



DRAFT FORUM PROGRAM, DRAFT OF APRIL 6.

Note 1, location:	Hilton Buenos Aires.
Note 2, format:	General Format: Balance time for speakers and Q & A; 45 minutes speakers + 45 minutes Q&A
Note 3, timeline:	Final time of each session, as well as final speakers, may change. Final program available June 1, 2018
Note 4, Day logistics	General timeline : 8:30 - First Session, 10:00 - Coffee Break, 10:45 - Second Session, 12:15 - Brunch, 13:30 - Third Session, 15:00 - Coffee Break, 15:45 - Fourt Session, 17:15 - Transfer time, 17:30 - Fifth Session, 19:00 - Adjourn Note special timing for Monday Case Competition Finals.
Note 5, Presidential Banquet, Wed June 27	20:30 - 21:00 Aperitif, 2nd floor foyer (salon Bel Ayre) 21:00 - 24:00 Dinner, salon Bel Ayre "Service" Activities at banquet (tentative: 120 minutes, to be sequenced as appropriate, mindful of Arg. protocol) - 10 minutes for welcome IFAMA and Authorities - 10 min for Ray Goldbeerg best wishes (in planning stage) - 20 mins for President Mauricio Macri (invited) - 10 Min for IFAMA presidential transition, outgoing IFAMA president remarks, incoming IFAMA president remarks - 20 Minutes for awards and recognition / thank you (tbd) - 10 minutes for Fellows (1-2) and Distinguished Service Award - 30 minutes for mini- Tango & Arg musing show (planning stage) - 10 minutes for "arrivederci in Guangzhou for IFAMA 2019" (Longbao Wei)

PLEASE NOTE:

1- THIS IS A SOLID DRAFT, YET STILL A WORK IN PROGRESS, CHANGE WILL TAKE PLACE.

2- UPDATED DRAFTS WILL BE IDENTIFIED WITH A DIFFERENT DRAFT DATE AND WILL BE POSTED AS NEEDED ON A MONDAY MORNING, IF AND AS APPROPRIATE.

3- THERE WILL BE SIMULTANEOUS TRANSLATION ENGLISH - SPANISH AND SPANISH - ENGLISH

4- STARTING ON NEXT PAGE WE OFFER A SYNOPSIS OF THE SESSIONS WE ARE OREOARING FOR JUNE 25-27. IT IS EXPECTED THAT THE FINAL NUMBER OF SESSIONS WILL BE 18-22 (SOME PLENARY MOST CONCURRENT). SPACE FOR ADDITIONAL SESSIONS WILL OF COURSE BE AVAILABLE ON JUNE 24 IN PILAR AT THE IAE CAMPUS OF AUSTRAL UNIVERSITY. WE ARE WORKING ON SEQUENCING THE SESSIONS. UPDATES TO FOLLOW AS NOTED.

Session (working title - sequence forthcoming))	Description
Opening Session	<p>Co-Chairs: Johan van Rooyen, President IFAMA, South Africa; Hector Lauence, Forum Chair and President Elect IFAMA, Argentina</p> <p>Title: Opening Session (Bridge Session)</p> <p>IFAMA Welcome (5 min)</p> <p>Speakers Authorities Welcome (10 min) - Welcome by an important authorities (Governor of Buenos Aires Province, Governor of Santa Fe Province)</p> <p>Keynote speaker (25 min) : Hon. C. Brookins. Broad Synopsis of future innovation and impacts on AgBus systems. Question and Answer with audience (15 min)</p>
Case Competition Final Rounds Concurrent Rm A,B English Room C Spanish	<p>Chair: Esteban Brenes, Costa Rica, English. Co-Chair Bernardo Plazzardi, Argentina, Español. Johan Van Rooyen, young professionals South Africa.</p> <p>Title: Final round, Case Competition. Finalist teams competing in parallel sessions, in English, Rm A, B and in Español, Rm C.</p> <p>Sequence of concurrent presentations by finalist teams (30 min each): 2 Undergraduate finalists, 2 Intermediate Finalists, 2 Advanced Finalists. Only in English: 2 Young Professionals teams.</p>
Comparing Large Farmers in US and Argentina (2017 data).	<p>Chair, Roberto Feeney, Arg.</p> <p>Title: Comparing Large Farmers in US and Argentina (2017 data).</p> <p>Speakers: Bernardo Plazzardi, Arg; Allan Gray, USA. Discussant: 2 or 3 large farmers from Argentina or US (names to be confirmed)</p> <p>Take away - profiling medium to larger farms over several key dimensions - better understanding of key behavior on purchases, production, risk management, financial conditions, governance - discussion with peers, ideas to improve managerial strategies</p>
Entrepreneurial startups: examples of what works or does not	<p>Chair Ana Galiano, Arg.</p> <p>Title: Entrepreneurial startups, what works or does not. The example of 3 startups from Lat Am.</p> <p>Speakers: Ana Galiano, Companies confirmed - Federico Trucco, Bioceres (or their Strategy Director) - Javier Pedreño, CEO, Axelerion Biotech - Speaker from a project form INTA (to be confirmed)</p> <p>Take away - outline of key challenges for startups in Argentina and Lat Am - profile of key success / failure sources - opportunity to ask questions to and exchange ideas with these entrepreneurs.</p>
Best Papers English	<p>Chair org: Jacques Trienekens, Netherland</p> <p>Title: Best Papers English</p> <p>Speakers: - Authors of 3 of the best papers selected from the Sat-Sun Symposium.</p> <p>Take away: - Implications and actionable ideas from relevant applied research</p>
Best Papers en Español	<p>Chair org: Roberto Feeney, Argentina</p> <p>Title: Best Papers en Español</p> <p>Speakers: - Authors of 3 of the best papers selected from the Sat-Sun Symposium.</p> <p>Take away: - Implications and actionable ideas from relevant applied research</p>

