that opened up to me when South Africa became a true democracy in 1994!

All these points are valid, but the most compelling reason not to miss an IFAMA event remains the quality of **people drawn to IFAMA** – regulars and new comers – the IFAMA family - all special people interested in "my kind of things" and always prepared to assist and to lend a hand.

For me this all truly opened up the exciting, dynamic and wonderful IFAMA world of Food and Agribusiness Management - the opportunity to rub shoulders with legends - top executives and academics; mixing with keen and smart young and ambitious professionals and meeting starry eyed students doing their thing in the Case Competition and presenting symposium papers. Truly a unique " power package " that compelled me for 21 years not to miss IFAMA

And why Buenos Aires 2018?

Consideration number one: IFAMA is first and foremost a **gathering of unique and informed people** around vitally relevant topics focussed by the IFAMA vision of "global food security by 2050". Remember "we (that's all of us!) feed the world"; the social capital created by belonging to the IFAMA network influenced many professional lives and courses of action: This vibe will again be experienced in Buenos Aires.

Secondly: The theme - what more relevant and exciting theme could drive proceedings than **"disruptive innovations in the world of food and agribusiness";** and **"how to manage the resulting new and different opportunities and markets"**. To highlight some topics on the agenda: illustrating disruptive technological innovation; trading in a new and different world; big data, communication and the digital revolution; new foods – new ethics, new values, new certifications; sustainability, change management and responsive governance systems; managing mega farms, mega cooperatives; linking small holder farmers to value chains; entrepreneurial opportunities and support mechanisms; changing social corporative responsibilities for agribusiness; aquaculture and using the oceans for food supply - to mention a few "hot topics".

And the scientific symposium with fresh research findings and insights to analyse agri-food systems better; and the well contested Global Student Case Competition; and for the first time, a business case competition for young professionals; and the case teaching seminars for professors …truly something for all!

Finally **the Argentinian IFAMA people** invites you to join in the fun. Consider their legendary hospitality, their colourful culture, the quality and unique cuisine and traditions- Tango, Malbec wines, the architecture, stylish attire and the legendary asado barbeque comes to mind - truly an overwhelming, not to be missed, experience! Hector Laurence and his team did a massive job to make you feel part of the IFAMA family in Buenos Aires June this year ---please do not disappoint them!

See you in Buenos Aires!

Johan Van Rooyen
IFAMA Fellow, 2014
President, IFAMA

Welcome Note
by Dean Ana Galiano,
Decana de Ciencias Empresariales
Universidad Austral

Welcome to the 28th IFAMA World Conference. It´s a pleasure to be your host in Argentina and specially to be honored with your visit at Universidad Austral.

As a higher education institution, Universidad Austral intends to serve society by seeking the truth in all its dimensions, advancing and disseminating knowledge. This broad view of reality drives us to open to others and to foster the interdisciplinary spirit that characterizes university work, providing an environment that favors interactions among people.

More than 10 years ago we launched a Centre for Food and Agribusiness in order to collaborate in the strengthening of agribusiness value chains through the applied research, our MBA in Agribusiness and executive education. It is based in Rosario, a key geographic agribusiness hub for our country, that hopefully many of you will have the chance to visit after this Conference. We are deeply engaged in embracing ideas that may feed the world…ideas that come from our students, our faculty, our alumni, our advisory board and related companies and to give them the network they need to succeed in their goals.

Day after day, we expand our community, engaging academics, professionals, practitioners, students and graduates, against a backdrop of intellectual freedom, responsibility, cultural diversity, and the respect for others. So, given the multiple shared values and objectives, it was great honor to have been invited to join IFAMA´s Board and became academic partners for its Annual World Conference in our country.

We face a time of disruption, where technological change is extraordinary in its magnitude and speed.

This offers huge opportunities to accomplish fair and sustainable development; yet it also presents challenges.

This year has become very special for our country since we are hosting G20 for the first time ever. All the G20 countries are key players in the global food system. Our country has the responsibility to lead these discussions and we are committed to help achieve this task. As we work together through these days, we will have the chance to share our main conclusions and insights with the top 20 political leaders of the world. This gives this year congress a great opportunity to make a difference toward our main goal: Sustainable Food Security 2050. Let´s make the most of it.

Welcome to Argentina, welcome to Austral, and welcome to the 28th IFAMA World Conference. We actually hope you enjoy your visit to our country and have the chance to strengthen ties with colleagues all around the globe in this unique environment.

Ana Galiano
Dean, Facultad de Ciencias Empresariales
Uniersidad Austral

UNIVERSIDAD AUSTRAL | CENTRO DE AGRONEGOCIOS Y ALIMENTOS

Welcome Note
by Dr. Hector Laurence,
Chair IFAMA2018 and IFAMA President Elect

WELCOME TO BUENOS AIRES, ARGENTINA!

We are receiving all of you, from the five continents, to get together in a Congress that promises to be full of knowledge and networking but specially the feeling of being part of and influencing in this period of change, disruption and the construction of a new in process food and agribusiness organization and specially fulfilling the requirements to feed a world of nine to ten billion people by 2050 in a sustainable fashion for the future. Perhaps one of the strongest processes for true peace.

We will interact with key academia of the world, the best unedited papers, the brightest students and future managers, the business situation, vision, change and evolution, the updated cases and agrinews in technology that will influence the world now and some key policy makers and governance members, ready to impact with their decisions the whole topic.

You will also have, during the Congress and afterwards, the chance to visit and know better Argentina, one of the largest food producers and coming back to a renewed and growing presence in the international markets and projecting a significant growth to attend market needs.

You will also help to create useful conclusions to the big meeting of the G20 in Buenos Aires.
Welcome again and I do hope that you have a fruitful and memorable visit to Argentina

Hector Laurence,
Chair, IFAMA2018 and IFAMA president elect

Sponsor's corner

CHS CHS Foundation

EVERY GENERATION NEEDS ITS LEADERS

As a farmer-owned cooperative, we help lead the agricultural industry by promoting the most innovative, responsible farming practices available today. And we want to make sure that the next generation of leaders is well trained for tomorrow. That's why we proudly support youth leadership programs like FFA. It's also why we invested in scholarships and countless land-grat university initiatives across the country. At CHS, we know every generation needs its leaders. And every potential leader needs a little help becoming one.

Visit **chsinc.com/stewardship** to learn more about our ongoing commitment to leadership.

CHS Farmer-owned with global connections

Welcome Note
by Prof. Francesco Braga, IFAMA Fellow and CEO, IFAMA

WELCOME TO IFAMA's 28th FORUM, SYMPOSIUM AND CASE COMPETITION IN FASCINATING ARGENTINA!

IFAMA is a pre-competitive, multidisciplinary non profit association, dedicated to supporting the mandate to feed the world in a healthy, sustainable and profitable manner.

To all of us, and in particular to our Students: what could be more compelling?

IFAMA 2018 is the result of the work of many. I want to acknowledge the hard work of our Forum Chair, Hector Laurence, the leadership of our President, Johan van Rooyen, and the outstanding contribution of IFAMA's Academic Partner, Universidad Austral and their Centro de Agronegocios y Alimentos in Rosario. I am personally and institutionally grateful to the Rector of Austral, Prof. Julian E. Rodriguez, and to Prof. Ana Galiano, Decana, Campus Rosario, of the Facultad de Ciencias Empresariales.

I am also **grateful for the support of our corporate sponsors**, some have been with us for many years, some are new; you will see their logos in this brochure. A sincere Thank You to All! IFAMA is fully aware of the meaning of "budget constraint" and your help in shifting that is gratefully acknowledged.

This will be our 28th world meeting, my 26th! Truly a **life-long exciting experience**! Belonging to IFAMA has been my "affiliation of choice" for my entire professional career. I am proud of it.

I remember well working on Prof. Ray Goldberg's books for my dissertation at the Universita' Cattolica del Sacro Cuore in Italy. This is how I discovered the fascinating world of Agribusiness, with its complex global mix of people, science and technology, environment and best managerial practices, to serve the most relevant mandate one can think of: to feed the world in a healthy, sustainable and profitable manner. **In the late 1970s professor Goldberg's books quickly fascinated and "infected" me, a "city boy" from Milano.** IFAMA has been the cornerstone, the key driver of my professional and academic life since. Within IFAMA I developed many life-long friendships. **IFAMA is truly an amazing Association**. **Please come and experience for yourself**! Obviously this world has evolved over the years, but Prof. Goldberg's work is still its central foundation; today I want to acknowledge and thank Ray for his intellectual leadership and his generous contribution to IFAMA over many years. This is the spirit that motivates me today to serve as CEO of this Association. I would like to "infect" the students who are here: Agribusiness is fun, relevant, most intriguing and offers many professional opportunities! From working in the fields, to fancy labs, to sophisticated managerial challenges.

As IFAMA CEO, I am **proud to say that IFAMA is growing, carefully**.

Our open access Journal, the International Food and Agribusiness Management Review (**IFAMR**) is prospering thanks to the leadership of outstanding Executive Editors, managing editors and reviewers; the intellectual contribution of our authors; and the excellent professional collaboration of our publisher, Wageningen Academic Publishers. Thank you All!

(…)

(…)
In collaboration with the friends at Austral **we are launching IFAMR en Español**, initially starting as Special Issues of IFAMR, to gradually grow it into a sister publication of IFAMR. We do so as we think our Lat Am agribusiness constituencies are ready for a global scientific publication in Spanish. We hope this will help our Academic colleagues, the students, the Empresarios of **Latin** America interested in Agribusiness. It will be open source, as IFAMR is. I **Do come to IFAMA's showcase Forum session to learn how to get involved**.

Today **we are also launching a Latin American Chapter of IFAMA**. The Chapter will coordinate and grow our footprint in this fascinating continent, working to better serve our constituencies. IFAMA Latin America joins IFAMA Europe, our European Chapter, Prof. Loic Sauvee is the current Chair, and our African Chapter, IFAMA Africa, our president, Prof Johan Van Rooyen, is the current Chair. The Chapters are instrumental to serve our local constituencies, and work together to grow IFAMA and its initiatives, globally. So a unified, coordinated effort to share our mandate: better feed the world in a healthy, sustainable and profitable manner.

IFAMA returns to Argentina and Mercosur for the third time. Today I am **proud to announce the Hector Ordoñez beca** (award), for a Mercosur student doing agribusiness research relevant for at least two Mercosur countries. Funding is significant, 10,000 USD, and it is provided by several, with a leading contribution by one of the most successful students Hector had. Hector was an IFAMA Fellow, 2003, a good friend of many in IFAMA (then IAMA) who affectionately knew him as "e*l negro Ordoñez*". To me Hector was, literally, "*mi hermano de Argentina*", a friend and companion of many IFAMA initiatives. Intellectually rich and strategic, personally warm and generous, always committed to his students. Today, here, we remember and celebrate the person, his fertile mind and his commitment to our industry, Agribusiness, in Argentina and throughout the world. We celebrate Hector with Silvia and Ivan.

IFAMA is **investing to support our students**. We proudly do so, because they are the future leaders who will find ways to promote our long term strategic objective: to feed the world in a healthy, sustainable and profitable manner. IFAMA offers our students a showcase with the Case Competition, and exceptional networking opportunities in a truly informal and supportive environment. It is up to you, our younger collegues, to make the most of it.

Welcome to IFAMA 2018, enjoy it! IFAMA looks forward, God willing and negotiation well finalized, to celebrating with you IFAMA 2019 in Huangzhou, China, and IFAMA 2020 in Rotterdam, European Union. Remember, IFAMA updates are always on www.IFAMA.org.

Francesco Braga
IFAMA Fellow, 2003, and CEO, IFAMA

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Rotterdam Food Cluster

The Rotterdam Region is the favorite location and logistical hub for the food sector in the Netherlands. It fosters the development, innovation and transformation of the food industry into a sustainable and circular sector.
Rotterdam offers all you need take the next step and find answers to your research questions. The whole food chain is represented in a compact area. The Rotterdam Food Cluster plays a crucial role in the global food system. We feed the cities of the world. We can produce under any circumstances and transport it multimodal towards anywhere required;
The Port of Rotterdam is the second largest importer of fresh produce in the world, and is the gateway to Europe, by which we feed 500 million mouths from cities to the most remoted areas. We connect companies with knowledge institutes and local governments. We indulge an outstanding existing study support structure. The Food for the Future research- and validation agenda provides in 7 main research lines to use our region as a blueprint for new business models in the Next Economy.

