AGRIBUSINESS SEMINAR—AFRICA New!
WWW.EXED.HBS.EDU/PROGRAMS/AGBA/

**Program Objectives**
Today’s agribusiness and food industry leaders must navigate an increasingly dynamic environment to meet the needs of a growing world population. Local and global supply chains must be transformed in the context of volatile commodity prices, shifting consumer demand, diverse political interests, and climate extremes. For more than 50 years, the HBS Agribusiness Seminar has gathered senior executives from around the world to explore the impact of new technologies, business models, and rapid innovation on this complex industry. Given the critical role that agriculture and food will play in the economic development of Africa, this world-renowned seminar will take place for the first time in Cape Town, South Africa. Once again, agribusiness and food industry leaders will prepare their firms to seize opportunity and shape the future of the world’s most important sector.

**Curriculum**
Based on the hallmark HBS case study method, the Agribusiness Seminar draws on the best practices of innovative businesses in diverse sectors and industries across the globe. Through small-group discussions and dynamic classroom exchange led by expert HBS faculty, the seminar broadens your global perspective, sharpens your view of the industry’s direction, and expands your leadership capacity. You will return to your company with the leadership skills and strategic vision to address current business challenges, capitalize on emerging trends, and drive long-term growth.

Cases at the heart of the 2015 Agribusiness Seminar include:

- **Building stronger, tighter supply chains** – How can agribusiness firms create more sustainable supply chains, reduce costs, and minimize waste while addressing evolving consumer needs?
- **Harnessing breakthrough innovations** – How can companies use emerging technologies and new business models to boost efficiency, increase quality, and compete more effectively?
- **Navigating a more volatile landscape** – How can businesses throughout the global food system manage and mitigate their risks?
- **Seizing advantage in the midst of rapid change** – How can companies reshape the industry and prepare to compete in the future environment?

**Participant Mix**
Seeking a diverse mix of industry leaders, the HBS Agribusiness Seminar welcomes producers, manufacturers, marketers, retailers, policymakers, and service providers. Typical seminar participants are highly experienced thought leaders and key decision makers for their companies, who range from senior executives in large established firms to leaders of family businesses and agribusiness entrepreneurs.

**Anticipated Faculty**
José B. Alvarez and Forest L. Reinhardt (faculty chair)
AGRICULTURE SEMINAR—AFRICA New!

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. Applications are requested at least eight weeks before the program start date. Since qualified candidates are admitted on a rolling, space-available basis, early application is 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. While participants devote time and intellect to the learning experience, sponsoring organizations agree to relieve individuals of their work responsibilities during the program.

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.

Connect With Us

For more information, please contact our client service specialists at:

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