<p>A Case on Governance Innovation as the new frontier of competitiveness</p>	<p>Chair Marcelo Paladino, Argentina</p> <p>Title: A case on governance innovation as the new frontier of comprehensive competitiveness at a large wine producers cooperative.</p> <p>Speakers: Marcelo Palladino + executives at this cooperative (presence confirmed)</p> <p>Take away:</p> <ul style="list-style-type: none"> - innovation in governance as key pillar of competitiveness - responding to disrupting changes in agbus management
<p>Managing disruptive innovation in African Agribusiness</p>	<p>Chair Johan Van Rooyen, South Africa.</p> <p>Title: Managing disruptive innovations in African Agbus.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Dr Langa Simela, Head ABSA Agribusiness, on financial innovation; - Dr Tobias Doyer Vice Chancellor, University of Africa, Zambia, on educational innovation; - Thinus van Schoor, Value Chain Solutions, on agri value chain innovation; - Dr Theo de Jager, President, World Farmers - Possible, Hein Gerwel - dealing with social side of agbus, expert in fruit trade <p>Take away:</p> <ul style="list-style-type: none"> - Dynamism of African Ag Bus, breaking down internal trade barriers - Key challenges, how to solve them - Key role of business education, new governance systems, linking small holders into value chains
<p>The future of meat: disruptive technologies and threats</p>	<p>Chair, Greg Baker, USA</p> <p>Title: Future of Meat: disruptive technologies and threats</p> <p>- Speakers: David Lacroze Argentina, production and governance issues local and internationally; impact of new meats / lab meats</p> <p>- Jonathon Gregory, Youmeus Globl Pty Ltd, Australia, new technology to recover proteins from waste</p> <p>- Invited, UK Embassy contact on antibiotics in meat; Sebastian Rodriguez, Victor Tonelly (trade Issues); Luis Bameule (Industry aspects), Victor Tonelli (Trade issues), Sebastian Rodriguez Larreta</p> <p>Take away:</p> <ul style="list-style-type: none"> - new challenges from emerging technologies - new demands from health conscious consumer - new technologies for protein production (food and feed)
<p>IFAMA: Innovation in portfolio of goods and services. Why an IFAMA membership pays off.</p>	<p>Chair Francesco Braga, CEO, IFAMA, Canada.</p> <p>Title: IFAMA engaging industry: innovation in portfolio of goods and services. Why membership in Ifama pays off!</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Francesco Braga, CEO IFAMA, Ifama renewal, the big picture, Canada; - Maria Carmela Annosi, Netherland; - Mariantonietta Fiore, a model of applied research with IFAMA, Italy; - Cesare Zanasi, Developing a tool to assess sustainability reports, Italy; - Loic Sauvee, IFAMA Europe Chair, Integrating a regional chapter: plans for IFAMA Europe, France. <p>- Also presenting the "Hector Ordoñez Beca para estudiantes del Mercosur", In memoriam of one of the IFAMA Champions, Hector Ordoñez.</p> <p>Take away:</p> <ul style="list-style-type: none"> - Understand portfolio of services provided by IFAMA as leading pre competitive, agbus knowledge-based association: focus on people, big data and environment; IFAMR, IFAMR en Español, local chapters, networked research services, becas; - Several reasons to be involved in IFAMA - IFAMA projects image of an Association which tackles relevant issues for AgBus