PROGRAM, SATURDAY 23 AND SUNDAY 24 IAE BUSINESS SCHOOL, UNIVERSIDAD AUSTRAL, PILAR: SYMPOSIUM PAPER PRESENTATION, CASE COMPETITION, ORGANIZED SESSIONS AND STUDENT RECEPTION

SYMPOSIUM SATURDAY, Up to 19 paper sessions, A1 to E4, 1 organized session. A4	Plenary	Room A	Room B	Room C	Room D	Room E
8:30	Opening					
9:00 Slot 1		Slot Paper A1	Slot Paper B1	Slot Paper C1	Slot Paper D1	Slot Paper E1
10:30 Break, 30 min.						
11:00, Slot 2		Slot Paper A2	Slot Paper B2	Slot Paper C2	Slot Paper D2	Slot Paper E2
12:30 Brunch 1 hr						
13:30, Slot 3		Slot Paper A3	Slot Paper B3	Slot Paper C3	Slot Paper D3	Slot Paper E3
15:00 Break, 30 min.						
15:30, Slot 4		Slot A4 - organized	Slot Paper B4	Slot Paper C4	Slot Paper D4	Slot Paper E4
Organized Roundtable	Slot A4	Writing Agribusiness Teaching Cases				
		Prof. Brent Ross, Michigan St. University, Chairing				

5:00 PM SATURDAY, STUDENT RECEPTION, Case Competition Instructions Handed Out

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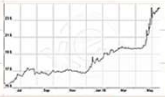
SUNDAY: SYMPOSIUM, CASE COMPETITION ELIMINATORY ROUNDS, AND ORGANIZED SESSIONS (up to 4 available, 1 organized), 8 case competition, 8 paper slots.	Room A	Room B	Room C	Room D	Room E
9:00 Slot 5	Slot A5 OPEN	Slot B5 OPEN	Slot Paper C5	Slot Paper D5	Slot Paper E5
10:30 Break, 30 min.					
11:00, Slot 6	Slot A6 ORGANIZED	Slot B6 OPEN	Slot Paper C6	Slot Paper D6	Slot Paper E6
12:30 Brunch 1 hr					
13:30, Slot 7	Slot A7, Case 1	Slot B7, Case 2	Slot D7, Case 3	Slot D7, Case 4	Slot paper E7
15:00 Break, 30 min.					
15:30, Slot 8	Slot A8, Case 5	Slot B8, Case 6	Slot D8, Case 7	Slot D8, Case 8	Slot paper E8
Organized Roundtable	Slot A6	Recent USD/ARS Exchange Rate evolution:			
		what, why and implications for AgBus.			
		Prof. Marcelo Rossi, Universidad Austral, chairing.			



A detailed schedule with all organized sessions, and all papers and presenters will be printed and distributed at registration, together with a map of IAE and the exact location of the relevant spaces, and a map to reach IAE from Buenos Aires. Case Competition instructions will be distributed at the student reception; all teams must attend this important event or risk being disqualified from the competition.

CASE COMPETITION:
ELIMINATORY ROUNDS PILAR SUNDAY JUNE 24
AND FINAL ROUNDS BUENOS AIRES JUNE 25

IFAMA WELCOMES
THESE 25 TEAMS FROM 5 CONTINENTS
TO THE 2018 CASE COMPETITION

Escuela Superior Politécnica del Litoral, ESPOL, Ecuador	1 Team
IFAMA Africa Chapter	2 Teams
IMED Brasil	2 Teams
International Team (independent students)	1 Team
Michigan State University, USA	1 Team
Nanjing Agricultural University, PRC	2 Teams
Purdue University, USA	1 Team
Rotterdam Food Cluster, The Netherlands	2 Teams
Santa Clara University, USA	1 Team
South Dakota State University, USA	1 Team
Un of Adelaide	1 Team
Universidad Austral, IAE, Argentina	1 Team
Universidad Austral, Rosario, Argentina	3 Teams
Universidad de Buenos Aires, Argentina	1 Team
Universidade de São Paulo em Ribeirão Preto, Brasil	1 Team
University of Guelph, Canada	1 Team
University of New England, Australia	3 Teams

For the first time this year IFAMA offers a
competition stream in Spanish, and a
competition stream for Young Professionals

STUDENT FINANCIAL AID MADE POSSIBLE BY THE SUPPORT
OF THE CHS FOUNDATION
OF THE SANTA FE' PROVINCE
AND BY IFAMA'S OWN FRESOURCES

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SANTA FE

FORUM DAY 1 PROGRAM, MONDAY JUNE 25, BUENOS AIRES.
MEGA TREND - STRATEGIES, CASE COMPETITION FINALS
For a detailed session description see pages 14, 14

Time, Location	Short Title	Speakers	Chair
8:30 - 9:30			
Buen Ayre A B C	Opening Session	Authorities Hon. Carole Brookins	Johan Van Rooyen Hector Laurence
Five minutes set up			
9:30 - 11:00			
Buen Ayre A B C	Financial Innovation	Carlos Comas José Gobbée Erica Kuhlman Tomás Peña	Erica Kuhlman
Networking space, coffee break			
11:45-13:15			
Buen Ayre A B C	Large Farmers Strategies	Roberto Feeney Allan Gray (invited) Bernardo Piazzardi two invited farmers (TBD)	Fernando Bertello
Brunch			
14:30 - 17:15			
Buen Ayre A B	Case competition finals	IN ENGLISH	Esteban Brenes Johan Van Rooyen
Buen Ayre C	Case competition finals	IN SPANISH	Bernardo Piazzardi
Networking space, coffee break			
17:45 - 19:15			
Buen Ayre A B	Governance innovation	Marcelo Paladino 2 FECOVITA managers / members	Marcelo Paladino
Buen Ayre C	Agrifood sustainability in Europe	Loïc Sauvée João Heitor de Avila Santos Mateusz Kowalewski Joanna Wiśniewska-Paluszak	Loïc Sauvée
19:20 - 20:30			
Buen Ayre Foyer	Industry Reception - Location tbd		

FORUM DAY 2 PROGRAM, TUESDAY JUNE 26, BUENOS AIRES. ORGANIZATION INNOVATION, THE RESPONSE OF THE FIRMS

For a detailed session description see pages 16, 17

Time, Location	Short Title	Speakers	Chair
8:30 - 10:00			
Buen Ayre A B C	YPF Agro: challenges and the future	Carlos Andiarena Marcos Capdepont Carlos Carletti	Marcos Capdepont
Networking space, coffee break			
10:45 - 12:15			
Buen Ayre A B C	Organizational Innovation at Los Grobo	Gustavo Grobocopatel Cristian Duckwitz Lorena Eloriaga Jorge Pesqueira Martin Scliar	Gustavo Grobocopatel
Brunch			
13:30 - 15:00			
Buen Ayre A B	Industrial convergence in new start ups	Anthony Bertini Claudio Dunan Gustavo Sosa	Javier Preciado Patiño
Buen Ayre C	Best Paper English	Presenting authors, best papers in English	Jacques Trienekens
Networking space			
15:30 - 17:00			
Buen Ayre A B	Clusters as strategic innovation. IFAMA 2020	Woody Maijers Sharon Janmaat 6 Dutch young professionals	Woody Maijers
Buen Ayre C	Best paper Spanish	Presenting authors, best papers in Spanish	Roberto Feeney
Networking space, coffee break			
17:45-19:15			
Buen Ayre A B C	IFAMA innovation, IFAMA membership Annual Meeting	Maria Carmela Annosi Francesco Braga Roberto Feeney Mariantonietta Fiore Ana Galiano Johan Van Rooyen Loïc Sauvée Gerhard Schiefer	Francesco Braga

FORUM DAY 3 PROGRAM, WEDNESDAY JUNE 27, BUENOS AIRES. REGIONAL AND VALUE CHAIN OPPORTUNITIES AND CHALLENGES

For a detailed session description see pages 19, 20, 22

Time, Location	Short Title	Speakers	Chair
8:30 - 10:00			
Buen Ayre AB	Disruptive innovation in African Agribusiness	Hein Gerwel Andre Louw Sifiso Ntombela Thinus van Schoor	Johan Van Rooyen
Buen Ayre C	Management of Innovation: examples from around the world	Mike Cook Julián Echazarreta Nicola Shadbolt Melissa vd Merwe	Mike Cook
Networking space, coffee break			
10:30-12:00			
Buen Ayre A B	Innovation in Regional Value Chains	Mariana Alemany Johann Boonzaaier Pablo Cervi Daniel Lucci	Hector Laurence
Buen Ayre C	Communication in the Digital era	Scott Hine Carlos Curci Gonzales Denene Erasmus Damián Fernandez Pedemonte Hector Huergo	Scott Hine
Brunch			
13:00-14:30			
Buen Ayre A B	Future of meat	Greg Baker Luis Bameule Simon Chater Victor Tonelli	Greg Baker
Buen Ayre C	Urban Agriculture	Esteban Bullrich Leonardo Sarquis	Fernando Vilella
Networking space			
15:00-16:30			
Buen Ayre A B	Food and health	Alejandro Caride Rodolfo Frers Daniel Funes de Rioja Guillermo Mattioli	Fernando Estrada
Buen Ayre C	Ecommerce impact on Agribusiness	Maximiliano Landrein Fernando Vilella Longbao Wei Alibaba exec	Longbao Wei
Networking space, coffee break			
Special event, Buen Ayre C	The role of Women in Agribusiness	Andrea Grobocopatel, Silvia Catañy	
17:00-18:30			
Buen Ayre A B	Emerging hot issues in trade	Sam Gilbert Maximiliano Moreno Alberto Padoan Martin Piñero John Purchase	John Purchase
Buen Ayre C	Sustainable production	Pablo Adreani Eduardo Serantes Guillermo Valles Marcelo Visconti	Hector Laurence
20:00 - 20:30			
Location tbd	Presidential Reception		
20:30 - 23:00			
Location tbd	Presidential Banquet	Detailed program to follow Co-Chair: Johan Van Rooyen, Hector Laurence MC: Francesco Braga, CEO IFAMA	

IFAMA GRATEFULLY ACKNOWLEDGES AND THANKS THESE TWO DIAMOND SPONSORS

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EVERY GENERATION NEEDS ITS LEADERS

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CHS Farmer-owned with global connections

Rotterdam Food Cluster

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The Port of Rotterdam is the second largest importer of fresh produce in the world, and is the gateway to Europe, by which we feed 500 million mouths from cities to the most remoted areas. We connect companies with knowledge institutes and local governments. We indulge an outstanding existing study support structure. The Food for the Future research- and validation agenda provides in 7 main research lines to use our region as a blueprint for new business models in the Next Economy.

FORUM DAY 1 PROGRAM, MONDAY JUNE 25, BUENOS AIRES.
MEGA TREND - STRATEGIES, CASE COMPETITION FINALS
(detailed session description)

Opening Session 08:30 - 09:30 Plenary, Buen Ayre A B C	Co-Chairs: Johan van Rooyen, President IFAMA, South Africa; Hector Lauence, Forum Chair and President Elect IFAMA, Argentina Title: Opening Session (Bridge Session) IFAMA Welcome (5 min) Speakers Authorities Welcome (10 min): Maria Eugenia Vidal, Gobernadora de la Provincia de Buenos Aires – Sujeto a agenda. Keynote speaker (25 min) : Hon. Carole Brookins, USA. Broad Synopsis of future innovation and impacts on AgBus systems. Question and Answer with audience (15 min)
Financial Innovation 09:30 - 11:00 Plenary, Buen Ayre A B C	Chair: Erica Kuhlman, BMO Financial Group, USA Title: Financial Innovation and Risk Management for Agribusiness Supply Chains Speakers: - Erica Kuhlman, BMO, USA; - Carlos Comas, president of Grupo Asegurador La Segunda - José Gobbée, Lead, Context in LatAm region - Tomás Peña, Director, The Yield Lab, Latam Take Away: - Financial innovation a key foundation of global competitiveness in turbolent times - Innovative tools and programs: what to expect, how to benefit
Large Farmers Strategies 11:45 - 13:15 Plenary, Buen Ayre A B C	Chair, Fernando Bertello, La Nacion Title: Large Farmers Stategies Speakers: - Roberto Feeney, Austral University, Arg - Allan Gray, Purdue University, USA (invited). - Bernardo Piazzardi, Austral University, Arg. - Discussant: 2 large farmers from Argentina or US (names to be confirmed) Take away - profiling medium to larger farms over several key dimensions - better understanding of key behavior on purchases, production, risk management, financial conditions, governance - disussion with peers, ideas to improve managerial strategies

FORUM DAY 1 PROGRAM, MONDAY JUNE 25, BUENOS AIRES.
MEGA TREND - STRATEGIES, CASE COMPETITION FINALS
(detailed session description)

Case Competition finals
14:30 - 17:15
Concurrent, Buen Ayre A,B English
Buen Ayre C Spanish

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Bayer CropScience

Chair, English
- Esteban Brenes, INCAE Business School Costa Rica,
- Johan Van Rooyen, young professionals, President IFAMA, South Africa.

