

Department of Tropical Agriculture and International Cooperation
National Pingtung University of Science and Technology

Conference Attendance Report

21st Annual IFAMA World Forum and Symposium: The Road
to 2050 Sustainability as a Business Opportunity

Venue and Date:

Hotel Marriot Frankfurt-Germany, June 20 to 23, 2011

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Introduction

The present report describes the attendance to 21st Annual IFAMA World Forum and Symposium held in Frankfurt, Germany from June 20 to 23 of 2011. The process of attending the conference started on November of 2010 when I first submitted the abstract for oral presentation. In January, the IFAMA replied to me that the topic has been accepted for oral presentation. A total of 250 papers were reviewed. The conference also had “the best paper competition award” which was established to recognize research which distinctively rises above the criteria set in the call for papers. To enter the best paper competition, a manuscript must first be accepted to present at the Symposium. Since, I was already accepted to have oral presentation in the Symposium, in February of 2011 submit a complete manuscript which underwent a comprehensive, “fast track” double-blind peer review. A total of 41 papers were submitted to the top ten best paper finalists. In April, I receive a decision letter from IFAMA that my topic was one of the top ten finalists. As a top 10 best paper finalists, authors will be recognize in the IFAMA’s bi-monthly newsletter the ChainLetter, during the Symposium and invited to publish their manuscript in the Special Symposium Edition of the International Food and Agribusiness Management Review (IFAMR official journal).

Also a top 10 best paper finalist will be invited to present the paper in a final round of competition held during the Frankfurt Symposium June 20 to 23. Finalists had the opportunity to male final revisions to their manuscript based on the review feedback. Judges would consider both the quality of the manuscript and the oral presentation. The description of the final competition comprises the rest of this report for which I had to travel to Frankfurt-Germany.

IFAMA 21st World Forum and Symposium Program:

The program of this scientific event was as follow. World Symposium, June 20-21: it included 154 oral presentation divided in 81 sections. Poster display, June 20-23, was also one important event. Students case completion June 19 and June 21. World forum, June 22-23, this event had 16 topics with more than 40 distinguish expertise. The forum had distinguished guest speakers from the bank, agribusiness, NGOs, and academia sector. Some of the speakers were Syngenta's CEO Michael Mack; DWS (Deutsche Bank) Thomas Rueschen; FROSTA's CEO Felix Ahlers among other speakers. The Presidential Banquet (for all the participants) was on June 22. Finally the Forum wrap-up and presidential transition took place on the last day, June 23.

My objectives in attending the *21st World Forum and Symposium Frankfurt-Germany, 2011*:

1. Present my research paper on an international conference of agribusiness
2. Join the final round competition of the top 10 best paper finalists competition for the four awards themes.
3. Join the students meeting and agribusiness companies meeting
4. To get new ideas and trend on the agribusiness fields
5. Create a network with researchers and business representatives from all over the world

Oral presentation

In the oral presentation I was the first of the section (See Appendix 1). I had 3 judges joining the presentation. The judges considered both the quality of the manuscript and the oral presentation. The judges will be allowed to review the comments made by the reviewers who assessed the written version of the paper. A total of 50 points will be allocated for manuscript quality and another 50 points for the oral presentation. Based upon these final rankings, the Best Paper Review Committee will decided which papers will receive the 2011 Symposium Best paper Award.

Best paper award ceremony

Best paper award winners receive certificates and plaques during the conference award ceremony. The four categories of the competition was **conference theme**, manuscript reflects the annual conference theme, “The road to 2050: Sustainability as a Business Opportunity.” Second, **innovation**: manuscript demonstrates an innovative idea or solution to an agri-agro issue. Third, **relevance to managers**: manuscript presents solutions that are relevant and useful to agribusiness managers or management. And fourth, **communication or marketing**: novel communication or marketing of an idea or product.

My research was awarded best paper winner on innovation theme (See picture in appendix 2). The winners are listed below.

Innovation:

Technical Efficiency in Milk Production of the Dual-purpose Cattle System in El Salvador during Dry and Rainy Seasons. Angel Amed Duron Benitez, National Pingtung University of Science and Technology (NPUST) and Wen-Chi Huang, National Pingtung University of Science and Technology, Taiwan.

Relevance to managers:

Effective Marketing of Hass Avacados. Hoy Carman, University of California-Davis, USA.

