

# IFAMA 2019 WORLD CONGRESS HANGZHOU

DRAFT PROGRAMME, JUNE 17, 2019

## Saturday 22 JUNE- ZHEJIANG UNIVERSITY CAMPUS

**VENUE:** Run Run Shaw Science Building, Yuquan Campus, Zhejiang University, 38 Zheda Road, Hangzhou

### 07H30 REGISTRATION DESK OPEN

One at Zhejiang University, another at Sangri-La Hotel.

### IFAMA Symposium/Case competition:

#### 8h30-9h00- Opening Session:

Dr. Hector Laurence, IFAMA President, Argentina

Co-Chairs:

Prof Kevin Chen Co-Dean, China Academy for Rural Development, Zhejiang University & Director, Beijing Office of International Food Policy Research Institute, China

Prof Johan van Rooyen, Director Centre for AgriBusiness, Stellenbosch University, South Africa

### 9h00- 19h00- Symposium sessions

#### Program to follow

14h00-15h00 Meeting of Case Competition Judges, orientation

15h00-16h00: Case Team briefings, scheduling, Q&A

Case Competition Coordinator: Prof Ana Galiano, Dean, Austral University, Rosario, Argentina

Co-Chairs, case competition:

Prof Jeff Jia, Zhejiang University/University of York, UK

Prof Roberto Feeney, Austral University, Rosario, Argentina

## Sunday 23 JUNE – ZHEJIANG UNIVERSITY CAMPUS

**Venue:** Run Run Shaw Science Building, Yuquan Campus, Zhejiang University, 38 Zheda Road, Hangzhou

### 9h00 – 18h00 IFAMA Symposium presentations

#### Program to follow

**14:00-18:00 Case Competition Presentations  
(presentation order set on Saturday at briefing)**

**18h00 - Reception/dinner**

Venue: First Floor, Run Run Shaw Science Building, Yuquan Campus, Zhejiang University, 38 Zheda Road, Hangzhou;

**Monday, 24 JUNE – Venue: Shangri-La hotel**

**9h00-10h30 : IFAMA Forum Opening and Welcome:**

Prof. Longbao Wei, Conference Chair

Dr. Hector Laurence, IFAMA President

Key Note speakers:

Mr. Wang Hong, Vice Mayor of Hangzhou City

Dr. Zhaohui Wu, President of Zhejiang University

Ms. Chang Liu, President of New Hope Liuhe Co.,LTD

**10h30 - 11h00 -Network break**

**11h00-11h40: The 2019: Second Clayton Yeutter Lecture:**

Prof. Gerhard Schiefer, University of Bonn "Anticipated Futures for Modern Rural Economies"

Introduction by IFAMA President Hector Laurence.

**11h40-12:30: IFAMA Roll of Honour:**

2019 IFAMA Fellows announcement and presentations, by Dr Walt Armbruster

2019 Distinguished Service Award: This is the highest honour bestowed by the Association to a leader who has distinguished himself / herself for contribution to global agribusiness and the food system

**12h30 14h00: Lunch break:**

**14h00- 15h30: The future of agribusiness leadership, showcasing our best students & young professionals from around the world:**

**14h00-16h00 The 2019 Case Competition Finals, part a:**

Co-Chairs: Prof Jeff Jia, Zhejiang University/University of York, UK &

Prof. Roberto Feeney, Austral University, Argentina

Undergraduate team presentations

Young professional presentation

**15h30-16h00: Network break**

**16h00- 18h00 The 2019 Case Competition Finals, part b:**

Co-Chairs: Prof Jeff Jia, Zhejiang University/University of York, UK & Prof. Roberto Feeney, Austral University, Argentina

Intermediate team presentations

Graduate team presentations

**18h30: Industry reception, Shangri-La hotel**

Come and network informally with entrepreneurs, public authorities, leading academics.

Come to appreciate why IFAMA is a valuable association

**Tuesday, 25 June Venue: Shangri-La hotel**

**7h00-8h30: Fellows breakfast, Shangri-La Hotel, by invitation only**

**9h00-10h30: The changing agribusiness landscape : Land use tenure, governance and land policies in China; and a comparison with experiences from Latin America, India and Southern Africa.**

“An efficient policy and regulatory framework is essential to secure the sustainability of any economic sector. Land use policy and regulations are paramount for agribusiness. What is the situation in China and what similarities / differences with Latin America, India and Southern Africa- all land reform hot spots?”:

Session moderator- Hector Laurence, IFAMA President

Panel members:

Prof Zhong Tang, Renmin University of China

Dr. Raj Vardan, IFAMA Board on India

Dr. Hector Laurence, IFAMA on Argentina and Peru

**10h30-11h00: Network break**

**11h00-12.30: Evolving agribusiness policy in China -emphasis on e-Commerce**

“What is the China agricultural policy paradigm - regulations for e-Commerce? What are its key pillars and strategies? Support systems? Bottlenecks? Possible evolution and lessons for the future.