Chair, Spanish
- Bernardo Plazzardi, Austral University, Argentina

Title: Final round, Case Competition. Finalist teams competing in parallel sessions, in English, Rm A, B and in Español, Rm C.

Sequence of concurrent presentations by finalist teams (30 min each):
Undergraduate, Intermediate, Advanced, Young professional Finalists. Please refer to final program available on Saturday at Student Reception..

Governance Innovation
17:45 - 19:15
Buen Ayre A B

CENTRO DE AGRONEGOCIOS Y ALIMENTOS

Chair Marcelo Paladino, Austral University, Argentina

Title: FECOVITA: the challenge of competing in the wine sector.

Speakers: Marcelo Paladino + executives at this cooperative (presence confirmed)

Take away:
- innovation in governance as key pillar of competitiveness
- responding to disrupting changes in agbus management

Agrifood sustainability in Europe
17:45 - 19:15
Buen Ayre C

IFAMA Europe

Chair Loic Sauvee, Un. La Salle, France.

Title: Transition to agrifood sustainability in Europe: the many paths of change.

Speakers:
- Loic Sauvee Un Lasalle and Chair IFAMA Europe: "The organizational learning turn of CSR strategies in the French agrifood sector".
- João Heitor de Avila Santos, Federal University of Rio Grande do Norte, Natal - Brazil: "Perspective and challenges for the agrifood sector in the 21st century: Evidence from European and Brazilian highly innovative SMEs".
- Mateusz Kowalewski, Entrepreneur; co-owner and president, HORTIMEX, France: "Between Corporate Social Responsibility and public relationships – opportunities and threats of CSR in small and medium-sized enterprise".
- Joanna Wiśniewska-Paluszak, Poznan Uniersity of Life Sciences; The challenges and main areas of social responsibility of agribusiness in Poland.

Take away:
- CSR a new reality also for traditional agribusinesses
- Key implications to exhisting agbus; increasing competitiveness component
- precompetitive networking and idea clearinghouse at IFAMA

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Directo

FORUM DAY 2 PROGRAM, TUESDAY JUNE 26, BUENOS AIRES. ORGANIZATION INNOVATION, THE RESPONSE OF THE FIRMS (detailed session description)

YPF Agro: challenges and the future
08:30 - 10:00
Plenary, Buen Ayre A B C

Chair Marcos Capdepont, YPF Argentina

Title: YPY Agro story from selling diesel to selling a portfolio of good and services to Argentine Farmers; challenges and the future".
Speakers:
- Carlos Andiarena : Gerente de COINCER SA – YPF Directo en Suipacha – Provincia de Buenos Aires.
- Marcos Capdepont Gerente de Negocios Agro de YPF.
- Carlos Carletti : Gerente de BIOENDESA SA – YPF Directo en Juana Koslay - Provincia de San Luis.

Take Away
- Key challenges when reorganizing a supply chains
- Innovation in products and services as key driver of distribution competitiveness

Organizational innovation at Los Grobo
10:45 - 12:15
Plenary, Buen Ayre A B C

Chair: Gustavo Grobocopatel, President Los Grobo, Argentina.

Title: Organizational innovation as key to global competitiveness, the Los Grobo experience and applicable ideas for other AgBus companies
Speakers:
- Gustavo Grobocopatel, President, Los Grobo
- Lorena Eloriaga, Los Grobo
- Cristian Duckwitz, Los Grobo
- Jorge Pesquiera, Los Grobo
- Martin Scliar,

Take away:
- How innovation in "ways of organizing and doing business" is necessary to secure global competitiveness.
- Using the Los Grobo example, and moving broader from , the presenters (management, supliers and clients of the Los Grobo) will underline how the model may be applicable in other global contexts.
- Competitiveness is built on good production, good commercialization, good organizational innovation.

Industrial convergence in new start ups
13:30 - 15:00
Buen Ayre A B

Chair Javier Preciado Patiño, Argentina

Title: Idustrial Convernge in new entrepreneurial startups. Cases form Lat Am and the World
Speakers:
- Anthony Bertini, Chair, Thumper One Pty Ltd
- Claudio Dunan, director of strategy of Bioceres
- Gustavo Sosa, founder and leader, INBIOAR

Take away
- outline of key challenges for startups in Argentina and Lat Am
- profile of key success / failure sources
- opportunity to ask questions to and exchange ideas with these entrepreneurs.

FORUM DAY 2 PROGRAM, TUESDAY JUNE 26, BUENOS AIRES. ORGANIZATION INNOVATION, THE RESPONSE OF THE FIRMS (detailed session description)

Best Papers English
13:30 - 15:00
Buen Ayre C

Chair: Jacques Trienekens, Wageningen Un., The Netherland

Title: Best Papers English

Speakers:
- Authors of 3 of the best papers selected from the Sat-Sun Symposium.

Take away:
- Implications and actionable ideas from relevant applied research

Clusters as strategic innovation. IFAMA 2020
15:30 - 17:00
Buen Ayre A B

Chair Woody Maijers, InHolland Un., The Netherlands

Title: Cluster as strategic innovation: the Rotterdam Food Cluster
Looking forward to IFAMA 2020 in Rotterdam, Nl.

Speakers:
- Woody Maijers, InHolland Un, the context, research, public and private investments.
- Sharon Janmaat, Rotterdam Food Cluster
- 6 young professionals from large companies in horticulture
(BDO, Redstar, Koppert Cress, Royal Brinkman, Rabobank, KuBo)

Take away
- Cluster as public / private partnership
- Cluster as rational response to disrupting innovation
- the Rotterdam food initiative: values for other regions.
- future business opportunities pitches from horti heroes

Best Papers en Español
15:30 - 17:00
Buen Ayre C

Chair: Roberto Feeney, Un. Austral, Argentina

Title: Best Papers in Spanish

Speakers:
- Authors of 3 of the best papers selected from the Sat-Sun Symposium.

Take away:
- Implications and actionable ideas from relevant applied research

IFAMA: Innovation,
IFAMA membership Annual Meeting.
Plenary, 17:45 - 19:15
Buen Ayre A B C

Chair Francesco Braga, CEO, IFAMA,Canada and European Union
Title: IFAMA engaging industry: innovation in portfolio of goods and services. Why membership in Ifama pays off! IFAMA membership Annual Meeting.

Speakers:
- Maria Carmela Annosi, Wageningen Un., Netherland;
- Francesco Braga, CEO IFAMA, Canada and European Union; Ifama renewal, the big picture
- Roberto Feeney, Austral University Argentina, IFAMR en Español;
- Mariantonietta Fiore, Un. Foggia, Italy; a model of applied research with IFAMA
- Ana Galiano, Decana Ciencias Empresariales, Un Austral Rosario; Developing IFAMA Lat Am Chapter
- Johan Van Rooyen, IFAMA President, Stellenbosh Un. South Africa; Activities at IFAMA Africa Chapter
- Loic Sauvee, IFAMA Europe Chair, LaSalle Un. France; integrating a regional chapter: plans for IFAMA Europe, France.
- Gerhard Schiefer, past Executive Editor, IFAMR, Un Bonn Germany; IFAMR: a strong reality
- Also presenting the "Hector Ordoñez Beca para estudiantes del Mercosur", In memoriam of one of the IFAMA Champions, Hector Ordoñez.

Take away:
- Understand portfolio of services provided by IFAMA as leading pre competitive, agbus knowledge-based association: focus on people, big data and environment; IFAMR, IFAMR en Español, local chapters, networked research services, becas;
- Several reasons to be involved in IFAMA
- IFAMA projects image of an Association which tackles relevant issues for AgBus

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FORUM DAY 3 PROGRAM, WEDNESDAY JUNE 27, BUENOS AIRES. REGIONAL AND VALUE CHAIN OPPORTUNITIES AND CHALLENGES (detailed session description)

Disruptive innovation in African Agribusiness 08:30 - 10:00 Buen Ayre A B **Africa**	Chair Johan Van Rooyen, Director Centre for AgriBusiness, Stellenbosch University,South Africa and IFAMA President. Title: Managing disruptive innovations in African Agribusienss. Speakers: - Hein Gerwel, Gerwel Foundation/Stellenbosch University – the social side of agribusiness - Sifiso Ntombela, Economist AgBiz on Infrastructure - Thinus van Schoor, Value Chain Solutions, on agri value chain innovation; - Andre Louw, AL Agribusiness Consultants and Univ of Pretoria, Financial Innovation Take away: - Dynamism of African Ag Bus, breaking down internal trade barriers - Key challenges, how to solve them - Key role of business education, new governance systems, linking small holders into value chains, community involvement
Management of Innovation examples from around the word 08:30 - 10:00 Buen Ayre C	Chair: Mike Cook, University of Missouri-Columbia, USA Title: Management of Innovation: examples from around the world Speakers: - Mike Cook, Un. of Missouri-Columbia, USA - Julián Echazarreta CEO ACA, Asociación de Cooperativas Argentinas - Nicola Shadbolt, Board Member, Fonterra. New Zealand - Melissa vd Merwe, University of Pretoria Take Away: - Examples of how an efficient management of innovation is foundation of competitiveness - Managing innovation: how leading companies do, lessons to be learnt. - Does cooperation systems provide scope for open innovation systems
Innovation in Regional Value Chains 10:30 - 12:00 Buen Ayre A B 	Chair: Hector Laurence, IFAMA President Elect, Argentina Title: Innovation in Regional Value Chains Speakers: - Mariana Alemany, Ministerio de Ciencia y Tecnología, Argentina - Johann Boonzaaier, BFAP, South Africa – Fruit industry innovations in Southern Africa for the global market - Pablo Cervi . Presidente de CAFI (Cámara Argentina de Fruticultores Integrados) - Daniel Lucci, Lucci Family Group, Arg Take away - key disrupting forces in the industry, increasing friction between traditional producers vs. increasingly well funded newcomers - ideas about how to take advantage of these forces
Communication in the Digital Era 10:30 - 12:00 Buen Ayre C 	Chair Scott Hine, CIO Novus, USA. Title: Information - Big Data, risk of news overload, the role of specialized ag media. Communication in the Digital Era. Speakers: - Scott Hine, CIO Novus, innovation in develioping markets, USA - Carlos Curci-Gonzalez, past president International Federation of Agricultural Journalists (IFAJ), Argentina; - Denene Erasmus, Editor, Farmer's Weekly, South Africa; - Damián Fernandez Pedemonte, Associate Dean, School of Communicatios, Un. Austral; - Hector Huergo, Clarin Group, Argentina Take away - Info needs and use and traditional media. Balancing act - quantitative versus qualitative info: role of big data vs, or rather with, traditional media - role of rural journalist to support sector competitiveness and social progress

FORUM DAY 3 PROGRAM, WEDNESDAY JUNE 27, BUENOS AIRES. REGIONAL AND VALUE CHAIN OPPORTUNITIES AND CHALLENGES (detailed session description)

