



Policy and markets

April 2017 – June 2018

Master Course Agri & Food



HET COMITÉ
KONINKLIJKE VERENIGING HET COMITÉ VAN GRAANHANDELAREN

Challenge yourself to transcend boundaries

The Agri & Food industry accounts for 20% of the Netherlands' total export value. This makes the Netherlands one of the world's largest exporters of agricultural and food products, indicating the importance of the industry for the Dutch economy. The profitability of the industry is, however, affected by many different factors of varying scale, e.g. fluctuating exchange rates, consolidation and international trade relations. Such industry dynamics raise questions on how to deal with problems related to production and sustainability. Different strategies in dealing with these issues have important implications for the Agri & Food industries' success today and in the future.

The Royal Dutch Grain and Feed Trade Association have taken the initiative to develop the Master Course Agri & Food to prepare professionals in the Agri & Food industry, like yourself, to face and overcome the challenges in this sector. As an upcoming senior manager, you are required to perform in competitive, innovative business models and will need to develop successful strategies in ever-changing market conditions. To help you meet this challenge, this Master Course offers the scientific knowledge, business insights and practical skills that are currently on the industry's agenda.

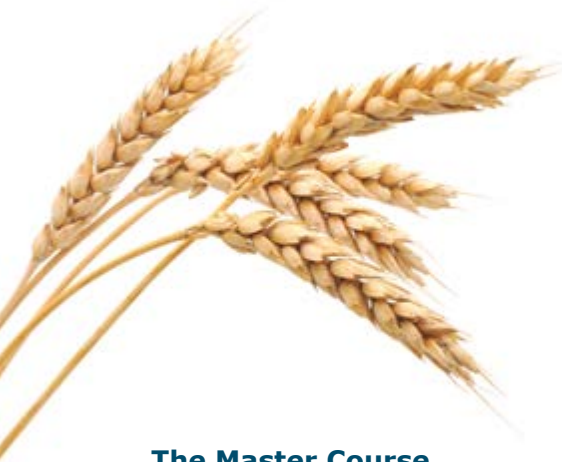


"I can definitely recommend the master course to colleagues working in the sector. It is interesting and relevant at the same time. I gained a deeper understanding of the sector which enables me to make better choices in my daily work. Besides this, you create a nice network in the sector through the contacts with your fellow students and the various teachers and guest speakers".

*Martijn Sinke
(Managing Director Schutter Rotterdam B.V.)*

"It was quite an experience... 13 months, 11 modules and a concluding assignment, all together a large amount of hours invested in this course. But it was all worth it!"

*Audrey Rensen – van Lijden,
(Quality manager Cefetra group)*



The Master Course

The Master Course consists of 11 modules. Renowned academic teachers and industry experts will provide you with the latest knowledge about different aspects of the Agri & Food industry. Each module is built around a central theme. You will have the opportunity to develop a vision and apply the scientific insights within business cases, as well as within your own business situation. In addition to increasing your knowledge, you will also have the chance to improve your professional skills.

In between the modules, you will work on an ongoing assignment, formulated by yourself. This should ideally focus on an actual challenge or development within your company. After each module, you add to your assignment, thus assimilating a complete, final paper. In the last module, you will present the paper to a panel of experts, who will critically review the work.

Outcome of the Master Course

The Master Course provides a broader understanding of the entire Agri & Food market, its dynamics and interdependencies, and the implications on a business level. You will work on actual challenges within your own professional environment; this immediately enables you to contribute to shaping the business strategy of your company. After completing the course, you will have gained (theoretical) knowledge, business insights and practical skills to function optimally on a personal- and professional level. In short, you will have the necessary tools 'to shape the future'.

"The modules are taught by inspirational speakers with broad experience and important functions within the sector, ranging from CEOs, professors from Wageningen University and Research till Representatives of the Netherlands from the WTO and the European Union."

Bas Deelder

(Finance Director ForFarmers N.V.)



Target audience

The Master Course is targeted at professionals working in the Agri & Food industry, who are the future leaders of the sector. This broad target group offers the valuable added opportunities of meeting people from different backgrounds, expanding your professional and private networks and learning from your peers.

To participate in the programme, you must meet the following criteria:

- You are currently working for a company active in the Agri & Food industry.
- You possess the capabilities to fulfil a leading role in the sector in future management (being able to shape the future).
- You have a minimum of five years of relevant work-experience in the Food & Agri industry.
- You have a basic level of abstract thinking (Bachelor Degree level).
- You are able to actively contribute to your own learning process and that of the other participants.

A personal interview is part of the intake procedure. At the end of the course you will receive a certificate, provided that you have met the criteria.

Programme

Module 1 – April 2017

Business strategy

Mission, vision, strategy and objectives, value proposition, and organisational structure.

Module 2 – May 2017

International food and grain markets

Historical developments, interrelations and interdependencies of economies, future developments and governance.

Module 3 – June 2017

International politics and the legislative framework

(Inter)national authorities, legislative frameworks, policy and (non-tariff) trade measures, politics and lobbying.

Module 4 – September 2017

Geopolitics and culture

Characteristics and developments, drivers and dynamics of selected countries and international trade and supply.

Module 5 – October 2017

Application and innovation

Future applications, bio-energy and nutraceuticals, food quality and safety, business processes and business models.

Module 6 – November 2017

Cooperation and supply chain management

Functioning transport market, drivers of freight, raw materials, logistics, the influence of digitalisation. partnership, collaboration and cooperation.

Module 7 – January 2018

Risk and chain management

Interdependencies, relationships and responsibilities, transportation and risks. Agri food chain, quality assurance, added value in the chain.

Module 8 – February 2018

Legal

The legal aspects of commodity trading and international business; trade contracts dispute settlement, personal and company liabilities.

Module 9 – March 2018

Finance

Corporate finance, financial mechanisms, foreign exchange and opportunities and risks.

Module 10 – May 2018

Sector and society/Corporate Social Responsibility (CSR)

Societal demands, branding and communication, trends and developments, CSR, sustainability, NGO's.

Module 11 – June 2018

Integration

Final paper with feedback from a panel of experts.

Practical information

Costs

The indicative fee for the Master Course Agri & Food is € 18,000 (excl. VAT) per person. This includes course materials, a digital learning platform and meals during the modules. Hotel reservations can be made additionally.

Registration

Registration is open until 1 March 2017. After registration selected participants will receive a confirmation with information about location, payment, programme and list of participants. You can register via www.wur.nl/academy. The maximum number of participants is 20.

Location

The Master Course will be organised at different locations. E.g. Amsterdam, Rotterdam and Wageningen.

More information

For more information about the programme of the Master Course Agri & Food 2017-2018, please visit

www.wur.eu/academy



Contact

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Today's knowledge,
tomorrow's business

