

NEW *AG* INTERNATIONAL

ACADEMY

PROGRAMME
18-27th June, 2018

8 Days
3 Countries
6 Sectors
Exclusive Insight

**Stay tuned with the impact
of technologies on
your business**



Plant Nutrition - Biostimulants
Biological Plant Protection - Irrigation/Fertigation
Greenhouse Cropping - Precision Agriculture

BACKGROUND

Agribusinesses must navigate an increasingly complex environment. But rapid changes can create new possibilities for companies that recognise opportunities, innovate, and evolve strategies quickly.

This programme provides a broad picture of the interaction taking place between High Tech Agricultural sectors and shows how Traditional Agricultural practices are changing.

New Ag International is deeply involved as the emerging industry aggregator and leading knowledge disseminator in **6 SECTORS**:

- **Plant Nutrition**
- **Biostimulants**
- **Biological Plant Protection**
- **Irrigation/Fertigation**
- **Greenhouse Cropping**
- **Precision Agriculture**



Based on our 17 years' experience, expertise, feedback from the 1st edition in 2017 and our vast network of contacts, including: academia, industry, policy makers and consultants, across all circles in these sectors, **we have redesigned a 8-day programme to better prepare decision makers to contribute to the value creation of their respective enterprises.**

WHO SHOULD ATTEND

High potential managers evolving towards decision making in executive positions and senior management needing to refresh their vision. **Those candidates are mostly involved in sales, marketing, business development, M&A, product development, research and general management.**

PURPOSE & PARTNERS

Participants will acquire an exclusive insight, nourishing their strategic thinking and reinforcing the pertinence of their global business decisions. **Participants will leave the programme with a broader perspective and understanding on how cropping system components interact with each other and how technologies, digitalisation and policies in agriculture may impact and even disrupt their business if they do not adapt.**

To deliver this high level training course, New Ag International will again partner in 2018 with the very best academic and business people:

- **University of California Davis (USA)** will coordinate the overall programme and teaching methods, and deliver the contents in Plant Nutrition
- **University of Wageningen (Netherlands)** will deliver the contents in Biological Control and Greenhouse technology
- **Scuola Superiore Sant' Anna – Pisa (Italy)** will deliver the contents in Biostimulants
- **University of Lleida (Spain)** will deliver the contents in Precision Agriculture.

To this unique Group of Experts in technologies, we have added a number of experts in market intelligence for each of the 6 sectors covered, coming from the industry side and from consultancy circles.