Future of Meats 13:00 - 14:30 Buen Ayre A B LEAVEY SCHOOL OF BUSINESS SANTA CLARA UNIVERSITY	Chair, Greg Baker, Sta Clara Univrsity, USA Title: Future of Meat: disruptive technologies and threats Speakers: - Greg Baker, Chair, Sta Clara Un. USA; a burger experiment (video) - Luis Bameule, Presidente de Agritur San Luis S.A. Arg; Industry aspect - Simon Chater. Head of Science and Innovation. British Embassy - Victor Tonelli, Productor ganadero y administrador de empresas ganaderas. Arg; Trade issues Take away: - new challenges from emerging technologies - new demands from health conscious consumer
Urban Agriculture 13:00 - 14:30 Buen Ayre C	Chair: Fernando Vilella, UBA, Argentina Title: Urban agriculture. Speakers: - Esteban Bullrich, Senator, Argentina - Leonardo Sarquis, Minister, BAs Province Take away: - Understand how UA is part of a disruptive process world-wide - Understand how UA as a way to take extra advantage of soil, water, sun and space helping the environment in big cities.
Food and health 15:00 - 16:30 Buen Ayre A B	Chair: Fernando Estrada, Profesor universitario y periodista, Un Catolica de la Plata, Arg Title: Food and Health. Speakers: - Alejandro Caride , German Hospital, Arg - Rodolfo Frers, Pres. Solidagr, Arg: Solidagro Food programs for children to support their development in early years - Daniel Funes de Rioja, President, Industrias de Productos Alimenticios (Copal), President, Federation of Foodstuff Products (FIPAA), Arg - Guillermo Mattioli, Bagó Laboratories for Biogénesis Bagó, Arg Take Away - new market segment in food: needs and opportunities - new products requirements to serve these segments - opportunty for producers and processing AgBus - vision on changes to be implemented , ideas on what, how and when to do it. Possibilities
eCommerce impact on Agribusiness: IFAMA 2019 15:00 - 16:30 Buen Ayre C IFAMA **(Asia)**	Chair: Longbao Wei, Qiushi Chair Prof. of Applied Economics & Agribusiness, Deputy Dean, China Academy for Rural Development, Director, Institute of SME Development & Urbanization Zhejiang University, PRC Title: eCommerce impact on agbusiness. What is the situation now, how it may evolve. Looking forward to IFAMA 2019 in Guangzhou, China Speakers: - Longbao Wei, - An executive (tbc) Alibaba, China - Maximiliano Landrein, CEO Agrofy, Argentina - Fernando Vilella, Director del Departamento de Bioeconomía, Políticas Públicas y Prospectiva de la Facultad de Agronomía de la UBA, Argentina Take away - what opportunities and challenges to agbusiness from growing ecommerce - traditional food vs. commodity food in eCommerce - disrupting or expanding market for traditional food?

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FORUM DAY 3 PROGRAM, WEDNESDAY JUNE 27, BUENOS AIRES. REGIONAL AND VALUE CHAIN OPPORTUNITIES AND CHALLENGES (detailed session description)

The role of women in Agribusiness, 16:30 - 17:00 Buen Ayre C	Andrea Grobocopatel, Los Grobo, Argentina interviewed by Silvia Catañy, Universidad Austral, Argentina
Emerging hot issues in Trade 17:00 - 18:30 Buen Ayre A B **Africa**	Chair John Purchase, Ag Biz, South Africa. Title: NAFTA, Brexit, Countertrade, Dumping… Emerging hot issues in trade. Speakers: - Sam Gilbert UK Department for International Trade Director, Strategic Projects, Latin America & The Caribbean - Maximiliano Moreno, Subsecretario de Mercados Internationales, Arg. - Alberto Padoan, President, Bolsa de Comercio de Rosario, Arg - Martin Piñero, Director del Comité de Asuntos Agrarios del Consejo Argentino de Relaciones Internacionales (CARI) y Asesor especial del Director General de la FAO y del Director General del IICA, Arg - John Purchase, President AgBiz, the South African agbus chamber of commerce, South Africa Take away: - broad discussion on troubled trade situations from around the world, different perspectives - why this may matter a lot
Sustainable production 17:00 - 18:30 Buen Ayre C	Chair Hector Laurence, IFAMA President Elect, Argentina Title: Sustainability approaches, consumption with sustainability. Speakers: - Pablo Adreani, Benson Hill - Eduardo Serantes, GPS Argentina - Guillermo Valles, GPS, Uruguay - Marcelo Visconti, RTRS Take away: -knowledge on a deep change coming along and the latest technologies and science.
Presidential Banquet Reception 20:00 - 20:30 Buen Ayre Foyer Presidential Banquet 20:30 - 23:00 Buen Ayre A B C	Program forthcoming

The International Food and Agribusiness Management Review Is the double peer reviewed Journal of the Association. Serving the managerial needs of the academic and industry membership of the association, IFAMR is published by IFAMA in collaboration with Wageningen Academic Publishers; now in its 21st year, IFAMR published at least 4 issues per annum since 1998.

IFAMA offers a significant advantage to authors, As soon as accepted for publication, papers are posted in a special "In Press" section of the IFAMR web site, while waiting to become part of a specific issue. Credit for publication is therefore immediate, no long waiting for publication. In an increasingly competitive market, this may make the difference.

The Association wants to acknowledge the excellent leadership of Gerhard Schiefer, Un. of Bonn, IFAMR most recent Past Executive Editor, and of Mike Gunderson, Purdue University, the current Executive Editor since April 2018.

A complete database of all issues, since 1998, is available at
https://www.ifama.org/Research-Library.
The most current issues, including the "in press" section are available at
https://www.wageningenacademic.com/loi/ifamr

IFAMA also wants to acknowledge the superior collaboration with our IFAMR publisher:

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IFAMA2018 – Speakers

Pablo Gustavo Adreani
Consultant for Argentina and the southern hemisphere of Benson Hill Biosystems, technology company focused on new breeding techniques and genomics edition.. During many years from 1995 to 2000 he was consultant of the ASA (American Soybean Association) and USB (United Soybean Board), introduces this association with the main farmers associations and institutions (seed associations, chemicals and fertilizers associations) of the main producer countries of South America. Founded Pablo Adreani Associates, in 1994, a firm that helps companies involved in the agribusiness. From farmers, Seeds, Chemicals to Trading Companies worldwide, from 1994 till nowadays. Pablo is Agronomist; he graduated from Buenos Aires University, specializing in agricultural foreign trade, agricultural policies, and grain markets analyst. He is also a consultant of agribusiness companies of Argentina, Chile, Brasil, Paraguay & Uruguay.

Mariana Alemany
Coordinadora de Seguimiento de Proyectos de la Subsecretaría de Políticas en Ciencia, Tecnología e Innovación Productiva del Ministerio de Ciencia y Tecnología del la Nación. Es licenciada en Biotecnología, con una Especialización en gestión de las nuevas tecnologías en ciencias e ingeniería, realizada en la Universidad de Ajou, en Korea del Sur. Tiene a específicamente su cargo encargarme de la gestión de los proyectos “INNOVACUA-Innovación en acuicultura argentina” y Alimentos para adultos mayores.

Carlos Eduardo Andiarena
Nacido en Suipacha
Profesión: Ing Agrónomo egresado en el 2004 de la Facultad de Agronomía de la Universidad de Bs As.
Posgrado en Agronegocios Universidad San Andrés 2006
Posgrado en Negociación y Cambio Universidad de Bs As 2010
Director y Gerente Comercial de YPF Dirceto Coincer SA desde 2004

Maria Carmela Annosi
Assistant Professor, Management Studies Group of the School of Social Sciences, Wageningen University, The Netherlands. Member of the Research Centre in Business Transformation (ReBoot), LUISS Business School, Rome, and Board Member, International Food and Agribusiness Management Association (IFAMA). Holds a PhD from KTH Royal Institute of Technology, Sweden. Visiting Scholar at Rotterdam School of Management, Erasmus University, Netherlands. Fellow in Management, LUISS Guido Carli University, Italy. By embracing an emerging, non-traditional paradigm of management, she researches organizational conditions, managerial strategies and types of information that foster individual motivational and cognitive abilities to drive innovation and learning in contexts of decentralized power and information, self-management and autonomy.

Gregory Baker

Executive Director of the Food and Agribusiness Institute and Professor of Management in the Leavey School of Business at Santa Clara University. He is an IFAMA Fellow and former editor of the International Food and Agribusiness Management Review. His research and teaching focuses on hunger, food recovery, and food innovation. He frequently leads student immersion programs to Africa, Asia, and the Americas.

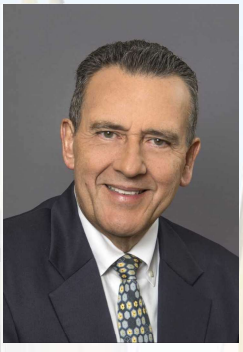
IFAMA2018 – Speakers

Luis Miguel Bameule
Licenciado en Administración de Empresas (UCA). Presidente de Agritur San Luis S.A. (emprendimiento agro-ganadero bajo riego en la provincia de San Luis). Lidera emprendimientos agropecuarios y desarrollos inmobiliarios en Uruguay. Ex Presidente de Quickfood SA (empresa fundada por su padre – marcas líderes: Paty y Patyviena). Fue Presidente de la Asociación Cristiana de Dirigentes de Empresa (ACDE). Actualmente Integra los Consejos Directivos de la Fundación Producir Conservando, de la Fundación Libertad y Progreso, de la Fundación Carlos Pellegrini y del Banco de Alimentos. Es miembro del Directorio de la Sociedad Rural Argentina. Participa del proyecto GPS (Grupo de Países Productores del Sur). Es miembro del Rotary Club Buenos Aires.

Anthony Bertini
Chair of Thumper One Pty Ltd, an investment and advisory firm with interests in data mining and processing, blockchain technologies, social media platforms, electronic payment gateways, cleantech and biometric security. Co-founder and Chair of Organic Technology Holdings Pty Ltd, a global producer of alternative proteins, lipids and pharmaceutical inputs. Co-Founder of Australian Omega Oils, a producer of organic fertilizers and omega 3 oils , Chair of TBXx3 Pty Ltd, a blockchain solution for securing the global supply chain. Shareholder, Director and corporate adviser to Nano Cellulose Pty Ltd a producer of exotic new manufacturing materials. A current Director of The Copyright Agency. Former Australian deal maker UKTI (Global Entrepreneur Program) and CEO and founder of BMC Media, Publisher of IPC Magazines Australia; former Group Sales Director of The Bulletin and Australian Business Magazines and co-founder of 350.org Australia.

Johann DL Boonzaaier
Acted as consultant Stargrow group of companies (Cultivar development, Nursery and Export). Currently Agricultural Economist: BFAP (Manager Horticultural Division) dealing with fruit related matters in South and Southern Africa.

Francesco Braga.
IFAMA CEO and managing director of Alpi Marketing and Consulting Services. IFAMA is his life-long professional affiliation. Served as Executive Editor of IFAMR for 5 years, was member of several Board Committees; introduced the Case Competition in Buenos Aires, IFAMA 2006; Fellow since 2003. His area of interest is agribusiness with emphasis on derivatives applications to support pricing strategy innovation throughout the chain; agribusiness teaching case writing; leadership in sustainable agribusiness. A European Union citizen by birth, he is also a Canadian citizen by choice. Loves mountains. Hobby: taking pictures of Alpine flora to enrich his virtual herbarium.



Esteban R. Brenes
is the Steve Aronson Professor of Strategy and Agribusiness at INCAE Business School. He was visiting professor at Ross School of Business, Michigan University, and has lectured at the Business Schools of Chicago University and Duke University. He has taught in tailor-made programs for Carlsberg, Coca Cola, Oracle, CEMEX, Citibank, among others.
Currently Professor Brenes is Director of the Executive MBA (EMBA), Director of the Advanced Management Program (PAG) of INCAE and the Head of the Steve Aronson Chair of Strategy and Agribusiness.
He has published more than 25 journal articles, 60 case studies, and 4 books in the topics of Strategy and Agribusiness.

IFAMA2018 – Speakers

The Honorable Carole L. Brookins
Served from 2001 to 2005 as the United States Executive Director to The World Bank in Washington, D.C, appointed by the President of the United States and confirmed by the U.S. Senate. An international consultant, she is Managing Director of Public Capital Advisors LLC (PCA), and serves as a director on both corporate and non-profit boards including the American Financial Exchange (AFX) Board of Director and the Center for Financial Stability's Advisory Board and Board of Directors. Ms. Brookins is a member of the U.S. Council on Foreign Relations and is a Counselor of the International Food & Agribusiness Management Association (IFAMA). Ms. Brookins founded and was CEO of World Perspectives, Inc-a Washington-based commodity consulting firm, serving clients in the financial, agribusiness and public sectors--from 1980-2001. Awarded the Merit Agricole by the Government of France, she was honored as Woman of the Year by the Organization of Women in International Trade (OWIT) in 2003.

