



EUROPE
FOOD & AGRIBUSINESS
ZURICH
EDITION 2018
17 TO 19 JUNE

New Technologies
New Consumers
New Dynamics

PRESENTED BY





The forum generates powerful insights around:

- Creating and sustaining high performance organizations in agribusiness
- Expanding business models in multiple directions along the food value chain
- Building brands and image in the age of consumer identity marketing
- Gaining trust of the food consumer when food companies are under attack
- New business models in last mile distribution to consumers
- Effective responses to hyper-competition
- Preserving value in an economic downturn
- Responding to and driving disruptive innovation
- Merging multiple operational units across borders
- Creating successful private label programs
- Managing stakeholders in the context of people, planet, profits, prosperity and peace
- Aligning with financial markets driven by private equity investors
- branding implications when sensitive or scarce natural resources are utilized



Attending the forum is the right choice if you:

- are a senior decision maker in food & agribusiness sector
- want to discuss the real story with your peers
- value sound, unbiased in-depth strategic analysis
- want to grow and innovate your business
- aim for operational excellence
- understand the drivers of value creation
- are an ambitious and realistic leader
- keep a view of the entire value chain from farm to fork



This program is not a conference — it is a business seminar.

We will present and discuss with you eight real-life business cases, based on the experiences of pioneering changemakers in the industry. You will step into the shoes of the CEO and face his or her current foremost strategic challenge. The actual CEO is present during these discussions. The business case studies presented are created and prepared exclusively for this program.

Endorsements

"It has been an inspiration, very well done, an audience of 50 likeminded peers that really ask relevant questions and it has helped me accelerate my thinking"

Christoffer Lorenzen, EVP Chr. Hansen, 2017

"I did numerous studies, maybe hundreds of Harvard cases but this was one of the best I've ever read"

Markus Länzlinger, CEO Migrolino, 2017

"Tremendous opportunity to share experiences and perspectives"

Simon Cheng, Managing Director BRF, 2016

"Really enjoyed the seminar, very good cases, very good interactions, very practical, very lively and high-speed"

Jeroen Wakkermann, CFO Nutreco, 2017

"Much beyond my expectations – I will surely return"

Gustavo Grobocopatel, Chairman Los Grobo, 2013

"Thank you for the seminar, so much learning"

Akiko Seyoum, CEO Orchid Business Group, 2016

"This is for people who want to get things done."

Hans Roelofs, CEO Refresco, 2009

"Rich, useful, time extremely well invested"

Stefano Vlahovic, CEO Produkti Pitania, 2011

"There has not been one case that did not inspire me."

Wout Dekker, CEO Nutreco 2007

"I have not been to an event yet where we got into the real issues so deep so fast."

Lennart Holm, CEO Perstorp, 2007

"Excellent. We should have had such a seminar much earlier."

Hugh Grant, CEO Monsanto 2005



Prof dr ir Louise O. Fresco, President Executive Board Wageningen University and Research

"I consider few challenges as urgent and relevant as those in food and agriculture, so it is a great opportunity to offer a seminar where today's global leaders can meet to exchange views and learn from concrete case studies."



**Dr Philipp Boksberger
CEO CEIBS Zurich Campus**

"We are inspired most by learning about the future from other pioneers, change-makers and leaders. At the European Food and Agribusiness Seminar you will meet them."

Case Studies



Key Note Speech

Dr Theo de Jager, President of the World Farmers Organisation



Alibaba and Meituan Dianping, two technology giants are entering the global food system and are changing it rapidly in the most advanced retail market in the world: in China. A case discussion from the frontier where the tech world meets the food world.



Agrial is a French Cooperative with EUR 5.2 billion of sales, 180 subsidiaries and 21,000 employees. Among them is the French leading Apple Cider brand Écusson. The case will discuss how an iconic brand is repositioned to meet new consumer tastes, and internationalize in order to increase value for the cooperative members.

