Programme

Executive MBA Integration Module 1

Doing business in a complex world

Online preparation 4 June 2020

Group work on location Flevoland

25 | 26 August 2020
Lecturers

ir. Willy Baltussen
Senior Researcher, Wageningen Economic Research

drs. Krijn Poppe
Emeritus Senior Economist, Wageningen Economic Research

prof. dr. ir. Hans van Trijp
Professor Marketing and Consumer behaviour, Wageningen University

Guest lectures

Gerard Backx
CEO, HZPC

Gerjan Snippe
Director, BioBrass

Pieter de Wolf
Project leader, Farm of the Future
**Locations**

Hotel Van der Valk Almere: Veluwezoom 45, Almere

Location Biobrass:
Winkelweg 57, Zeewolde

Location Farm of the Future, Lelystad:
Edelhertweg 1, Lelystad
Tuesday 25 August 2020

11.00 Welcome at Van der Valk Hotel Almere
11.30 Welcome and taking inventory of questions to CEOs
12.30 Visit to BioBrass Zeewolde, including lunch
13.30 Introduction and guided tour by Gerjan Snippe, director BioBrass
15.30 Back to Van der Valk Hotel Break & refreshment
16.00 Introduction to the True Pricing concept
   Willy Baltussen
18.30 Diner with Gerard Backx, CEO of HZPC
20.30 Time to work on your assignment
Wednesday 26 August 2020

08.00  Breakfast

08.30  Departure to Lelystad

09.00  Visit to Farm of the Future in Lelystad
       *Pieter de Wolf*

11.00  Back to Van der Valk Hotel Break & refreshment

11.30  Reality check on assignments
       *Hans van Trijp*

12.15  Lunch

13.15  Final work on your assignment & presentation
       *Hans van Trijp & Krijn Poppe*

14.00  Assignment presentation and discussion HZPC

15.00  Assignment presentation and discussion BioBrass

16.00  Closure