Esteban Bullrich
Senador Nacional. Licenciado en Sistemas por la Universidad CAECE. Realizó un MBA en la Kellogg School of Management de la Universidad de Northwestern (EE.UU). Comenzó su carrera política en el 2001. Fue Diputado nacional (2005-2009, PRO), por la Ciudad de Buenos Aires. En 2010, asumió como Ministro de Educación del Gobierno de la Ciudad de Buenos Aires. A partir de diciembre de 2015, fue designado como Ministro de Educación y Deportes de la Nación, por el Presidente Macri. Renunció a su cargo en 2017 para encabezar la boleta de Senadores de Cambiemos en la Provincia de Buenos Aires, que obtuvo el primer lugar en las elecciones legislativas de octubre. En el Honorable Senado de la Nación, preside la Comisión de Presupuesto y Hacienda, y la Comisión de Supervisión Parlamentaria de la Oficina de Presupuesto del Congreso. También integra las comisiones de Defensa Nacional; de Agricultura, Ganadería y Pesca; de Ciencia y Tecnología; de Educación y Cultura; y la Bicameral Investigadora sobre la Desaparición, Búsqueda y Operaciones de Rescate del Submarino Ara San Juan. Preside, además, el Grupo Parlamentario de Amistad con Estados Unidos. Actualmente, dirige la Escuela Nacional de Formación de Dirigentes Políticos del PRO.

Marcos Capdepont Pacheco.

Ingeniero Mecánico de la Universidad de Buenos Aires.

MBA en la UADE Business School.

Profesor de Dirección General y Planificación Estratégica en la UADE Business School.

Actual Gerente de Negocios Agro de YPF.

Fue Director del negocio de Gas Licuado de Petróleo de YPF así como presidente de la Cámara de GLP de la Argentina (CEGLA).

También Gerente General de Repsol Gas en Brasil.

Alejandro Caride
Chief of Neurology at the Deutsches Hospital, since 2004. Honorary Member of the Hispanic Literary and Cultural Institute based in California, Honorary Diploma 2009 awarded by ILCH. Member of the Argentine Scientific Society founded in 1872. Won the "GLOBAL AWARD FOR EXCELLENCE IN HEALTH IOCIM 2010" awarded by the International Organization IOCIM in Arequipa, Peru. Chairman of the Clinical Ethics Committee of the Deustches Hospital. Member of the National Bioetics Committee. Associate Professor of Neurology, Faculty of Medicine, UBA. Has complied with the programs for the Re-certification as a specialist in Neurology from the Argentine Neurological Society and the Chapter of Neurology from the Argentine Medical Association. He is a member of the "Latin American Comittee for Trials and Research in Multiple Sclerosis" (LACTRIMS), member of the "World Federation of Neurology", member of the "Argentine Neurological Society" and "Argentine Medical Association."

Carlos Carletti

Titular de YPF Directo San Luis - Bioendesa S.A.
Emprendedor independiente. Relacionado con YPF S.A desde 1974.
Agente Consignatario de YPF – Transportista de Combustibles.-
Propietario de EESS
Pionero del GNC en Cuyo – Productor agropecuario
Actualmente, trabaja en Energías Renovables, desarrollando la Instalación de un Parque Fotovoltaico en San Luis.

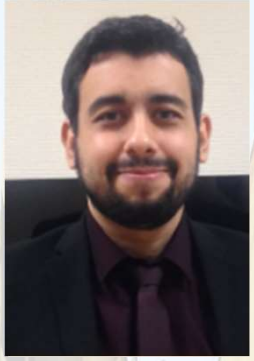
IFAMA2018 – Speakers

Pablo Cervi

Simon Chater
UK's first Head of Science and Innovation be based in the British Embassy in Buenos Aires, where he focusses on developing Agritech, Biotech, Digital and Future Manufacturing connections between both countries. This is as part of the UK Science and Innovation Network which spans 35 countries worldwide.
Simon has held a range of science and innovation roles in the UK Government, including Head of Regional Innovation Partnerships at the Department for Business, Innovation and Skills. He has also been responsible for a wide range of innovation collaborations with Germany, Italy, Sweden, France, Spain, USA, Argentina, Brazil, Uruguay and Chile

Carlos Comas.
Es Magister en Agronegocios 2010 - Universidad Austral – Rosario e Ingeniero Agrónomo de la Facultad de Ciencias Agrarias - Universidad Nacional Rosario. Desde septiembre 2006 es gerente de riesgos de LA SEGUNDA C.L.S.G. Trabajó en SEMA SERVICIOS Y MARKETING y en MONSANTO en el área comercial. También tiene experiencia en el sector financiero en NUEVO BANCO DE SANTA FE Sector AGRONEGOCIOS Créditos Agropecuarios. Algunas disertaciones: • Opciones de Manejo para reducir la variabilidad en los rendimientos, BCR – Rosario • Agro Latin América Workshop – Swiss Re – Petrópolis, Brasil. • 6° Jornada Nacional Mercado & Clima, Ciudad de Rio IV, Argentina • ACA a Campo Abierto distintas ediciones. • Jornadas Grupo Sembradores del País.

Michael L. Cook
Robert D. Partridge Endowed Professor in Organization Economics in the Division of Applied Social Sciences at the University of Missouri-Columbia (MU). His research activities include work in more than 60 countries and 100 published works. His primary research addresses the ownership costs of vaguely defined property rights in patron-owned and controlled enterprises. His research and outreach work is embedded into Graduate Institute of Cooperative Leadership (GICL) programs. Dr. Cook is Executive Director of GICL. He served for 12 years in senior management positions with three global enterprises, two of them cooperatives, and has occupied board positions with numerous cooperatives, subsidiaries, and associations. In May 2012, Cook was inducted into the Cooperative Hall of Fame at the National Press Club, Washington, DC. In 2015, Cook received the Frederick B. Mumford Outstanding Faculty Award at MU.



João Heitor de Avila Santos

Professor of Innovation and Technology Management, Federal University of Rio Grande do Norte, Natal - Brazil. Member of the Innovation Research Center (NITEC), Federal University of Rio Grande do Sul – Brazil. Member of the - Innovation, Territoire, Agriculture & Agroindustrie , Connaissance et technologie Research Unit (INTERACT), UniLaSalle Beauvais – France. Publishing Editor of the Management area at Arcler Education Inc. - Canada. Coordinator of the Distance Learning Department (NEaD) at the FACEX University Center (UNIFACEX). Has experience in the Agrifood sector as consultant and researcher. Themes of research are: Interorganizational Networks, Consumer Behavior, Cooperation, Individualism / Collectivism, Technological Innovation, and Interactions. Worked as consultant in the field of innovation with startups located in the Middle East, Southeast Asia, Europe, South America and North America.

IFAMA2018 – Speakers

Cristian Gerardo Duckwitz
Socio Gerente de DUCPE S.R.L (2015-actualidad); Responsable técnico zona sudeste Provincia de Buenos Aires, LOS GROBO AGROPECUARIA (2003-actualidad); Asesor agropecuario de POLPER AGRO S.R.L (1997-actualidad); Asesor agropecuario de AGRONOMÍA LA DULCE (2009- actualidad); Responsable técnico de ESTUDIO FIGUEROA Y ASOCIADOS (MULTIPLICAR S.A. / CRESUD / PRODUCTOS SUDAMERICANOS.) (1995-2001); Responsable técnico de CAMBIO RURAL (1993-1997); POSGRADO EN AGRONEGOCIOS, Universidad de Buenos Aires (año 2005-2006). TÍTULO UNIVERSITARIO: Ing. Agrónomo, Universidad Nacional de Mar del Plata. Graduado año 1992.

Claudio Dunan
Claudio is the director of strategy of Bioceres, a position held since 2011. Claudio was a founding member of Bioceres and previously served as a strategic planning consultant to Bioceres. Before joining Bioceres, Claudio worked as general manager at Síntesis Química S.A., a position held from 2009 to 2011. He also held various senior management positions including country manager for Zeneca-Syngenta, Makhteshim-Agan, and the Punjab Group. Claudio has a Ph.D. in ecology from Colorado State University and a degree in agronomy from the National University of Buenos Aires.

Fernando Julián Echazarreta
Es Sub Gerente General de Asociación de Cooperativas Argentinas, Presidente de Alimentos Magros S.A., Presidente de FERSI S.A. sociedad inversora en bienes raíces. Integrante de la Comisión Fiscalizadora de La Segunda ART, La Segunda Retiro S.A. y La Segunda Personas S.A.- Es también director de Nuevo Central Argentino S.A.-
Es abogado. Ha cursado programas ejecutivos sobre Agribussines en la Universidad de Ilinois Chicago y Administración de Empresas en la UCEMA, Argentina. Ha participado como disertante en varios congresos y conferencias.

Denene Erasmus
Editor of Farmer's Weekly, has been an agricultural journalist since 2009 and is one of the top agricultural journalists in southern Africa. She has won numerous international and national awards for her reporting on the farming and agribusiness sector in Africa, including the Agricultural Writers South Africa/Agri Securitas Agricultural Journalist of the Year award in 2012 and 2014 and the International Federation of Agricultural Journalists/Alltech Young Leaders in Agricultural Journalism Award. Denene holds a master's degree in languages from Stellenbosch University and an honours degree in Media Theory and Practice from the University of Cape Town. She grew up on a sugar cane farm in northern KwaZulu-Natal where her family still farms.

Fernando Estrada
Profesor universitario y periodista, dirige el Centro de Investigaciones de la Realidad Nacional en la Universidad Católica de La Plata y su órgano de prensa *online* "Revista Argentina Virtual y Actual". Integra como miembro de número las Academias del Plata y de San Isidro, el Instituto de Política Ambiental de la Academia Nacional de Ciencias Morales, el Instituto de Tecnología y Desarrollo de la Academia Nacional de Ciencias de Buenos Aires, y la Comisión Directiva de la Fundación Vida Silvestre. Ha sido Secretario de Cultura y Educación de la Municipalidad de San Isidro, Asesor de la Cámara de Diputados de la Nación, director de diversas publicaciones culturales y científicas y de programas radiales y televisivos. Ha publicado los libros "Tenencia de la tierra en la Argentina" y "Campo argentino" como resultado de investigaciones que ha tenido a su cargo.

IFAMA2018 – Speakers

Roberto Juan Feeney

Professor of the Center for Food and Agribusiness Austral University in Argentina and the Master Program in Agribusiness in the same school. He served as the Academic Director of the Agribusiness Center-Austral University, and also as Assistant Dean Business School-Austral University for 5 years. He has been leading the Large Commercial Producer Project in Austral University Argentina for the last 10 years. His areas of interest are agribusiness innovation management, agribusiness and food value chains and bio-economy; he also is involved agribusiness teaching case writing.

Damián Fernandez Pedemonte
Doctor en Letras por la Universidad Nacional de La Plata. Posdoctorados en comunicación en *Ohio University* y *Universitá Cattolica di Milano*. Investigador del CONICET. Profesor Titular del área de Discursos y audiencias de los medios en grado y posgrado. Director de la Escuela de Posgrados en Comunicación de la Universidad Austral. Fue decano durante 10 años de la Facultad de Comunicación de esa universidad. Autor de nueve libros de su especialidad, los últimos de su autoría completa: *Producción de sentido en los medios de comunicación. Paradigma interpretativo, relato y casos*, Editorial Académica Española, 2018 y *Conmoción pública. Una teoría de los casos mediáticos y sus públicos,* La Crujía, 2010.

Mariantonietta Fiore

Assistant professor, Agricultural Economics, University of Foggia (Italy). Senior Fellow of EMRBI. Awarded with several research scholarships in Food Supply Chains and agri-food systems, she is member of several Board Committees and Juries. Served as research head for EU projects and as a project expert for both the Italian Ministry of Agriculture, Food and Forestry Policies and the Italian Ministry of Environment. Her main research interests are about the link among Ethics, Economics and Agri-culture. M. Fiore has also been awarded prizes for best research ideas in food loss and waste and an Emerald Literati Reviewer Award for Excellence. Hobby: jazz, researching and cooking.