Emerging hot issues in Trade	<p>Chair John Purchase, South Africa.</p> <p>Title: NAFTA, Brexit, Countertrade, Dumping... Emerging hot issues in trade.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - John Purchase, President AgBiz, the South African agbus chamber of commerce; - Nicola Shadbolt, Board Member, Fonterra; New Zealand; - Beto Padoan, Bolsa de Comercio de Rosario; - (invited, to be confirmed) speaker designated by British Embassy. - Possible speaker Theo de Jager, President, world farmers. <p>Take away:</p> <ul style="list-style-type: none"> - fresh discussion with different perspectives on troubled trade situation - why this may matter a lot
Communication in the Digital Era	<p>Chair Scott Hine, CIO Novus, USA.</p> <p>Title: Information - Big Data, risk of news overload, the role of specialized ag media. Communication in the Digital Era.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Scott Hine, CIO Novus, innovation in developing markets, USA - Carlos Curci-Gonzalez, Adviser to the President, Banco Provincia and past president International Federation of Agricultural Journalists (IFAJ), Argentina; - Denene Erasmus, Editor, Farmer's Weekly, South Africa; - Owen Roberts, Director, corporate Communication, Un of Guelph and current president IFAJ, Canada. (may have conflict and may need to cancel); - Luciano Elizalde - Dean of Communication School, Universidad Austral; - invited: Hector Huergo <p>Take away</p> <ul style="list-style-type: none"> - Info needs and use and traditional media. Balancing act - quantitative versus qualitative info: role of big data vs, or rather with, traditional media - role of rural journalist to support sector competitiveness and social progress
eCommerce impact on Agribusiness: IFAMA 2019	<p>Chair: Longbao Wei, China.</p> <p>Title: eCommerce impact on agbusiness. What is the situation now, how it may evolve. Looking forward to IFAMA 2019 in Guangzhou, China</p> <p>Speakers: Longbao Wei</p> <ul style="list-style-type: none"> - An executive (to be confirmed) Alibaba - invited Marcos Galperin CEO Y Founder, Mercado Libre, Argentina. <p>Take away</p> <ul style="list-style-type: none"> - what opportunities and challenges to agbusiness from growing ecommerce - traditional food vs. commodity food in eCommerce - disrupting or expanding market for traditional food?
Clusters as strategic innovation: IFAMA 2020	<p>Chair Woody Majier, Netherlands</p> <p>Title: Cluster as strategic innovation: the Rotterdam food initiative. Looking forward to IFAMA 2020 in Rotterdam, NL.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Woody Majier: the context, research, public and private investments. - City of Rotterdam elected representative / or executive: why Rotterdam's choice - Dutch entrepreneurs: why cluster matters; <p>Take away</p> <ul style="list-style-type: none"> - Cluster as public / private partnership - Cluster as rational response to disrupting innovation - the Rotterdam food initiative: values for other regions.
CSR : emergin force in Agribusiness	<p>Chair Loic Sauvee, France.</p> <p>Title: Corporate Social Responsibility (CSR) as emerging force in European AgBus.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Loic Sauvee Chair IFAMA Europe, CSR Emerging force in European AgBus. - 2 industry testimonials (also from Lat Am, names to be confirmed) <p>Take away:</p> <ul style="list-style-type: none"> - CSR a new reality also for traditional agribusinesses - Key implications to existing agbus; increasing competitiveness component - precompetitive networking and idea clearinghouse at IFAMA

