

IFAMA 2024 WORLD CONFERENCE IN ALMERÍA, SPAIN



GERMÁN FERNÁNDEZ

IFAMA 2024 Conference Chair

CEO and President, International School of Agri Management, Almería, Spain

I would like to personally invite you to attend the IFAMA 2024 World Conference, June 17–20, 2024. There are several reasons you must consider traveling to Almería. This conference will deliver leading-edge discussions, top-notch speakers, the latest research, and excellent food.

The province of Almería is a central hub of fruit and vegetable production and agricultural exports throughout Europe. It is also a research and innovation hub for auxiliary industries and different sustainable agricultural technologies (crop protection, bio stimulants, etc.), making Almería the ideal backdrop to host the IFAMA 2024 World Conference.

Although the province has always focused on agriculture production, in recent years Almería has become a world leader in innovation and sustainable agriculture through implementing environmentally friendly practices that use less water and produce less waste. This is something you really must see firsthand!

Over the past five years, Almería's agricultural sector has expanded to 34,000 hectares of greenhouses, yielding more than 4.2 million tons of fruit and vegetables—generating revenues close to €4.5 billion turnover, with a workforce of 75,000 people working in the ag sector. Almería literally lives and breathes agriculture.

Almería has grown in stature to signify a seal of quality for producers, exporters, businesses, and consumers committed to using sustainable methods and economic success.



Tomato greenhouses in Cabo de Gata, Almería

In 2019, Almería was awarded the *Spanish Capital of Gastronomy*, receiving more than 10,000 letters of support highlighting its achievements, commitment to sustainability and a creative cuisine that combines both tradition and innovation. The tapas are top-notch, and the seafood is impossible to resist.

Our school, the **International School of Agri Management (ISAM)**, is IFAMA's partner for the event. ISAM, the first business school in the region solely focused on agribusiness, was created by the sector and born especially for the agricultural sector in direct collaboration with leading agricultural companies and professionals and aims to duplicate our educational model of preparing existing professionals and future up-and-coming talent for agribusinesses around the world. ISAM will host both the academic Symposium and the Student Case Competition, June 17–18 in El Ejido city in collaboration with El Ejido council.

ACADEMIC SYMPOSIUM

The Academic Symposium is managed by Co-Chairs **Loïc Sauvée**, Professor of Management Sciences Head of Research unit InTerACT Institut Polytechnique UniLaSalle, France, and **Mariantonietta Fiore**, Professor of Agricultural Economics, Department of Economics, University of Foggia, Italy. The deadline for full papers is 09 January 2024. Learn more about the hot topics and read the full submission guidelines: <https://www.ifama.org/2024-Symposium>. We expect see more than 120 research papers presented during the 2024 Symposium.

2024 CONFERENCE THEMES

Production Evolution and Transformation

A collaboration among stakeholders across multiple sectors is needed to transform agriculture combining innovation, science and technology. *Will technology achieve its promise to transform food supply chains and farming?*

Economic Competitiveness

The commercialization of climate-resilient and sustainable innovation from farm-to-fork is necessary to ensure a net-positive future. *What are the economics of sustainability? Can ESG be aligned with sustainability of the food business?*

Sustainability through Legislation

Regulation plays a key role in promoting and enforcing sustainable practices in agriculture. *Who should lead change? What role should governments, universities, consumers and corporations play as agents of disruption in the existing systems?*

Societal Impacts

Food is central to our cultural identity. However, as the global population increases access to balanced diets is not equitable, leading to food scarcity in some regions, and food waste and an obesity epidemic in others. *Can we create a better society through better food? How do we balance the needs for abundant food, nutrition, human health, with diminishing planetary resources?*

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STUDENT CASE COMPETITION

Students are the life blood of the conference, and the 2024 Student Case Competition is the crown jewel. IFAMA offers the only global case competition specifically targeting the agribusiness sector providing students and early career professionals an opportunity to showcase their analytical and problem-solving skills before the entire congress.

Rocio Reina Paniagua, Director and Professor of Business Policy at



View of Almería old town and port from the Alcazaba castle

San Telmo Business School, Spain, is the Student Case Competition Chair. We look forward to working closely with her and her colleagues from San Telmo Business School as a hosting partner for the 2024 Conference.

GLOBAL BUSINESS FORUM

The Global Business Forum will follow on June 19–20 and will be hosted in Almería city in collaboration with Almería council. The two-day program will feature hot-topic discussions from high-level industry speakers, breakout panels, workshops, exhibits, and cross-sector networking—including a Welcome Reception and the Presidential Awards Banquet. You'll meet experts and colleagues from around the world who are addressing the most pressing challenges facing the food and agribusiness sector today. It is a rare venue bringing together top thought leaders who create a cross-pollination of ideas as we explore how to best accelerate innovative agribusiness models to ensure a sustainable food supply.

Additionally, please consider extending your visit and bringing your families because Almería has gorgeous and unspoiled beaches that are considered the finest in Spain, a great cultural heritage and a fascinating history (founded in A.D. 955) just waiting to be explored. Great touristic locations are nearby: Granada (90 minutes by car), Malaga (2 hours), and Seville (3 hours and a half).

Join us in Almería, Spain for IFAMA 2024. 🌿

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