



Whitepaper | WUR-TIAS Executive MBA in F&A programme

## I “Food security in emerging markets”

Dr. Anoma Lokossou (44) is a molecular geneticist. She grew up in Togo, graduated from the University of Toulouse and did a PhD in plant breeding at Wageningen University & Research. She has been working at Syngenta for 12 years. As a Genetic Project Lead she felt the need for more insight in the business aspects of the seed sector. That's why she enrolled in the EMBA programme Food & Agribusiness of TIAS-WUR, in 2020.



### Shaping the future

“As a scientist, I find there is a limitation to my fully understanding the ins and outs of how to make our business work successfully in emerging markets” says Anoma.



“Even though we have lots of learning resources inside our company.” Farmers in emerging countries face many challenges. For instance, land consolidation is often very limited. That makes it harder to scale up productivity. Many farmers don't have land rights. And if they do, they divide their lands among their children, so land ownership gets more and more fragmented with each generation. Macro- and micro- economics, social and legal aspects, government priorities and investment decision making are particularly complex for an outsider. “The EMBA programme provided me with more insight into the different parameters that influence government policies and priorities in emerging countries”, says Anoma. “Looking at things from different angles helps me to better capture the complexity of doing business in emerging markets. I believe that we can be involved in shaping the future of the next generation farmer.”

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## Careful analysis

For her Capstone research project, Anoma studied the current challenges and opportunities in agribusiness in Kenya, where smallholders are responsible for most of the food production. She interviewed different actors of the value chain to understand their business models and future expectations. The MBA has changed Anoma's outlook on the world. "In the past I wanted to go and help developing countries. I was looking at issues from the NGO angle. Now I've become more and more convinced that you can help emerging countries by doing business successfully, rather

than just giving them things. The MBA programme taught her the skills and the tools to analyse and understand different behaviour patterns in society and business. "That's crucial before you can get to thinking out of the box and finding solutions. Emerging markets have their specific challenges, but the skills to analyse them are the same. On the other hand, these skills work out differently for different brains. Being together with so many different participants made my MBA experience even more valuable."

The world needs a new generation of skilled professionals to tackle the challenges in agribusiness. The Executive MBA in F&A can help you to make sustainable changes in food and agriculture and in doing so, change the face of our future world. **Here you can find more information about the MBA Programme.**



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knowledge  
Tomorrow's  
business

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### Personal consultation

Would you like to know more about the Executive MBA in Food & Agribusiness? Contact our programme adviser:



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