Rodolfo German Frers
Ingeniero Agronomo graduado en la Universidad de Buenos Aires, especializado en Zootecnia. Mas conocido entre amigos y en el sector como “Rolo Frers”. Casado desde hace 35 años con Carolina y padre de Patricio, Wenceslao y Magdalena. Emprendedor incansable, fundador y miembro de varias empresas agro comerciales y organizaciones de carácter social vinculados al agro. Conocido por todos por su altísimo grado de compromiso social y su participación activa como voluntario en diversas causas. Director ejecutivo y presidente de BRESUR CEREALES SA (corredora de granos y operadora del MATBA). Actual presidente de SOLIDAGRO Asociacion Civil, primera Red Solidaria del Agro que trabaja focalizada en sus 4 ejes principales: Salud, Educacion, Trabajo y Comunidad.

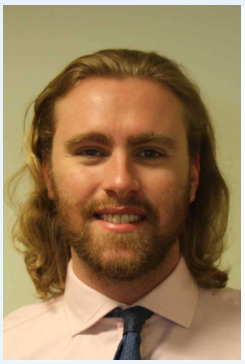
Daniel Funes de Rioja
Abogado y Doctor en Derecho y Ciencias Sociales en la especialidad Ciencia Política y Constitucional; Universidad de Buenos Aires. Académico Titular de la Academia Nacional de Derecho y Ciencias Sociales de Buenos Aires y Director del Instituto de Derecho del Trabajo y la Seguridad Social de dicha Academia. Académico Vicepresidente de la Academia Nacional de Ciencias de la Empresa. Vicepresidente 2° del Comité Ejecutivo y Presidente del Departamento de Política Social de la Unión Industrial Argentina (UIA). Presidente de la Coordinadora de las Industrias de Productos Alimenticios (COPAL). Presidente del Comité Empresarial de Asesoramiento Técnico de Asuntos Laborales de la Organización de Estados Americanos (CEATAL/OEA). Co-Presidente del Grupo de Tareas sobre el Empleo (B20/G20), Turquía 2015 / China 2016 / Alemania 2017 y Miembro del Consejo Asesor Internacional de Negocios del B20/G20. Designado por el Presidente de la Nación, Chair del B20-G20, que se realizará en Argentina en 2018.

IFAMA2018 – Speakers

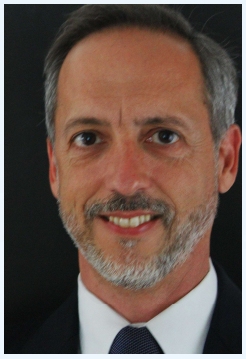
Ana Galiano

Dean School of Business, Universidad Austral, Argentina. Master degree in Corporate Finance, Universidad ```del CEMA. Member of the Innovation Hub, Rosario Board of Trade. Member of the Economic and Social Board of the Rosario City Council. Chair of Agribusiness Chapter in IABD, USA. Board Member International Food and Agribusiness Management Association (IFAMA). Board of Austral´s Centre for Food and Agribusiness. Vision: to contribute to each individual´s development and to the advancement of society through education, research and knowledge transfer, embracing innovation and interdisciplinary collaboration.

Heinrich Gerwel
Director of the National Foundations Dialogue Initiative, a multi-stakeholder engagement on unlocking the potential of promoting social cohesion in South African civil society, and regularly contributes to public discourse on social transformation and development. He is also attached to the Department of Agricultural Economics at Stellenbosch University, and teaches part-time at the School of Economics, University of Cape Town. Heinrich does research in Development Economics, Social Theory and Social Policy and Productivity Analysis. He is also an accomplished cook, having trained at the Institute of Culinary Arts in Stellenbosch. In addition, Heinrich serves as a trustee on the Jakes Gerwel Foundation, which focuses on social development through literature, sports and the broader arts in under-resourced communities. regularly contributes to public discourse on social transformation and development.



Sam Gilbert
Director, Strategic Projects (Latin America and the Caribbean) for the UK's Department for International Trade, based at the British Embassy in Buenos Aires. He is responsible for on-the-ground preparation of the UK's trade policy in the region in anticipation of the UK's departure from the European Union, both ensuring the continuity of current trade with each country in the region and preparing the strategy for future strengthening and deepening of these relationships.
Prior to this role Sam has held roles in London in DIT and its precursor organisation, UK Trade & Investment, as well as in the UK's Department for Work and Pensions, in the Cabinet of the Minister for Employment, and at the European Commission in Brussels.



José E. Gobbée
Has over 20 years of experience in the global food and agricultural sectors with focus in Latin America. He is Senior Associate and Lead Context in LatAm region. Context is the world's premier business management and strategy consulting firm providing services to agriculture, biotechnology, biofuels, food companies, government entities and NGOs. During his career, José has been involved with agricultural investments, turnarounds, market research, start-ups, due diligence, and M&A for different organizations i.e.Saudi Arabia SALIC, Ospraie, Fonterra, Goldman Sachs, Bunge, Macquarie, Lazard, InVivo, Soros group, Exxon, Credit Suisse and many others. He has advised over 2 billion in agrifood investments in the region. He is professor of Strategy and International Business at the MBA Agribusiness program in Universidad Austral and has taught agribusiness courses at Cornell University, UCA, and Universidad de Belgrano.

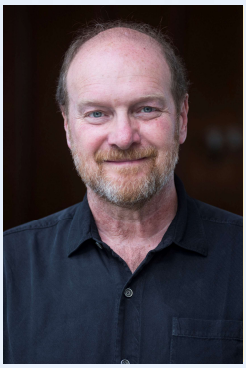
William (Bill) Gorman
A Founding Father of IFAMA, Bill is Professor Emeritus in the Agricultural Economics and Agricultural Business Department at New Mexico State University. He holds a B.S. in General Agriculture and a M.S. in Agricultural Economics from University of Illinois, and a Ph.D Oregon State University, Agricultural Economics, Minor: Economics & Statistics. His fields of concentration are in: Agricultural Business Feasibility, High Value Crops, International Competitiveness, International Trade and Marketing. Gorman's areas of special interest are: International Marketing, Impacts of the Information Revolution on the structure of global food and agribusiness firms, and Viticulture. Gorman teaches the NAMA Market Analysis class and is the NAMA sponsor. Currently, Dr. Gorman serves as the advisor of the NMSU chapter of the National Agri-Marketing Association NAMA).

IFAMA2018 – Speakers

Allan Gray

Serves as executive director of the Center for Food and Agricultural Business and director of the MS-MBA in Food and Agribusiness Management program. He joined the agricultural economics faculty at Purdue University in August 1998. Allan is currently the Land O'Lakes Chair in Food and Agribusiness, using funding from this chair to help develop graduate students in agribusiness.

As executive center director, Allan develops executive and management education open-enrollment and custom programs programs for the food and agribusiness industry segments. As director of the MS-MBA program, he provides strategic direction and oversees the online dual-degree program offered in partnership by Purdue and Indiana universities.



Gustavo F. Grobocopatel

Es Ingeniero Agrónomo, egresado de la Facultad de Agronomía de la Universidad de Buenos Aires. 1984. Fue docente e investigador en Manejo y Conservación de Suelos en la misma facultad. Entre 1984-1990. En la actualidad es Presidente de Grupo Los Grobo (www.losgrobo.com) y miembro de la Comisión Directiva de la Asociación Empresaria Argentina (AEA), del Consejo Económico y Social de la Universidad T. Di Tella, del Consejo Internacional de la Fundacion Don Cabral (Brasil), del Consejo Internacional del EGADE – TEC de Monterrey (México), de Directorio de Endeavor (Argentina). Es Presidente de LIDE Agronegocios (Argentina) y miembro del Inter American Dialogue (IAD), del Consejo de la productividad y competitividad de Iberoamerica, del Consejo de la produccion (Gobierno de la Republica Argentina), del Observatorio Pyme (Argentina), del Consejo asesor de ASEA (Asoc de emprendedores de argentina) , del consejo asesor de ECLA (Enterprenership and Competitiveness Latin American program de la Universidad de Columbia). Es secretario y fundador de la Camara Argentina de Biotecnologia (CAB).

Algunas distinciones y reconocimientos:

Premio Domingo F. Sarmiento, por sus aportes a la comunidad e instituciones, otorgado por el Senado de la Nación Argentina. Premio al Creativo Argentino, otorgado por el Círculo de Creativos de la Republica Argentina. Premio Konex Platino al Empresario Rural de la Década. Premio al Empresario Líder de la Década, por sus aportes a la Responsabilidad Social Empresaria, otorgado por ComunicaRSE. Premio Latinoamericano a la Responsabilidad Social. Otorgado por el Foro Ecuménico Social. A dedicado parte de sus ultimos años a la consultoria internacional asesorando a los Gobiernos de Colombia, Argentina, Ghana y en conjunto con el CID de la Harvard Kennedy School a los gobiernos de Mexico, Albania y Kazajstan.

Scott Hine

Vice President of Products & Solutions and Chief Innovation Officer at Novus International, Inc. He is responsible for managing global innovation, research and product development and regulatory affairs for Novus such that it is an integrated, collaborative service provider, producing and supporting a pipeline of products that achieve growth wit`h differentiated, industry-relevant solutions. Previously, Sco`````tt served as the Vice President of Operations and Chief Information Officer, where he was responsible for establishing and managing global corporate-level strategic planning and implementation of plans and projects in Manufacturing, Global Supply Chain, Information Technology, and Regulatory Affairs.

Héctor Huergo

Ingeniero agrónomo y periodista agropecuario. Egresado de la Facultad de Agronomía de la Universidad de Buenos Aires en 1974. Director de Contenidos del Hub Rural del Grupo Clarín, a cargo de los segmentos rurales de los medios pertenecientes a Grupo Clarín. Clarin Rural, Canal Rural, Radio Mitre, La Voz del Interior, Los Andes de Mendoza, Canal Somos. Editorialista de Clarín Rural. Conductor del programa de TV El Campo, la Industria Verde. Presidente de la Asociación Argentina de Biocombustibles e Hidrógeno. Productor agropecuario. Consultor en temas agroindustriales

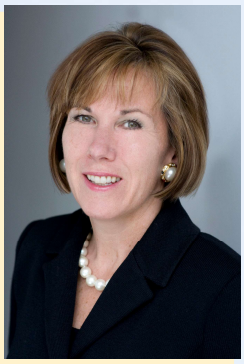
Sharon Janmaat.

Project Manager, Regional Economic Development, dedicated to increasing the business of the Food Cluster, based on a large network throughout the whole food chain in the Netherlands. Her specific expertise is knowledge development and collective innovation, area development, long chains and multi modal logistics, international marketing, education and employment; She stimulates innovation and research towards new business models in food. Knowhow to activate scientific research into new business models for the preservation and strengthening of the powerful Food Cluster, with the early involvement of all layers in education, to create future proof employees and entrepreneurs.

IFAMA2018 – Speakers

Mateusz Kowalewski

Entrepreneur running a family business in the second generation. HORTIMEX co-owner and president. Practitioner of modern organization and management. Since 2009 he manages the company supporting food design and production which is the exchange platform for goods, know-how, and experience between the worldwide producers of food ingredients and the Polish food producers. He is the author and developer of the HORTIMEX transformation project from the semi-finished products supplier towards market leader in supporting and advising the process of development of new, innovative food products. His areas of interest are: food designing and creation, business models, strategic management, value management, corporate social responsibility, quality management systems, succession in family business.



Erica T. Kuhlmann
Managing Director and Market Executive of BMO Harris Bank's Food, Consumer and Agribusiness Group. The Food, Consumer and Agribusiness Group focuses on building banking relationships with mid market companies in the industry sector. Erica is a thirty plus year veteran of BMO Financial Group, having served in various leadership roles throughout her tenure at the bank. She has worked with agribusiness companies, branded and private label food manufacturers, front line commodity processors, wholesale and retail distributors and gery chains throughout her career, providing banking services, capital and advice to companies in the sector. Erica holds a BA from Northwestern University and an MBA from the Booth School of Management at the University of Chicago. She is a board member of IFAMA, the International Food and Agribusiness Management Association and participates in many food and agribusiness industry organizations. Additionally, Erica serves on the board of the Chicagoland Food and Beverage Network.

Maximiliano Landrein
Fundador y CEO de Agrofy
Es Co-fundador y miembro del directorio de fyo, y se desempeñó como COO/CFO hasta junio de 2015. Como COO de fyo era responsable por todas las operaciones de la empresa: marketing, capital humano, calidad, IT y finanzas, asegurando prácticas de clase mundial en cada área. También estaba a cargo del negocio de Internet de fyo y la división de consultoría, además de desempeñar un rol clave en el desarrollo de estrategias de largo plazo. Durante su tiempo en fyo se enfocó en crear una cultura innovadora y flexible que mejore tanto la ventaja competitiva de la empresa como el desarrollo de su gente. Maximiliano es MBA Magna cum Laude de IAE Business School.

