

Don't miss  
prof. Ray Goldberg's  
last appearance  
at EFAS!



WAGENINGEN ACADEMY  
WAGENINGEN UR

## Programme Update

# European Food & Agribusiness Seminar

**At the senior executive seminar EFAS you can gain exclusive insights into the thinking of game-changers in global agri-food companies. EFAS brings innovative company leaders into a private setting with seminar participants. Here they share the challenges and dilemmas they face, the trends influencing their decisions and the strategies they select to achieve positive changes in their business.**

### **Anheuser Busch InBev**

*Tony Milikin, Chief Procurement Officer*

Global Sourcing and Risk Management of a critical input to sustain and grow brand leadership worldwide.

### **Arabian Agricultural Services Company (ARASCO)**

*Abdulmalik Alhousseini, CEO*

The Kingdom of Saudi Arabia has banned the growing of animal fodder (alfalfa) and wheat in order to conserve water in the Kingdom. ARASCO has developed an innovative animal feed product in response. How can they educate farmers to use the new feed and increase the supply of food for the growing population?

### **The Climate Corporation**

*Michael Stern, President*

Creating new options for farmers through joint investment and partnership to maximize the use of his land resources in the most sustainable and profitable long term manner.

### **Evolva**

*Neil Goldsmith, Founder and CEO*

A Swiss company that uses yeast both as a research and a production host, has the ability to select and scale a valued food and pharmaceutical ingredients with higher quality, lower cost and reduced environmental impact

**Location:** Rome, Italy

**Dates:** 18-21 October, 2015

#### **Programme hosts**

- Prof. Dr Ir. Louise O. Fresco – President of Wageningen UR
- Prof. Dr Ray Goldberg – Harvard University, Moffett Professor of Agriculture and Business Emeritus Harvard Business School

#### **Case Facilitators**

- Prof. Dr Ray Goldberg – Harvard University, Moffett Professor of Agriculture and Business Emeritus Harvard Business School
- Juan Enriquez, Founding Managing Director at Excell Medical Ventures, chairman and CEO of Biotechonomy
- Charlotte Walliker, Scientific Director EFAS, Wageningen University

#### **Guest speakers**

- Mark Cackler - Manager Global Agriculture Practice, World Bank
- Tim Bennett - Chair of the Food Standards Agency
- Lodewijk Hijmans van den Bergh - Former member Management Board Royal Ahold
- Berry Marttin - Rabobank Executive Board

#### **Top business cases**

At the core of the seminar are 8 real-time business cases. Each case is presented individually by a company leader. Presentations are followed by an in-depth discussion facilitated by an EFAS specialist. The EFAS case-study method is based closely on that successfully used at the Harvard Business School Agribusiness seminar.

For more information visit [www.wageningenacademy.nl/en](http://www.wageningenacademy.nl/en).

when compared with existing products. How could Evolva use this technology to help feed the world's growing population and keep them healthy?

### **Jain Irrigation Systems**

*Anil Jain, Managing Director*

The second largest irrigation company in the world with primary emphasis on helping small scale producers in the developing world and in the process provide complete packages of inputs that enable the small scale producers to become part of the commercial food system in a sustainable and market oriented way.

### **Nestlé, The Dairy Farming Institute of China**

*Hans Jöhr, Corporate Head of Agriculture*

Pre-Competitive collaboration by firms, institutions, and governments from the technical inputs through the total supply chain to the consumer to improve the training of the small scale, medium, and large scale dairy producers in China to improve a broken dairy system.

### **Warburtons Bakery**

*Brett and Jonathan Warburton*

How have four generations of the Warburton family maintained brand leadership in an industry that has to adapt continuously in response to both the needs of consumers and dynamic supply chains on both sides of the Atlantic?

### **Zipongo**

*Jason Langheier, Founder*

Developing on an on-site nutrition service and programme that improves the employee's health and lifestyle and at the same time does the same thing for his or her family.

### **General Terms and Conditions**

The General Terms and Conditions of Wageningen Academy apply to all activities of Wageningen Academy:

[www.wageningenacademy.nl/en](http://www.wageningenacademy.nl/en)

### **Practical information**

#### **Dates**

Start: Sunday afternoon 18 October 2015

End: Wednesday mid-day 21 October 2015

#### **Course fee**

The seminar fee of € 6950 covers tuition, course materials, accommodation and meals.

#### **Registration**

Registration is possible at [www.wageningenacademy.nl/en](http://www.wageningenacademy.nl/en). Admission is selective to guarantee optimal interaction and is based on professional responsibility and positioning in the food sector. Maximum number of participants is 75. This seminar will be in English.

#### **Location**

Aldrovandi Hotel ([www.aldrovandi.com](http://www.aldrovandi.com)), Rome, Italy.

#### **Target audience**

The EFAS seminar is designed for CEOs, MDs and senior executives of private and public companies, for policy makers and not-for-profit organizations that want to study, interact and connect with the leaders and change-makers in their industry.



### **Contact**

#### **Programme manager**

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tomorrow's business