Session moderator: Prof Pei Guo, China Agricultural University

Panel members:

Prof Jikun Huang, Peiking University,

Mr. Patrick Yu, President of COFCO

Ms. Chang Liu, President of New Hope Liuhe Co LTD

**12.30-14h00: Lunch.**

**14h00-15h30: New agribusiness in China: How to become a system integrator streaming vegetable supply chains: the case of Songxiaocai Company.**

Learn about a fast growing, young Chinese company, developing e-commerce of fresh vegetables. Hear the story directly from the entrepreneur”

Moderator: Prof. Jeff Jia, Zhejiang University/University of York,Uk

Presentators:

Mr. Qi Zhang, co-founder of Songxiaocai Company &

Ms. Yanfei Yao, CARD, Zhejiang University;

**15h30-16h00: Network break**

**16h00-17h30: The changing agribusiness landscape - the importance of good Ag Practices in the e –Commerce environment**

“Good agricultural practices as essential to support e-Commerce in efficient sustainable agri-food value chains. Hear how this revolution is entering China and why it is essential for the future of the global food system.”

Introduction by Kristian Moeller Global Gap President and IFAMA Board Member

Keynote speakers

Mr. Jinhong Wu, Chairman of China Ants Alliance (CAA)

Dr. Yong Gao is Vice President Public Affairs, Bayer China

Panelists:

Davud Zhang (panelist)

Yong Gao (panelist)

representative of IQC (panelist)

**19h00 - 22h00: IFAMA BOARD MEETING (BY INVITATION), Shangri-La Hotel**

## **Wednesday, 26 June Programme:**

### **9h00-10h00: The changing agribusiness landscape: a role for cooperatives in an e-Commerce environment? The situation in China; experiences from around the world.**

“ Cooperatives are a vibrant component of a prosperous agribusiness system. What is the situation in China? How does this differ / compare with that of other jurisdictions? What changes may be expected in the future?”

Moderator:

Prof Brian Briggeman, Director, Arthur Capper Cooperative Centre, Kansas State University USA.

Panel members:

Prof Xiaoshan Zhang, Chinese Academy of Social Science

Prof Marcos Fava Neves, Brazil

Prof Nicola Shadbolt. New Zealand.

### **10h00-10h20 Network break**

### **10h20-11h00: Case presentation: Opportunities and changes of an ag biotech company from an emerging economy**

“The case of an Argentine agribusiness company going through an Initial Public Offer (IPO) on the US NASDAQ. What considerations went into the strategy? Why a public offer? What was the final decision and the most recent evolution in the case?”

Inter active case discussion led by Prof Roberto Feeney, Austral University, Rosario, Argentina, with corporate testimonials”

### **11h00- 11h50: Prospects of e – Commerce and trade in African agribusiness**

“Cases and evidence from African agri-food business: Consumer propensity to make online food purchases; information flows and product flows in agri-food value chains; virtual integration; finance flows linked to the internet and mobile banking”

Moderator: Johan van Rooyen, IFAMA Board & Centre for AgriBusiness, South Africa.

Panel members:

Andre Louw, private consultant and professor University of Pretoria, South Africa

Dr. Mandla Nkomo, Managing Director, Solidaridad Southern Africa, Zimbabwe

Dr. Danie Jordaan, University of Pretoria, South Africa

Dr. Melissa vd Merwe, University of Pretoria, South Africa

### **11h 50- 13h15: The Best of IFAMA Research**

Presentations of the best research papers by IFAMA members

Best Paper Competition Co-chairs:

Prof Holly Wang, Zhejiang University/Purdue University, USA & prof

Esteban Brenes, INCAE Costa Rica

### **13h15 -14h00 Lunch**

### **14h00-15h15: The Alibaba story**

Prof Longbao Wei, Zhejiang University

Mr. Brian Wong, Vice President of Aligroup

### **15h15-15h45 Network break**

### **15h45- 16h30 IFAMA members meeting (open)**

**16h30-17h30: Rotterdam invites IFAMA 2020 - Scoping of the conference theme and introduction to the Rotterdam Organising Committee.**

### **18h30 to late: GALA DINNER- SHANGRI-LA HOTEL**

**Awards to Case Competition and Best Paper winners – Recognition Certificates**

Prof Jeff Jia, Zhejiang University/University of York, UK & Roberto Feeney, Austral University, Argentina

Awards to Best Paper competition –

Prof Holly Wang, Zhejiang University/Purdue University, USA & Prof Esteban Brenes, INCAE Cost Rica

Certificates, Prof Johan van Rooyen, Stellenbosh Ssouth Africa

Fairwell from Hangzhou to Rotterdam

## **THURSDAY, 27 JUNE PROGRAMME**

Morning:

Alibaba HQ visit (two time slots)

Departing and returning to Shangri-La hotel.

Arrangements at Registration desk by Wednesday at noon.

Afternoon:

Free...

Please do consider the after-conference cultural tours, download the brief description that will be available online by Saturday, and posted by registration desk.

Note:

Registration and payment for these tours to be done by Wednesday at noon, June 26.

Travel agent on site for registration and any travel needs.