

**MODULE 1 – DAY FOUR:
Thursday 1 December 2011**

Session Two: 11.00am – 3.30pm
The China Module

**Session Chair:
Presenters:** **Professor Keith Woodford**
*Malcolm Cone, FAME facilitator,
University of Otago*
Professor Keith Woodford,
*FAME facilitator, Lincoln
University*
**Sharon Lucock, Lincoln
University**

Session Three: 4.00 – 6.00pm
Global Food and Agribusiness
Strategies Case Study - Nestle

Facilitation: *Daniel Conforte, Agribusiness
Massey University*

Session Five: 7.00 - 9.00pm
Dinner with Board, Alumni &
Guest Speaker

Agribusiness going Forward

Presenter: *Sam Robinson, Chair of FAME
Trust Board*

Chair for morning: *Professor Nicola Shadbolt, PDG*

Session One: 8.30 – 9.30am

**Recognising and capturing
opportunity in the meat industry**

Presenter: *Gerard Hickey, CEO, First Light
Foods*

Session Two: 10.00am – 11.30am
Positioning with brands

Presenter: *Geoff Matthews, CEO, Mt Cook
Alpine Salmon, Massey University
Food Award winner, 2011*

Session Three: 11.30am – 12.30pm
Wrap up & reflection

Facilitation: *Professor Nicola Shadbolt*

Lunch: 12.30pm



**FOOD AND
AGRIBUSINESS
MARKET EXPERIENCE**

**Wellington
New Zealand**

**28 Nov – 1 Dec
2011**



www.fame.ac.nz

MODULE 1 – DAY ONE: Monday 28 November 2011

Chair for day: *Professor Nicola Shadbolt, Massey University, Chair of FAME PDG*

Session One: 10.30am – 11.15am
Introduction & Expectations

Facilitation: *Professor Nicola Shadbolt*

Session Two: 11.15am - 12.30pm
The Learning Process

Presenters *Dr David Tweed, APVC Executive Education*
Daniel Conforte, Agribusiness Massey University

Session Three: 1.30 - 3.30pm

Global Food Markets – Today & Tomorrow

Presenters: *Distinguished Professor Paul Moughan, Co-Director, Riddet Institute, Massey University*

Joanna Mobley, Group Director, Innovation, Marketing & Ventures, Fonterra Cooperative

Session Four: 4.00 – 5.30pm
Global Food and Agribusiness Case Study - Cargill

Facilitation: *Daniel Conforte, Agribusiness Massey University*

Session Five: 6.30 - 9.00pm
Dinner and Guest Speaker

Presenter: *Graeme Carrie, FRENZ*

MODULE 1 – DAY TWO: Tuesday 29 November 2011

Chair for day: *Professor Nicola Shadbolt, PDG*

Session One: 8.30 - 10.30am
Supply Chain/Marketing Best Practice Case Study – Friona

Facilitation: *Daniel Conforte, Agribusiness Massey University*

Session Two: 11.00 - 12.00pm
Food & Beverage Information Project, 2011

Presenter: *Andrew McCallum, Chief Advisor, Business Environment Team, Economic Development Policy Branch, Ministry of Economic Development*

Session Three: 12.00-3.00pm
Preparation for and visit to Wishbone and Soho Brow
Feedback session 3.00 - 4.30pm with Samantha Lacoua General Manager, The Woodward Group Ltd

Facilitation: *Professor Nicola Shadbolt*

Session Four: 4.30 – 5.30pm
Guest Speaker: How to manage internal reactions/responses whilst on FAME

Presenter: *Tony Craig, Business Development Advisor, FAME Alumni*

Dinner: 7pm

MODULE 1 – DAY THREE: Wednesday 30 November 2011

Chair for day: *Professor Nicola Shadbolt, PDG*

Session One: 8.30 – 10.30am
International Trade Policy and its impact on NZ trade: the role of government in trade

Presenters: *Nigel Fyfe, Director, Trade Negotiations Division, MFAT*
David Allen, Senior Analyst International Policy, MAF
Rod McMillan, Programme Manager, Strategic Initiatives, NZTE