ERBER Group

Headquartered in Austria, ERBER Group is a leading group of companies in the field of food and feed safety, with a focus on natural feed additives, feed and food analysis and plant protection. Erber Group comprises four divisions, BIOMIN, ROMER LABS, SANPHAR and EFB. Including its partners, Erber Group is represented in more than 120 countries worldwide. Erber's international focus and in-house research and development are important success factors for its annual growth. The company would like to optimize the synergies between its divisions, to increase value and growth prospects.



Vion is Europe's third largest meat processor. After some years of consolidation and restructuring, the company is well-positioned for growth and innovation. The company started far-reaching transparency initiatives to promote excellence to prevail throughout the entire supply chain for the company. It returned to being a pioneer in the industry.

farmboek

Farmboek's vision is to become the online risk management platform for farmers, and by farmers. Their goal is to improve the sustainability of commercial and small-scale farmers in Africa by reducing and removing one their main obstacles: high transaction costs. Farmboek achieves this through the use of big data, technical information, and blockchain technology.

Disruptive Innovation Business Models

We will present several short cases of companies whose technologies are currently disrupting the market. These short cases include sensing and positioning technologies, animal feed revolutions, artificial intelligence advances and new retail concepts



Gantenbein is the highest rated winery of Switzerland and regularly rated among the best in the world, producing merely 30.000 bottles a year. We will enjoy a horizontal wine-tasting there with suitable food, prepared by a case background discussion. As a rare occasion, we will meet the owner and wine-maker Daniel Gantenbein and discuss his philosophy with him in person.



The Future of Food and Agribusiness 2028 – a Technology Outlook: This years technology outlook will focus particularly on the prospects by which new technologies can increase welfare and sustainability of animals in the protein industry, in particular poultry, and thus contribute to a healthy and nourishing global diet on a sustainable and ethical basis

Program

The center piece of the Europe Food & Agribusiness Seminar are case studies researched and written specifically for this forum. The case studies portray current and top-of-the-agenda strategic challenges faced by the leadership of a company. Through discussion of these cases, the participants gain fresh perspectives on the industry and experience the company's challenges through the viewpoint of its leaders, many of whom will be present at the forum. Discussions of these cases amongst peers in the industry provide valuable insights that participants can transfer to their own business situation. The cases presented are selected from across the entire agribusiness value chain and sectors. In total we will discuss eight such case studies, in addition to a case-study oriented future technologies research report.

17 June 2018

15:00 Registration and Reception

16:00 Welcome

16:30 Key Note Speech

17:15: Newsflash Case (I)

18:30 Boat tour of Lake Zurich on the MS Albis; to include dinner and study groups (please notify programme manager if you cannot participate).

18 June 2018

08:30 Case Session (II)

10:00 Break

10:30 Case Session (III)

12:00 Lunch and Study Groups

14:30 Case Session (IV)

16:00 Break

16:30 The Future of Food and Agribusiness 2028 – a technology outlook

18:30 Lakeside Food Market Dinner and Study Groups

19 June 2018

08:30 Case Session (VI)

10:00 Break

10:30 Case Session (VII)

12:00 Lunch

13:30 Final Case (VIII)

15:00 Optional: Visit to Gantenbein Winery, considered among the top 100 wineries in the world, horizontal wine tasting and dinner, discussion of case study on Gantenbein's success

Premises of CEIBS Zurich Campus, Switzerland

Participation fee

The tuition fee for this program is Euro 5450,- for the Sunday to Tuesday program, or Euro 5950 including the Tuesday afternoon and evening optional session. This fee includes two or three nights at the seminar hotel and transfers between the hotel and the venue, and all food and drinks.

With admission to the program you will receive an invoice payable within 30 days.

Final admission to the program will only be confirmed with payment of the fee. In case of cancellation, 100% of the fee is reimbursable until 60 days before the program and 50% of the fee is reimbursable until 30 days before the program.

