Program Objectives

Today’s agribusiness firms must address an increasingly wide range of needs, from basic food security to ever-shifting consumer tastes. Rapid change—in technologies, business models, natural resources, finance, and government policy—adds to the complexity leaders face as they seek long-term success for their businesses and for the globe’s food supply. For more than half a century, the world-renowned Agribusiness Seminar has gathered leaders from across the industry to examine the latest trends, explore emerging opportunities and challenges, and shape the future of the world’s most important sector.

Curriculum

The seminar engages you in a dynamic learning experience based on the well-known Harvard Business School (HBS) case method. Refreshed each year with more than 10 new cases, the curriculum delivers insights into the latest industry developments and best practices. Expert HBS faculty will guide you in an intensive exchange through which you will deepen your understanding of the industry’s direction, broaden your global perspective, build your ability to lead, expand your network, and improve your ability to set the direction for your company.

Topics of study will include the following:

- **Addressing the Needs of Consumers Around the World** – How can agribusiness firms attend to evolving demand in diverse markets? How can they respond to changing behavior, connect with consumers, and build differentiated brands?
- **Creating More Resilient, Sustainable Supply Chains** – How can firms balance tight control and predictability with decentralized flexibility and responsiveness? How should they respond to supply chain disruption? Which structures and alliances will be most successful?
- **Harnessing Innovation** – How are leading companies increasing their capacity to innovate and bring new products to market? Which innovations are driving change—and attracting investor attention?
- **Navigating a Volatile Landscape** – How can companies anticipate change and mitigate risk in the face of political and regulatory change, widely fluctuating commodity supplies, dramatic price swings—and shortages of natural resources?

Participant Mix

Seeking a diverse mix of industry leaders, the Agribusiness Seminar welcomes producers, manufacturers, marketers, retailers, policymakers, and service providers to apply. Typical participants are highly experienced thought leaders and key decision-makers for their companies, ranging from senior executives in large multinational firms to leaders of family businesses and agribusiness entrepreneurs.

Anticipated Faculty

José B. Alvarez, David E. Bell (faculty chair), Kristin E. Fabbe, Ayelet Israeli, William C. Kirby, Forest L. Reinhardt, and J. Gunnar Trumbull
WHY HARVARD BUSINESS SCHOOL
This is where world leaders convene. At Harvard Business School, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face your company today.

The Case Method, pioneered by Harvard Business School, is a proven tool for expanding your leadership capability and expertise. No other program puts you face to face with the faculty who wrote the cases and experienced the outcomes.

Our Global Curriculum integrates the best practices and cultural insights of the world’s top businesses. You will return with the latest strategies for achieving your company’s goals—and your career objectives.

Admissions
Application Process—Please visit www.exed.hbs.edu for complete admission requirements and to apply online. The Admissions Committee meets monthly and admits qualified candidates on a rolling, space-available basis. Early application is strongly encouraged.

Admission Requirements—Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply. Executive Education programs enhance the leadership capacity of the managers enrolled as well as their organizations, and HBS expects full commitment from both.

Program Fee—The program fee covers tuition, books, case materials, accommodations, and most meals. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

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For more information, please contact a Program Advisor at:
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