Hector R.R. Laurence
Lawyer and specialist in national and international agribusiness and in environmental issues during the last thirty years.
He held high level positions from ASA (Argentinian Seed Producers Association), FIS (International Seed Federation), ARPOV and the Presidency, recently reelected of IFAMA (International Food and Agribusiness Management Association). He was in charge for more than a decade of the Direction of operations in Latin America of Pioneer Hi-Bred International. Has been President for more than 10 years of (FVSA (Fundación Vida Silvestre Argentina) as well as member of the Council of WWF International.
Founder and President of McLaren Holdings S.A, a family agribusiness company

Andre Louw

Andre Louw is a specialist in agricultural finance and worked in many financial institutions and consultancies in Africa. He was General Manager: AgriBusiness of Absa Bank, a large commercial bank f and CEO of ARS (Agricultural Risk Specialists), a crop insurance company. He also completed various management courses in the USA, France, Brazil and in South Africa.
He is currently also professor in Agribusiness at the University of Pretoria.He has written a number of articles on his fields of expertize. He published the 6th edition of the book 'Finance and Farm Management' in 2017 which is prescribed by at universities in South Africa and Southern Africa.

IFAMA2018 – Speakers

Daniel Alberto Lucci

President and counselor director of Grupo Lucci. President of Viluco S.A.. Director of Citrusvil S.A., Criar S.A., Engordar S.A., El Pucará S.A., Nueces de Catamarca S.A.. President and counselor of Fundación Vicente Lucci. Advisory counselor of Fundación Federalismo y Libertad. Invertir Award - Development Promoter (Grupo Lucci, 2000), La Nación Award – Banco Galicia Best Fruit Grower (Citrusvil S.A., 2006), Mayor Brigadier Juan Ignacio San Martín Mention (Viluco S.A., 2012), World Juice Awards (Citrusvil S.A., 2012), AMCHAM Corporate citizenship (Fundación Vicente Lucci, 2012), AMCHAM Sustainable Initiatives (Citrusvil S.A., 2014), La Nación Award – Banco Galicia Best Environmental Management (Citrusvil S.A., 2015).

Woody Maijers

Professor Value Chain Management in Food and Agri, Inholland University of Applied Sciences, Delft The Netherlands (since 2003). CEO and owner of The Value Chain Coach (since 2007). Twice board member of IFAMA, 2006 – 2008 and from 2017. Board member of RollOverEducation and active with the development of innovative workplace and e-learning programs (Bachelor and Master) (since 2009). Co-author and member of the Food for the Future program of City of Rotterdam Food Cluster. Program leader of Innovation pact Greenport West-Holland (public private partnership in horticulture). Both focus on the development of a business-driven innovative ecosystem for the regional food and horticulture cluster with a special position for the professional educational institutes.

Guillermo Louis Mattioli

Ingeniero Agrónomo de la UBA. Desde 1995 es Director General de Biogénesis Bagó, empresa de capitales argentinos a la que convirtió, con su equipo, en la primer empresa regional en facturación en el segmento de rumiantes en Latinoamérica. Actualmente es el laboratorio líder en ventas, el mayor empleador del sector, mayor exportador y el que concentra la mayor inversión en biotecnología. Biogénesis Bagó exporta a toda la región latinoamericana y en 2013 fue elegida como único proyecto de Cooperación Bilateral entre Argentina y China para instalar una planta de Vacunas Antiaftosa en China, actualmente en producción. Durante su gestión, fue merecedora de premios como Animal Pharm en el 2014 y 2016, Premio ICBC 2016 (Comercio Exterior, categoría empresa Corporativa), Premio Innovar (2009), Premio Exportar (2010), FUNPRECIT (2015), Desarrollo Empresario Clarín (2015) entre otras.

Sifiso Ntombela

Trade economist and currently heading the trade and investment unit at the Agricultural Business Chamber. He hold a master degree in agricultural economics from Stellenbosch University, where he also obtained his honours and bachelor degrees. He is currently completing his PhD in agricultural economics from the University of Pretoria, with his thesis titled the “A General Equilibrium Analysis of the Effects of Carbon Tax Policy on South Africa's Agricultural Industries”. He started his career at the South African Table Grape Industry (SATI) as a market intelligence manager, after three years joined the National Agricultural Marketing Council (NAMC) as a senior trade economist. Sifiso’s research focuses on international trade and public policy and he has over 12 articles presented in local and international conferences, of which 5 have been converted and published as journal articles.

Alberto Padoán

President of the Stock Exchange of Rosario, former member of the Board of VicentinS.A.I.C. Today he is vice president and director of Algodonera Avellaneda, Sud Textil, controlled by VicentinS.A.I.C. He was President of CORENOSA (Northern Santafesino Regional Economic Council). He is also Vice-President of FISFE (Industrial Federation of Santa Fe); and is a founding partner of the Commercial and Industrial Center of the City of Avellaneda (Santa Fe). From the presidency of the Rosario Stock Exchange began an active representation of the sector, defending the producers, industrialists, oil producers and members of the agroindustrial chain. In addition, he promotes an active Innovation policy that puts Rosario (Argentina) at the head of the Agtech.

IFAMA2018 – Speakers

Marcelo Paladino

Prof. del IAE Business School desde hace 35 años. Fue Decano de la Institución entre 2008 y 2013, y ha participado y participa de importantes instituciones académicas internacionales. También enseña en numerosas escuelas relevantes en LATAM, hoy colabora también con el desarrollo de una escuela de negocios en Angola. Ha publicado 9 libros, más de 100 casos y notas técnicas, numerosos artículos en journals internacionales y revistas especializadas; con algunos de los cuales ha sido reconocido y premiado. En la actualidad su preocupación gira en torno al desarrollo y consolidación de Familias Empresarias, como creadoras de valor y de aporte esencial para el desarrollo de una región o de un país. Sin embargo, el proyecto más importante es el que lleva adelante con Elena, desde hace 35 años, formando los 10 hijos con que Dios los ha bendecido.

Tomás Peña

Tomás tiene amplia experiencia desarrollando negocios. Es cofundador de S4, que ayuda a los agricultores de cultivos extensivos a transferir su riesgo a los mercados financieros en los Estados Unidos y LATAM. Ha estado trabajando con empresarios y redes de desarrollo para aprovechar los conocimientos y las mejores prácticas de manera activa durante los últimos 8 años con un enfoque en negocios agtech y fintech impulsados por datos disruptivos. Es licenciado en Economía por la Universidad Católica Argentina tiene 20 años de experiencia bancaria, enfocado en banca privada e innovación.

Bernardo C. Piazzardi

Professor and researcher at the Center for Food & Agribusiness of University of Austral. Director of the Investment & Trade Promotion Agency of the Province of Santa Fe, Argentina. Academic activities and consulting on Agricultural Producers business preferences, Value added on agribusiness, Agribusiness markets development in Argentina, South America and South and South West Africa. Co-author of the Argentina chapter for the research project “Large Commercial Producers Survey in association with University of Purdue. Co-author of the business case awarded by IFAMA with the Best Agribusiness Case prize for the year 2017: “Lucci Family, Passion for Development in t he North of Argentina”.

Martin Piñero

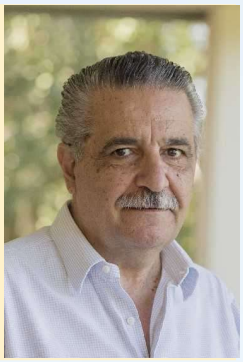
Ingeniero Agrónomo graduado en la Universidad de Buenos Aires y PhD en Economía Agraria en la University of California, USA. En la actualidad es Director del Comité de Asuntos Agrarios del Consejo Argentino de Relaciones Internacionales (CARI) y Asesor especial del Director General de la FAO y del Director General del IICA Ha sido Subsecretario de Economía Agraria; miembro del Consejo Nacional Director General del Instituto Interamericano de Cooperación para la Agricultura (IICA/OEA); Presidente del Consejo Directivo del International Food Policy Research Institute (IFPRI) Ha realizado actividades de consultoría con el Banco Mundial, el BID, la FAO, el FIDA, el CGIAR y la Fundación Ford entre otros. Ha publicado extensamente sobre desarrollo económico, escenarios, política agrícola e innovación y comercio internacional Es productor agropecuario

Javier Preciado Patioño

IFAMA2018 – Speakers

John Purchase
CEO of the Agricultural Business Chamber (Agbiz) of South Africa since 2007. Board member, IFAMA since 2013. Past CEO of Grain South Served for 22 years in South Africa's Agricultural Research Council (ARC); appointed for 3 years to the Board of the Land & Agricultural Bank of South Africa in July 2012; Council Member to the National Agricultural Marketing Council (NAMC), 2012-2017. Trustee and Chairman of the Maize Trust; 2015 Chairman of the Board of the South African Grain Information Services (SAGIS). Business Convenor in the Trade and Industry Chamber of NEDLAC, Deputy Chairman of the Economic Policy Committee of Business Unity South Africa (BUSA), member of Presidential Business Working Group of South Africa. 2011 Alumnus of the Year Award, University of the Free State; 2012 South African Agriculturalist of the Year Award.

Marcelo Rossi
Profesor Titular, Director del Departamento de Finanzas, Director de la Maestría en finanzas y miembro del Consejo Directivo de la Facultad de Ciencias Empresariales de la Universidad Austral. Es profesor visitante en University of North Florida, EE. UU. Georgetown University, EE.UU.; IPADE Business School, México y Universidad de Montevideo, Uruguay. Ha desarrollado una vasta experiencia profesional en consultoría en temas relacionados con su especialidad.
Es Doctor of Business Administration (DBA), por la Universidad de Sarasota, EE.UU. (2006) además de Master en Dirección de Empresas (EMBA) del IAE Business School (1991).
Es autor de numerosos papers de investigación y casos en temas relacionados con Finanzas Corporativas, Economía y Negocios Internacionales y Estrategia habiendo publicado en revistas internacionales tales como: Financial Accounting Journal; Journal of Corporate Finance; Valuation, Capital Budgeting & Investment Policy.



Eduardo Sancho
Presidente de FECOVITA (Federación de Cooperativas Vitivinícolas de Argentina) desde 2012. FECOVITA se encuentra entre las 10 empresas productoras de vino más grandes del mundo. Es presidente de la Asociación de Cooperativas Vitivinícolas (ACOVI) desde el año 2002, entidad gremial-empresaria. Actualmente es director de COVIAR, entidad de la que fue el primer presidente, del 2005 al 2007. COVIAR es una entidad público- privada (creada por ley nacional, integrada por doce entidades vitivinícolas, los gobiernos provinciales de las provincias productoras y el Gobierno Nacional y el Instituto Nacional de Vitivinicultura). Es presidente desde el año 2001 de la Cooperativa Vitivinícola Mendoza. En la docencia, se destaca su rol como Profesor de la Cátedra de "Administración Rural", en la Universidad Nacional de Cuyo, además es miembro del Comité Organizador de la Maestría en Gerenciamiento de Negocios Agroindustriales y Profesor en la Maestría de Agronegocios de la misma universidad. Anteriormente ejerció importantes cargos en la administración pública de la provincia de Mendoza.

Leonardo Sarquis
Es Ingeniero Agrónomo licenciado en la UBA con amplia experiencia en gestión de negocios en empresas líderes de sectores de Agribusiness, Oil & Gas, Consumo y Negocios Industriales, tanto en Argentina como en el Exterior. Realizó un MBA & MB en la Adam Smith Open University.
Es Director General de CONFIAgro dede 2009. Fue Líder & Responsable del Proyecto en COLZAR. Trabajó en Monsanto como Country Manager/Gte. General Semillas Seminis ARG. Fue Director Provincial (PT) del Ministerio de Producción de la Prov. Buenos Aires entre el 2002 y el 2005. Fue Gerente Comercial de empresas como Danone y YFP Gas. Y participó de la gestión comercial en empresas familiares.

