



EUROPE
FOOD & AGRIBUSINESS
ZURICH
EDITION 2017
18 TO 20 JUNE

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 nine 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

"I have never been to a seminar, where the discussion goes so deep around common industry challenges"

Sten Estrup, Executive Vice President Christian Hansen, 2016

"An enormous learning experience"

Gerald Wilfingseder, General Manager Gold Coin Group, 2016

"Tremendous opportunity to share experiences and perspectives"

Simon Cheng, Managing Director BRF, 2016

"Excellent content, facilitation and format – outstanding"

Tim Hart, CEO Ridley Corporation, 2016

"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

The center piece of the Europe Food & Agribusiness Forum are case studies researched and written exclusively 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. Listed below are five of the nine case studies which will be presented:



Danone's mission to bring health through food to as many people as possible. Danone has strong international product brands like Evian, Activia, Actimel, Nutricia or Milupa and has decided to strengthen its corporate perception in the markets. Nadine Küster, General Secretary for Danone DACH region will present her case study on the opportunities and challenges as part of global effort to strengthen Danone's corporate image, identity and value creation.



The Gulf Petroleum Industries Company (GPIC) is a globally recognized quality leader in petrochemical and fertilizer production. The key to GPIC's success is in its uncompromising focus on human relations improvement through continuous development, ongoing knowledge creation and, focused corporate social responsibility and community leadership. Dr Abdulrahman Jawahery, President of GPIC and also Chairman of the International Fertilizer Association, will present his vision and case study to EFAS on creating value and sustainability through People, Planet, Prosperity, Peace and Partnership.



Group Calvo is the 5th biggest canned tuna producer in the world, with a global presence in Brazil, Italy, Spain, Central America and more than 70 export markets. The company faces different challenges in each market (mature and emerging), and must coordinate the local strategic needs with the target to build a global position and scale to compete worldwide. Mr. Alberto Encinas, General Manager of Group Calvo in Europe and Central America, and former General Manager of Calvo Brazil, will discuss with EFAS participants the strategic challenges of the company and the possible pathways to build a global position.



Migrolino is a convenience retailer in Switzerland. It is part of the Migros Group, which is the Swiss leading retail and services company with total sales of 27 billion Swiss Francs and more than 100,000 employees. Migrolino inaugurated its micrologistics center with which it can service new business models of last-mile distribution to the consumer. At the cross-roads between prediction-based retailing, consumer orientation and the demands for highest quality service fulfillment, this new center allows many different business models. The CEO of Migrolino, Markus Länzlinger will discuss with the EFAS participants the opportunities for new value creation models, new value chains, and new partnerships.



Food and Agribusiness 2027 – Options and Risks of Digitalization is a case-oriented discussion paper on how artificial intelligence technology can create new business models by allowing new configurations of the value chain. The discussion will open new horizons, founded on today's reality.

Program

18 June 2017

15:00 Reception and Registration

17:00 Welcome
by Prof dr Louise O. Fresco

18:00 Newsflash case (I)

19:00 Boat tour on Lake Zürich
on the *MS Albis* — to include
dinner and study group sessions

19 June 2017

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 Food and Agribusiness 2027
- Options and Risks of
Digitalization

18:00 Summary of the day

18:30 Dinner and Study Groups

20 June 2017

08:30 Case Session (VI)

10:00 Break

10:30 Case Session (VII)

12:00 Lunch

13:30 Final Case (VIII)

15:00 Optional:
Case sur place (IX), visit to
Appenzell and Swiss dinner

22:00 return from Appenzell

Venue

Premises of CEIBS Zurich Campus, Switzerland

Participation fee

The fee for this program is Euro 4 650,-. With admission to the program you will receive an invoice payable within 20 days.

The fee covers tuition, case materials, documentation, meals, and the case-sur-place excursion on June 20th, 2017 (the fee does not include accommodations). For hotel recommendations, please visit our website, www.foodandagribusiness.org.

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.

Partners



CEIBS Zurich Campus, brings together the world of global business practices and academic theory. The Institute offers modular and flexible graduate degree programs, short open enrolment programs and custom courses for qualified executives in middle and upper management. CEIBS Zurich Campus is a business school that serves as a meeting place 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.



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.



**POLITECNICO
MILANO 1863**

SCHOOL OF MANAGEMENT

Politecnico di Milano School of Management (SoM) delivers an end-to-end portfolio of services in research, education and high-level consultancy within the field of management, economics, and industrial engineering. SoM focuses on innovation, change and the strategic advantage of technologies used in business. SoM applies the attention for scientific rationality and quantitative methods typical of the engineering mindset to the area of management. SoM draws on the wide array of technical expertise within the sixteen different departments belonging to Politecnico di Milano.



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.

Program Management



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www.foodandagribusiness.org



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At the European Food & Agribusiness Forum you will have the opportunity to meet with leaders like these:

Dr Abdul Rahman Jawahery, President of GPIC (fertilizer producer):

Our high performance culture allows us to operate our factory continuously above design capacity. We pay above average salaries, we pay more for our raw materials than most of our competitors and still we are among the most profitable in the industry. We earn the right to be who we are through what we do every day from fresh again. We can never stop, we must be relentless.

Mr Markus Länzlinger, CEO of Migrolino AG (Swiss retailer):

Our next growth horizon is ultrafresh foods.

Ms Nadine Küster, General Secretary Danone in DACH region:

Food companies are being blamed for major health issues, including rising rates of obesity, diabetes, and cardiovascular disease. Issues such as starvation, access to nutrition and water, stunting, are also high on the international agenda, with multiple NGOs and multilaterals considering food companies as the enemy. Creating brands in which customers believe and trust is a significant challenge in this environment.

Prof Dr Peer Ederer, Scientific Director European Food and Agribusiness Forum:

If you follow today's trends, you will be too late tomorrow. At our forum you discuss in an intimate and confidential setting with the actual shapers and creators who lead the industry into the future. No power-points, no panels, no hero-stories, no sales-pitches.