WHAT TO EXPECT

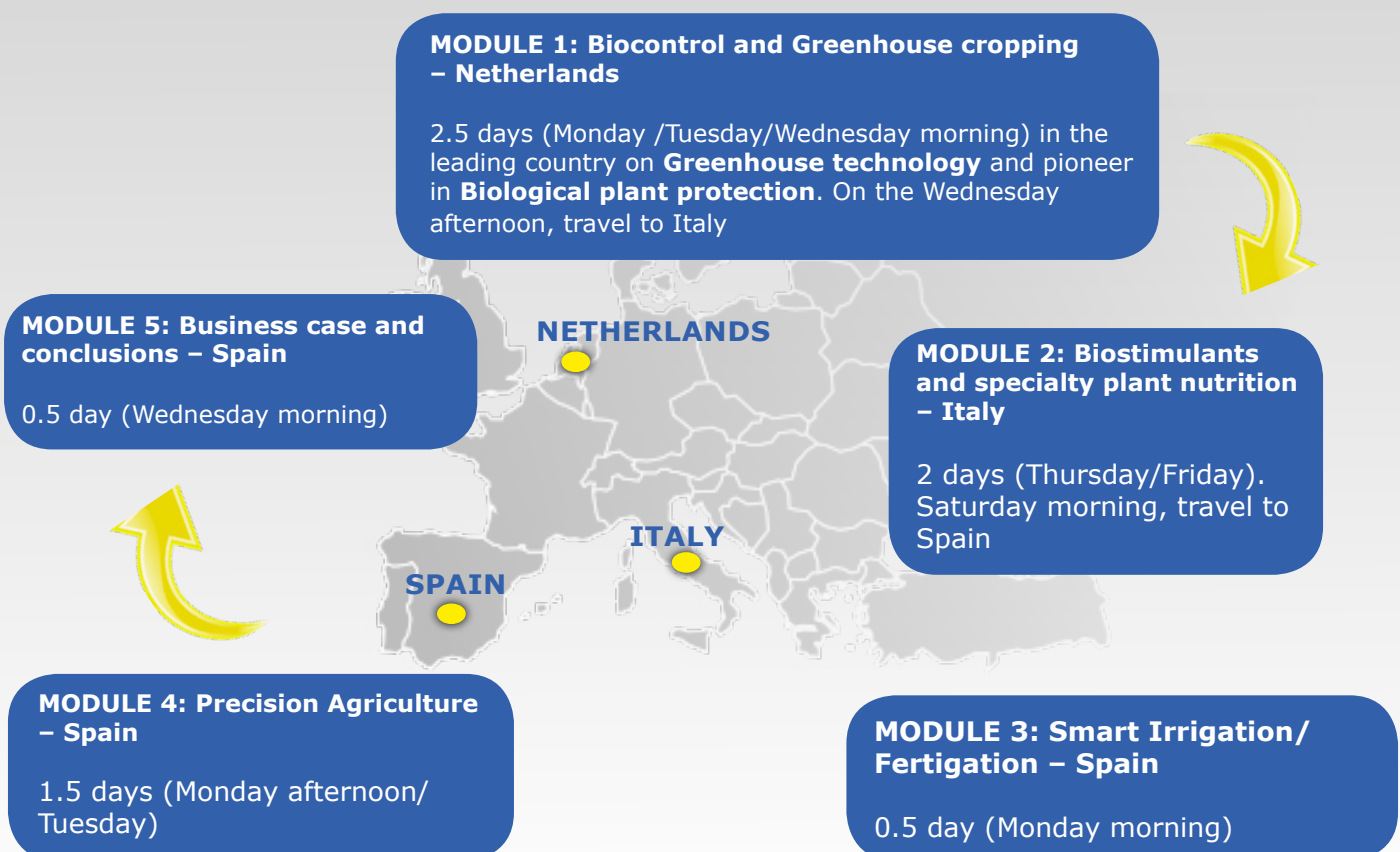
During 8 days (with a weekend in the middle to relax and network with other participants) across 3 European countries, the programme pictures agronomical dimension and market dynamics (Size, main players and products, leading services, success stories, driving regulations...).

The programme exposes participants to emerging trends, change makers, opportunities and challenges in the global ag. market and shows how growers, agribusinesses and policymakers are adjusting to them using state-of-the-art information and technologies.

This programme contributes to improve organisation performance of participants as it evaluates opportunities in a global context, identifies best routes to growth, anticipates changes in industry structure that affect business practices, maximises potential and reduces risk as a manager leads expansion into new markets, creates alliances that will drive profits, highlights the latest business models and best practices.

CURRICULUM

Participants will arrive on Sunday evening and transfer to the hotel that will serve as meeting point. The programme will start on Monday morning and finish on Wednesday midday the week following.



LEARNING METHOD

Beyond the content, we will deliver the programme with the practice of a variety of learning methods that have proven their effectiveness in business organizations. For example, the case studies will be used to create a multidimensional learning experience, allowing the participants to identify relevant issues, practice what they are learning, brainstorm raw ideas within a team and propose sustainable business solutions that they will then advocate.

The programme is delivered in training room and field/facility visits by industry experts, executives, academics and consultants. Participants also benefit fully from peer learning. Indeed, the group will comprise of maximum 18 executives who span industries and countries. As they share perspectives with the other group members, they will form strong bonds, conduct dynamic exchanges, and will emerge from the programme with a network of business leaders with whom they can share advice and insights over the course of their career.

AN INVESTMENT IN YOUR BUSINESS LEADERS

The price is 17,500€ per person (+VAT where applicable). Includes accommodation and breakfast for 10 nights, lunches and dinners as per the programme schedule, flights from Amsterdam to Italy (Pisa) and to Spain (Barcelona), ground transportation during the programme. It does not include in and out flights to the programme.

FREQUENCY

In 2018, the programme will run once from June 18th to June 27th.

CONTACT THE ORGANISERS

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www.newaginternational.com



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