Hotel information

Seedamm Plaza
Seedammstrasse 3
8808 PFÄFFIKON SZ
Schweiz

T +41 55 417 17 17
info@seedamm-plaza.ch
www.seedamm-plaza.ch

Program Management



The China Europe International Business School (CEIBS) is an autonomous, non-profit joint venture established in 1994 under an agreement between the Chinese government and the European Commission. Headquartered in Shanghai, CEIBS has five campuses on three continents and it is one of the world's leading Business Schools. The CEIBS campuses and programs serve as meeting places for global business leaders looking for open dialogue and a stimulating learning environment.



The mission of Wageningen UR is 'To explore the potential of nature to improve the quality of life'. Within the university, Wageningen Academy organizes courses and trainings for professionals who work in business or (semi) government. Our aim is to valorise the knowledge of the Wageningen community and to support participants of our programmes in their professional development. We therefore offer content based courses that focus on the Wageningen UR theme's, and we offer trainings and courses that focus on development of skills and qualities.

Associated Partners



Instituto Internacional San Telmo has been educating business owners and top executives of the food chain since 1982. San Telmo is the only Advanced Management Training Centre in Europe specialized on the food system alone. The institute delivers more than 3000 study sessions per year. It offers various kinds of advanced training courses, an executive MBA program, tailor-made in-company programs and research services – all focused on the challenges and opportunities in the food and agribusiness sector.



As an open, international network, DLG (German Agricultural Society) supports progress in the agricultural, agribusiness and food sector worldwide through knowledge, quality and technology transfer to develop future-oriented solutions. It organizes leading international fairs and events in the fields of crop cultivation, animal husbandry, agricultural and forestry technology, energy supply and food technology. Its quality tests for foods as well as for agricultural machinery and equipment and farm inputs are international leaders in their fields. DLG repeatedly provides fresh impulses for practitioners.

Scientific Committee



**Program Director
Prof Dr Peer Ederer**

Visiting Professor, CEIBS
Zurich Campus; Professor for
Human Capital, Growth and
Innovation, Zeppelin University



Prof Dr Jack van der Vorst

General Director Social Sciences
Group; Professor of Food Supply
Chain Management, Wageningen
University and Research



Prof Dr Jeffrey L. Sampler

Professor of Management
at CEIBS



Prof José Antonio Boccherini

Director Food and Agribusiness
Department San Telmo Institute;
Professor in Food and
Agribusiness General
Management

Venue



The CEIBS Zurich Campus is located directly on the shores of Lake Zürich, providing an ideal learning environment with first-class learning resources - only 20 minutes from the heart of Zürich and 30 minutes from its international airport.

CEIBS Zurich Campus is equipped with high tech seminar rooms. The plenary room rests on a water balloon in order to shield it from any outside sources of noise or vibration. The interior has an advanced acoustic design which makes it possible that from anywhere to anywhere in the room it is possible to speak at normal voice. The overall result is that all participants in the room can hear each other perfectly clear without the need of a microphone. This increases the quality of the interaction among the participants and the depth of learning from each other.



Wageningen Academy
Janine Luten

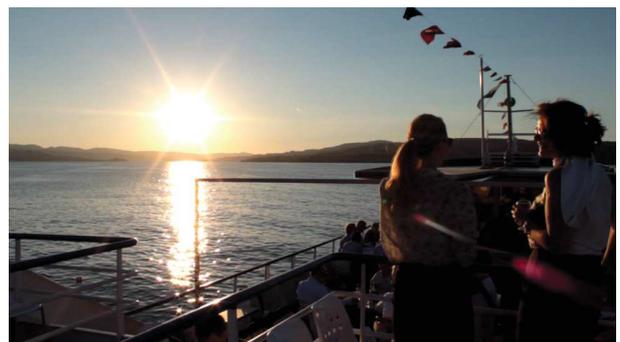


Zurich Campus
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www.foodandagribusiness.org



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For more information and registration, visit
www.foodandagribusiness.org

or contact the program managers
Carol Fuzzard (c.fuzzard@ceibs.ch)