<p>Disrupting innovation in wine and fruit</p>	<p>Chair: Hector Laurence, IFAMA President Elact, Argentina</p> <p>Title: Disrupting innovation in Wine and Fruits, key impacts in Southern Lat Am and Southern Africa.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Hector Huergo Arg, - Juan Vicente Santa Cruz (Chile), - Hugo or Nicolas Sanchez from Patagonian fruits - tbd Speaker from Black river valley / wine area in Menddoza <p>South Africa and or speaker from Uruguay</p> <p>Take away</p> <ul style="list-style-type: none"> - key disrupting forces in the industry, increasing friction between traditional producers vs. increasingly well funded newcomers - ideas about how to take advantage of these forces
<p>Organizational innovation: key to global competitiveness</p>	<p>Chair: Gustavo Grobocopatel, President Los Grobo, Argentina.</p> <p>Title: Organizational innovation as key to global competitiveness, the Los Grobo experience and applicable ideas for other AgBus companies</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Gustavo Grobocopatel, President, Los Grobo - Lorena Eloriaga, Los Grobo - Viviana de la Cruz, Agrodela Cruz - Cristian Duckwitz, Los Grobo - Jorge Pesquiera, Los Grobo <p>Take away:</p> <ul style="list-style-type: none"> - How innovation in "ways of organizing and doing business" is necessary to secure global competitiveness. - Using the Los Grobo example, and moving broader from , the presenters (management, suppliers and clients of the Los Grobo) will underline how the model may be applicable in other global contexts. - Competitiveness is built on good production, good commercialization, good organizational innovation.
<p>YPF Agro: challenges and the future</p>	<p>Chair Marcos Capdepon, Argentina</p> <p>Title: YPY Agro story from selling diesel to selling a portfolio of goods and services to Argentine Farmers; challenges and the future".</p> <p>Speakers: Marcos Capdepon + 1-2 YPF Agro dealers on the retail challenges and opportunities.</p> <p>Take Away</p> <ul style="list-style-type: none"> - Key challenges when reorganizing a supply chain - Innovation in products and services as key driver of distribution competitiveness
<p>Frontier of innovation: technology examples</p>	<p>Chair Gustavo Grobocopatel, Argentina</p> <p>Title: Frontier of Innovation: The autonomous computerized, stand alone seed injector.</p> <p>Speakers: **, USA (inventor of the seed injector). 1 or 2 Lat Am entrepreneurs.</p> <p>Take away:</p> <ul style="list-style-type: none"> - The example of autonomous computerized seed injector from MIT (live connection with Boston) to illustrate what the future may bring - disrupting innovations to transform production agriculture into a highly sophisticated management paradigm; impact on land use, organization of production - innovation in tech as must to support competitiveness.
<p>Carbon Markets: a revenue opportunity for AgBus</p>	<p>Chair: Francesco Braga, CEO IFAMA</p> <p>Title: Carbon markets and Agriculture. Environment benefits and revenue opportunities from CO2 sequestration?</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Kristian Moeller, President, Global GAP (invited) - Francesco Braga, CEO, IFAMA - Another sp from Fundacion vida silvestre para CO2 sequestration)/ WWF. <p>Take away:</p> <ul style="list-style-type: none"> - Climate change and CO2 sequestration, potential for a profitable opportunity for agriculture? - Transaction costs and certification as binding constraints: a way forward.

Financial Innovation for AgBus chains	<p>Chair: Erica Kuhlman, USA Title: Financial Innovation and Risk Management for Agribusiness Supply Chains Speakers: Erica Kuhlman, BMO, USA; - invited, 2-3 speakers of major Arg Banks (Tentative: Patagonia, Rabo, Galicia, Provincia, possibly Nuevo Banco de Santa Fe) - possible sp. from SA Banca Langa Simelani APSA Bank (Spelling please) - Mr. Carlos Comas, president of Grupo Asegurador La Segunda and member of the Bord of ACA (Asociación de Cooperativas Argentinas) Take Away: - Financial innovation a key foundation of global competitiveness in turbulent times - Innovative tools and programs: what to expect, how to benefit</p>
Aquaculture in LatAm: closer relation with ag	<p>Chair: Ana Galiano, Arg Title: 'Aquaculture in LATAM. The need to increase its relationship with the agricultural industry.</p> <p>Speakers: Ana Galiano, - Chilean and Peruvian producers; - Mariana Alemany Arg Government Mincyt - Producer in Argentina. Take away - There are many arguments that indicate that the future of food depends strongly on the growth of aquaculture. In recent years, Aquaculture has been the fastest growing productive activity in the world. - opportunities for Aquaculture in South of Lat Am: the debate between pro and against. - why it is necessary to strengthen ties with ag industry></p>
Food and health	<p>Chair: Hector Laurence, Argentina Title: Food and Health.</p> <p>Speakers: - Hector Laurence - Rodolfo Frers, Pres. Solidagr, Solidagro Food programs for children to support their development in early years . -Dr. Alejandro Caride , German Hospital. - Sebastian Bago, Bagó Laboratories and Argentine biotech Chamber, - Pablo Adreani, Benson Hill USA. -F. Brom/Funes de Rioja/Copal</p> <p>Take Away - new market segment in food: needs and opportunities - new products requirements to serve these segments - opportunity for producers and processing AgBus - vision on changes to be implemented , ideas on what, how and when to do it. Possibilities</p>
Urban Agriculture	<p>Chair: Fernando Villeda, Argentina Title: Urban agriculture and GPS Group proposal.</p> <p>Speakers: - 2 Agr govt speakers - GPS Group Serantes/other</p> <p>Take away: - Understand how UA is part of a disruptive process world-wide - Understand how UA as a way to take extra advantage of soil, water, sun and space helping the environment in big cities. - role and leadership of GPS Group</p>
Sustainability: new vision	<p>Chair Fernando de Estrada, Argentina Title: Sustainability approaches. New vision of agricultural production, agribusiness chain and consumption with common sustainability (TOO LONG)</p> <p>Speakers: - Merlin Yolstick/other IOWA Project, - Jonathon Gregory/other OTH , - Marcelo Visconti RTRS, - Pablo Adreani/other Benson Hill .</p> <p>Take away: - knowledge on a deep chnage coming along and the latest technologies and science.</p>