Loïc Sauvée

Director of research unit INTERACT and Professor of Marketing and Business Organization, Expert for social sciences & system theory, Scientific Direction, UniLaSalle; and Associate researcher, Université de Technologie de Compiègne, France, Habilitation to supervise research (HDR) in management sciences, University of Montpellier 1 (France), in 2002; Post Doctorate, Department of Agricultural Economics, Purdue University (USA), in 1995; Doctorate degree in agricultural economics, ENSAR (Ecole Nationale Supérieure Agronomique de Rennes), in 1989; Agricultural Engineer ENSAIA with Major in Economics from INA (Institut National Agronomique) Paris-Grignon in 1984. Current research work aims to deepen the understanding of the concept of governance (its emergence, its mode of operation, its dynamics) in collaborative organizational forms and individual/organizational networks. We explore this question through qualitative and quantitative researches on disruptive technological and organizational innovations in agribusiness and food sectors with sustainability and CSR strategies.

IFAMA2018 – Speakers

Gerhard Schiefer
Agricultural economist, member of the University of Bonn's Center of Food Chain and Network Research which he had established years ago. He retired from the Chair of Business Management of the university in 2010 and is currently chairing a regional Bio-Innovation-Park, a cluster of universities, communities and food companies for cooperation towards innovation. Linked with business activities through his engagement as CEO of two small university spin-off companies who engage in research communication and software development. As part of his interest in bringing business management and ICT developments together, he initiated the global network of associations for IT in agriculture, food and the environment (INFITA) and acted as founding president of the European Federation. Organizer, for the last 12 years, of an annual meeting for scientists engaged in a broad range of food chain issues known as "Intern. Forum on System Dynamics and Innovation in Food Networks" and publishes a related journal (Intern. Journal on Food System Dynamics). He is member of the IFAMA board and acted (2016-18) as executive editor of IFAMR, the flagship publication of IFAMA.

Eduardo Serantes
Ámbito Profesional
Actual director de Cazenave y Asociados SA y Gensus SA. Fue director de empresas de sector agroindustrial como Cazenave Fiduciaria, Patagonia Bioenergía SA, Quickfood SA, Agrositio SA., entre otras. Administrador y consultor de empresas agroindustriales.
Ámbito Social e Institucional
Miembro del Steering Committee representando a Argentina en GPS (Grupo Productores del Sur). Coordinador del Foro Institucional de GPS Argentina. Presidente de la Comisión de Justicia y Paz del Episcopado Argentino. Director de la Comisión Nacional de Caritas Argentina.

Gustavo Sosa
Forest engineer. He did a Ph. D. and later did a post-doc at The Ohio State University. After that long training process, he started a few companies in Argentina. He founded and is leading INBIOAR a company that deals with natural agrochemicals. INBIOAR is a partner with the USDA. They share a patent. Today this discovery is in the hands of two international agrochemical companies from Japan. INBIOAR future is to repeat the project in other countries: Paraguay, India, USA, Colombia and Australia. INBIOAR plan is to lead the market of natural agrochemcials development.

Victor Tonelli
Licenciado en Ciencias Agrarias de la Universidad Católica Argentina.
Productor ganadero y administrador de empresas ganaderas.
Coordinador Técnico de la Mesa de las Carnes y co-organizador de la Mesade la Carne Sustentable
Fundador y Ex Presidente de Cabaña Las Lilas, la empresa que lanzó al mercado argentino la primer carne con marca y Ex Director fundador de Carne Hereford de Argentina y Uruguay.
Presidente en dos oportunidades de la Asociación Argentina de Industria de Carnes, Vicepresidente de la Asociación Argentina de Producción Animal, Vicepresidente y Fundador de la Asociación Argentina de Brangus.

Jacques Trienekens
Professor of Management and Organisation at Wageningen University, in The Netherlands. Extensive experience in national and international research projects related to food chains and networks. Has ben a visiting researcher at Cornell university in 2003, visiting professor at University of Bonn in Germany in 2005, visiting professor at University of Pretoria in South Africa in 2009 and visiting professor at Lincoln university in New Zealand in 2015. Current member of the board of directors of IFAMA (also from 2004-2010). Awarded fellow of IFAMA in 2012. Jacques Trienekens has been editor and managing editor of the Journal on Chain and Network Science and of the International Food and Agribusiness Management Review and has published more than 150 refereed publications.

IFAMA2018 – Speakers

Guillermo Valles

Ambassador Valles is career diplomat with over 40 years of professional experience. He served in Japan and Argentina and was Ambassador to China, the European Union, Belgium, Luxemburg and U.N. and WTO in Geneva. He was Vice Foreign Minister of Uruguay for four years and served as Acting Foreign Minister for extended periods. He was the leading negotiator for several regional agreements, including Mercosur. In WTO he served as Chair for Rules negotiations and is a frequent member of panels in it´s Dispute Settlement Mechanism.. He worked in United Nations as Director of Division of International Trade in goods and services and Commodities (UNCTAD)He graduated from the School of Law of the Universidad de la República in Uruguay and has received several decorations from governments and NGO´s. He is the coordinator of GPS-Uruguay, a regional network of agribusiness organizations, leaders and researchers on agriculture policy and international trade.

Melissa van der Merwe

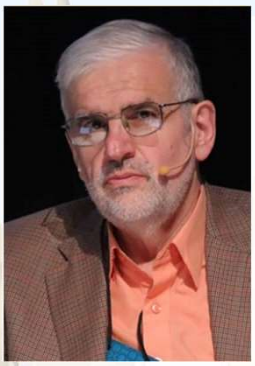
Recently completed her PhD in Agricultural Economics in the Department of Agricultural Economics, Extension and Rural Development at the University of Pretoria. She is funded by the Red Meat Industries and work on matters such as the Karoo Lamb supply chain focusing on issues related to geographical indicators (GI's), opportunism and food fraud. In addition to her research duties Melissa teaches various postgraduate courses at the University of Pretoria.

Johan van Rooyen

Director of "The Center for Agribusiness", and professor in agricultural economics at Stellenbosch University. Published over 170 peer group refereed scientific papers; seven academic books on agri-business & agri-development; presented over 200 papers at local and international events. President and board member; fellos (2014) of IFAMA. Member of the Burau for Food and Agricultural Policy analysis (BFAP). Chairperson of the National Agricultural Research Forum (NARF). Served as Board Member for Agricultural Research Council, Land Bank, New Farmers Development co, SA Brandy Foundation, Winetech, Sawis, and WOSA. President of the Agricultural Economics Association of South Africa and elected as Honorary Member; Chair of the Agricultural Outlook Conference (lanvokon). Received South African national canoe marathon colours. Eepresented South Africa at the recent world surfski championships.

Thinus van Schoor

A seasoned executive experienced in various domains such as project management, corporate and investment finance, supply chain, procurement and agricultural end-to-end business leadership. Education, amongst others at MIT Sloan with application in business start-ups, entrepreneurial development and Excom level business profit and loss ownership as CEO and Chairman. Passionate about Africa, its people and developing sustainable and competitive value chains to unlock the continent's potential. Managing Director Value Chain Solutions
Chairman: South African Barley Breeding Institute [SABBI]
SABMiller Africa, Johannesburg South Africa, CEO of Agricultural sourcing and processing business 2012 -2016
SAB Ltd Johannesburg South Africa, Planning and Supply Chain Director 2007-2012
SAB Ltd, Johannesburg South Africa, Capital Investment and Project Lead 2000-2007
Mittal Steel South Africa, Engineer and Engineering Manager 1992-1999



Fernando Vilella

Ingeniero Agrónomo. Prof. Titular de la Cátedra de Agronegocios y Director del Departamento de Bioeconomía, Políticas Públicas y Prospectiva de la Facultad de Agronomía de la UBA (FAUBA). Asesor del Ministro de Agroindustria de la Provincia de Buenos Aires, Leonardo Sarquís. Decano de la FAUBA: 1998-2006. Director de 64 proyectos de investigación y consultoría. Profesor de posgrado en diversas Maestrías. Autor en 15 libros, 12 cap. de libros, 3 Videos, 39 publicaciones internacionales con referato.

IFAMA2018 – Speakers

Marcelo Visconti

RTRS Executive Director Marcelo studied Agricultural Engineering at the University of Buenos Aires, including a Marketing and Sales Excellence Programme at INSEAD, France. Marcelo has an extensive experience in both marketing and developing agribusiness markets having held leadership positions at Syngenta as COO Slovakia and Head of Global Soybean Marketing.

Longbao Wei

Qiushi chair professor of applied economics and agribusiness, deputy dean of China Academy for Rural Development (CARD), Zhejiang University. He is the former deputy dean of the School of Management, Zhejiang University in charge of MBA and EMBA programs. He has held several other positions at Zhejiang University, including director, Institute of Small & Medium Enterprise (SME) Development and Urbanization; and deputy director, National Key Research Base for Humanities and Social Science, Center for Agricultural and Rural Development (CARD). He has also been a fellow at the Weatherhead Center for International Affairs, Harvard University, adjunct professor at the University of Guelph in Canada, and has done work at Iowa State University. He is the current president of Chinese Agribusiness Management Association. He joined the IFAMA Board of Directors in December 2016. He has written widely on Chinese agricultural and food policy, international agribusiness, Chinese economic development, industrial clustering and urbanization. Dr. Wei was educated at Zhejiang University, from which he received his doctorate, master's, and bachelor's degrees.

Joanna Wiśniewska-Paluszak

Assistant Professor at Poznan University of Life Sciences, Faculty of Economics and Social Sciences, Department of Economics. Board Member of IFAMA EUROPE. Economic specialist at Poznan Agricultural Advisory Center and collective farm. Erasmus lecturer at University of Copenhagen in Denmark, Szolnok College in Hungary, Sakarya University in Turkey. Project manager on farm cooperatives in Denmark and on the model of network relationships in agribusiness in Poland. The author of two books on farm incomes and agribusiness networks and over ninety articles on agriculture, agribusiness and rural areas. Her main areas of interest are: agribusiness networks, competitiveness of agro-food industries, sustainable development and social responsibility of agribusiness, circular economy, bio-economy and bio-business.

YOUR NOTES:

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IFAMA WANTS TO ACKNOWLEDGE AND THANK
THE 2018 ORGANIZING COMMITTEE
Hector Laurence, Chair
Ana Galiano, Decana, Ciencias Empresariales, Un. Austral Rosario
Greg Baker, Chair, Symposium
Brent Ross, Chair, Teaching Cases
Jacques Trienekens, Chair, Best Paper English
Esteban Brenes, Chair, Case Competition English
Roberto Feeney, Chair, Case Competition Spanish, and
Best Papers Spanish
Johan Van Rooyen, Chair, Case Competition, Young Professionals
Bernardo Piazzardi, Chair, Sponsorship Management, Rosario
Francesco Braga, CEO IFAMA

IFAMA INVITES YOU TO THE 2019 AND 2020 WORLD CONGRESS

IFAMA 2019, HUANGZHOU, CHINA, (*)
Strategic partner: China Academy for Rural Development and Zhejiang University
When: Monday, June 24 to Friday June 28.
Theme (preliminary) : eCommerce, opportunities for and impact on agribusiness

Relevant timeline:
OCT 1, 2018:
- Conference registration open,
  - early bird discount 1 to Jan 1 2019
  - Early brid discount 2 to Mar 1 2019
  - Early Bird discount 3 to Apr 15 2019
  - Full price to June 15, 2019
- Paper submissions open (close on April 15 2019).
- Case Competition registration open (close on April 15, 2019)

IFAMA 2020, ROTTERDAM, THE NETHERLANDS (*)
Strategic Partners: Rotterdam Food Cluster, InHolland University, Wageningen University
When: Monday June 22 to Friday June 26
Theme (preliminary) : Clusters, innovation and opportunities for agribusiness

Relevant timeline:
OCT 1, 2019:
- Conference registration open,
  - early bird discount 1 to Jan 1 2020
  - Early brid discount 2 to Mar 1 2020
  - Early Bird discount 3 to Apr 15 2020
  - Full price to June 15, 2020
- Paper submissions open (close on April 15 2020).
- Case Competition registration open (close on April 15, 2020)
- IFAMR special issue 1, submission open Sep 1 and close Dec 1, published in Q1 2020
- IFAMR special issue 2, submission open Dec 15 and close April 1, Published on June 1 2020.

(*) Program subject to change until approved by IFAMA Board of Directors. All dates tbc. All updates will be posted on the Association's web page: www.ifama.org

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