

Wageningen Academy



Today's
knowledge,

Tomorrow's
business

Life-long learning

Education for professionals

What can we learn from each other?

KMBS AgriFood MBA in the Netherlands

From commodities to high value consumer oriented products

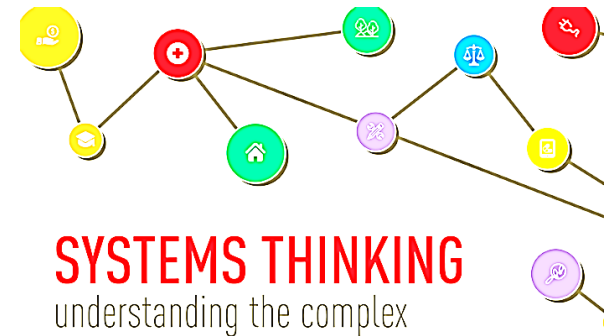
Two leading forces

1) Innovation (more with less)

- a) Latest innovation in Food & Agribusiness
- b) Translation of Dutch innovations to a Ukraine Business Model

2) Coordination and Integration (eco-systems)

- a) Examples of sustainable profitable integrated supply chains
- b) Lessons learned & Critical success factors



Living Business Case *active learning*









<https://www.youtube.com/watch?v=t9B13b0fnW8>








Programme schedule May 2 – May 14







	Tu May 1	Wed May 2	Thursday May 3	Fri May 4	Sat May 5	Sun May 6	Mon May 7	Tuesday May 8	Wed May 9	Thurs May 10	Friday May 11	Sat May 12	Sun May 13	Monday May 14		
CLASS WORK		intro Programme & Business Cases	Group work Living Business Case	Latest Innovations Biomass Industry	Liberation Day wageningen	Leisure time	Excursion day Animal Feed Agrifirm company visit	Latest Innovations Protected Horticulture	Excursion day Horticulture Food Ventures company visit	Ascension Day	Soil Museum & Soil Fertility Tool	Social Programme Texel	Leisure time	Final Presentation	Final Presentation	Final Presentation
		Visual Tools Business Project	Excursion Biomass BTG company visit	Latest Innovations Animal Feed				Peer Support Business Project			Group work Living Business Case					
3 GROUPS	Welcome Dinner	Living Business Case FoodVentures					Living Business Case FoodVentures					Network Drinks+Bites				
		Living Business Case Agrifirm					Living Business Case Agrifirm									
		Living Business Case BTG Biomass					Living Business Case BTG Biomass									

Living Business Case red thread in program

3 teams Living Business Cases

Living Business Case			
KMBS AgriFood MBA in the Netherlands		https://www.btg-btl.com/en	
Protagonist:		Challenge:	
  Ruid Meulenbroek Tijs Lammers Process Engineer Senior process Engineer		BTG Bioliquids is developer and supplier of this pyrolysis technology. Fast pyrolysis is a thermal process in which biomass is converted into pyrolysis oil, which is a raw material for energy, petrochemical and green material production. Last year BTG-BTL studied the feasibility of establishing a fast pyrolysis plant in Ukraine and came to the conclusion that it is possible to modify the existing pyrolysis plant for sunflower husks. We would like to review the different options that exist for raising the required capital to establish a fast pyrolysis plant in Ukraine, including private equity, credits, subsidies, etcetera.	
KMBS student team			
 Tegyana Prykhodko		 Anastasiya Semenova	
 Oleksiy Kuvik		 Yulia Lotonenko	
Coach: Tomek de Ponti E-mail: tomek.deponti@wur.nl Tel. +31 317 485 511			

Living Business Case			
KMBS AgriFood MBA in the Netherlands		https://www.agrifirm.com/	
Protagonist:		Challenge:	
 Caroline van Duivenvoorden, Coordinator CRS		Ukraine is one of the focus countries within the Responsible Procurement approach of Agrifirm. Analysis for the current Ukrainian agri business (arable farming/ feed crops) and processing industry (collecting, crushing, transport etc.), when it comes to the European export market and current and future requirement on responsible production. Please make use of the SWOT model. Gap analysis: what changes are needed in Ukraine to meet current and future requirement of the European market? And should this transition be organized and governed?	
KMBS student team			
 Natalia Mayevska		 Artem Lysak	
 Alona Sukhoviiv		 Yuriy Kulynych	
Coach: Maarten van Rees E-mail: maarten.vanrees@wur.nl Tel. +31 317 482 309			

Living Business Case			
KMBS AgriFood MBA in the Netherlands		www.foodventures.eu	
Protagonist:		Challenge:	
 Dirk Aleven, CEO Food Ventures		Galicia Greenery is a company based in Busk (Lviv Oblast), founded by Food Ventures. It is a high-tech greenhouse producing salads for the Ukrainian markets. Current products are sold at the major supermarkets. Galicia Greenery is modular in its set-up. Additional blocks of production area of various other vegetables can easily be attached. The project scale up was delayed by the crisis in Ukraine. Today, Galicia Greenery's shareholders are looking at various extension plans. We would like to review several expansion scenarios. Both on size (and how to finance) as on the vegetables to grow (supply local market or export).	
KMBS student team			
 Kateryna Zvereva		 Ihor Ohorodnyk	
 Anna Gustova			
Coach: Miel Hooijdonk E-mail: miel.hooijdonk@wur.nl Tel. +31 317 487 945			

Active learning guided by coaches



Criteria regarding Living Business Case

Feasibility & Usefulness for company

- Understanding of the Business Challenge

Focus on a high strategic priority for the business

- Focus on Added Value

For company & Ukraine

- Understanding of steps and how to realise final goal

Is the implementation pathway clear

- Testing & Evidence new business proposal

Beyond desk study

- Presentation

Enthusiastic, visual approach, team effort

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For more information;

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