

Advanced agribusiness management course

Agribusiness companies in APO members face tremendous challenges in the complex globalized environment. They must compete with technologically advanced, well-financed, networked multinational agribusinesses, mostly of Western origin. They also need to develop value chains that take into consideration the sociopolitical environment in the region, changing consumer behavior, and climate extremes. Innovation in business operations and product development is an indispensable element in their strategies. Under an MOU signed by the Cornell International Institute for Food, Agriculture, and Development (CIIFAD) of Cornell University, New York, in 2014, the APO, CIIFAD, and Thailand Productivity Institute jointly organized the Advanced Agribusiness Management Course for Executives and Managers in Bangkok, 20–24 July.

The course was attended by 25 participants from 14 member countries. Resource persons from CIIFAD, the Malaysian agribusiness sector, and UN FAO were assigned by the APO, in addition to three assigned by CIIFAD, comprising one each from its staff, the German Development Institute, and a private Cambodian agribusiness. Their broad-based knowledge

of global agribusiness, its interlinked value chains, and how to incorporate innovation in management in SMEs in the sector led to animated discussions. Multiple participants, including Dr. Iraj Saleh of IR Iran, commented on the usefulness of SWOT analysis in agrifood marketing efforts. Samorn Channa of Cambodia agreed and suggested that a future course could focus on organic agribusinesses. On the final day of the course, the poultry division of B. Food Products International, part of the Betagro Group, hosted a site visit and explained the process of innovation which had increased its market share. 🌱



Experts during a panel discussions facilitated by Fostat President Darunee Edwards (far right).