

FAME



Outline of Module One

28th November – 1st December 2011

Wellington, New Zealand

Prepared by FAME PDG

September 2011

FAME4 – Module One - Wellington

Module One is made up of three themes. The first theme provides the grounding in the key concepts (consumers, markets, value chains, competitors, innovation). It begins by exploring the current knowledge of participants and then develops this further with content and analytical frameworks (provided by facilitators and guest speakers). Their understanding and ability to critically evaluate business strategy will be further enhanced through case study analysis and discussion. There are three main topics covered: *Global Food Markets – Today and Tomorrow*; *Supply Chains, Marketing Strategies and Value Proposition*; and *International Trade Policy and its impact on NZ trade*.

The second theme introduces the process of experiential learning which will again tap into current and latent knowledge of the participants. It begins with an introduction of how individuals and groups productively make sense of uncertainty and ambiguity; this is further reinforced in the case study discussions and then will be tested by their ability to gather information from a site visit and use it to enhance their understanding of the place of that link in the supply chain under scrutiny.

The third part will involve NZ businesses sharing their experiences in global markets. Each 'case study' presentation will be followed by a critical evaluation and discussion using the techniques developed in the previous days of the course. This will enable the participants to consolidate key market and supply chain themes within the context of NZ food and agribusiness.

The proposed outline for Module One is as follows:

Day One – Monday (commence mid-morning)

Morning & afternoon sessions

Session One: Introduction

Objectives:

- Full overview of the course and housekeeping issues
- Introduction of facilitators and participants
- Discussion of expectations (you of us & us of you)
- Identifying the challenges for tomorrow's global markets

Themes: Setting the scene

Session Two: How People Make Sense of Complexity

Objectives:

- Understand what a learning style is
- Identify problem situations: known, unknown & complex
- Introduce how/when group dynamics help solve problems

Themes: Individual learning & group dynamics

Session Three: Global Food Markets – Today and Tomorrow

- Objectives:** Changing consumer demand for food
Food retailing
Global Food Industry Developments
The functional food revolution
- Themes:** Sensitisation to the environment

Session Four: Global Food and Agribusiness Case Study (1)

Analysis and discussion of a case study which reinforces learnings from Global Food Market session.

Evening Session:

Session Five: Dinner with FAME Trust Board and Guest Speaker

Day Two – Tuesday

Morning Session:

Session One: Supply Chains, Marketing Strategies and Value Propositions

- Objectives:** Introduction to supply chain management theory
Concept of Value proposition understood
Marketing strategies explored
Assessing supply chain performance
Managing supply chain relationships
- Themes:** Supply chain best practice

Afternoon Session:

Session Two: Global Food and Agribusiness Case Study(2)

Analysis and discussion of a case study which reinforces learnings from Supply Chain/Marketing Best Practice session

Session Three: Field Trip – Walking a supply chain/ a link in the chain?

Experiential learning exercise which will reinforce morning session and enable information gathering for evening assignment

Evening Session:

Session Four: Supply chain description and analysis. Critique and feedback on supply chain exercise

Day Three – Wednesday

Morning Sessions:

Session One: International Trade Policy and its impact on NZ trade

Objectives: Introduction to legislative frameworks (CAP, Farm Bill, Japan & China)
Scope for FTA's explained
Quotas, tariffs & non-tariff barriers to trade
Understand the impact of non-tariff barriers on trade

Theme: Free market versus protectionist policies

Session Two: Global Food and Agribusiness Case Study(3)

Analysis and discussion of case study which reinforces learnings from International Trade session.

Afternoon & Evening Sessions:

Session Three: Global market 'war stories' (Guest Speakers)

Objectives: To introduce examples of product development to customer specifications
Explore technology driven/market led strategies
Analysis and discussion of each case study to reinforce prior learnings

Themes: Marketing in action

Day Four – Thursday

Morning Session:

Session One: Global market 'war stories' (Guest Speakers) continued

Session Two: Wrap Up

Conclude with lunch