Communication or marketing:

Attitudes of Maltese Consumers Towards Quality in Fruit and Vegetables in Relation with their Food Related Life Style. Maurizio Canavari, University of Bologna, Italy; Marco Dimech, Ministry for resources and Rural Affairs, Malta, Italy; Vincenzina Caputo, University of Bologna, Italy.

Conference theme

Sustainability Strategies in Agribusiness: Understanding Key Drivers, Objectives and Actions Allan W. Gray, Purdue University; Amber Rankin, Purdue University; and Michael Boehlje, Purdue University, USA.

Attending to other presentations and students social activities

I joined many presentations in the field of my interest. I had the chance to attend in hear from, first hand, other researchers about issues on the agribusiness field. My attendance to the presentation where the study took place included the countries of Brazil, European Union, Honduras, Mexico, Nicaragua, Spain, United States, and other countries.

I was also part of the student-industry agribusiness breakfast, lunch and seminar. This seminar allowed for interaction between students and professionals and facilitates discussions about the current issues and diverse opportunities within the global food system. I had the opportunity to share ideas with students from all over the world and with industries representatives as well.

The world forum offered a variety of topics concerning the agribusiness worldwide. In the last two days of the events, June 22-23, I attended the forum section discussions. Here I had the chance to join the Harvard Style Teaching Cases along with professors, students and expertise (See picture in appendix 3). The moderators and expertise gave the audience a specific issue concerning the industry for a group discussion. After the group discussion we had a general discussion with the industry representative and the concluding remarks.

During the networking break, I had the great chance to interact with professors, students, industries representatives and other attendees. I also visited the poster display and share ideas with some of the participants (See pictures in appendix 4).

Lessons learn

The IFAMA 21st world forum and symposium has given me a great experience that will have its effect in my future career. Some of the specific experiences, I particularly want to mention, are listed below:

The process of joining and winning a scientific international competition of the 21st Annual IFAMA World Forum and Symposium: The Road to 2050 Sustainability as a Business Opportunity with IFAMA.

I received valuable feedbacks of other expertise of the agribusiness filed.

I listened from a firsthand the issues that concern the agribusiness companies.

I was invited to publish my research in the IFAMA official journal (this journal is listed in the SSI). The publication will help me to fulfill one important component of my Ph.D., studies.

Acknowledgement

Presenting the paper on the “21st Annual IFAMA World Forum and Symposium: The Road to 2050 Sustainability as a Business Opportunity” was possible due to the financial support of National Pigtung University of science and technology which also provide me the scholarship for my Ph.D. studies. Special thanks go to my advisor Dr. Wen-Chi Huang, for all her intellectual support.

Appendix 1: The program of my oral presentation and final round of the top 10 best paper.

Supply Chain Re-engineering in the Fresh Produce Industry: A Case Study of Adani Agrifresh (470) Gregory Baker, Santa Clara University, USA; Mukesh Pandey, G.B. Pant University of Agriculture & Technology, India

Session D8 Platinum Ballroom 13:30 - 15:30
HARVARD STYLE TEACHING CASE 1

Moderators: Melanie Lang, University of Guelph, Canada and Jose Antonio Boccherini, Spain

New Zealand Wool Inside (475) Daniel Conforte; Sam J. Dunlop; Elena Garnevska, Massey University, New Zealand

SHORT BREAK 14:30 - 14:45

Session E1 Gold 1 14:45 - 16:00
FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Corinne Alexander, Purdue University, USA

Technical Efficiency in Milk Production of the Dual-purpose Cattle System in El Salvador during Dry and Rainy Seasons (455) *Best Paper Finalist* Angel Amed Duron Benitez; Wen-Chi Huang, National Pingtung University of Science and Technology, Taiwan

Innovation in the Industry (291) Antonio Domingos Padula; André Cherubini Alves; Aurora Zen, Federal University at Porto Alegre, Brazil

Future R&D Strategies in Food & Drinks: Evolution from Orthodox Approaches to Open Innovation (327) Marian Garcia, University of Kent, United Kingdom

Session E2 Gold 2 14:45 - 16:00
GLOBAL FOOD OUTLOOK

Moderator: Eric Rendon Schneir, K.U. Leuven, Belgium

Mergers & Acquisitions in the Food Business: How did the 2002 and 2008 Economic Crises Impact Corporate Valuation? (235) Francis Declerck, ESSEC Business School Paris-Singapore, France

Developing Policies to address constraints facing small scale farmers in Africa (432) Andrea Woolverton, FAO, USA

An Econometric Analysis of the Effects of Trade Liberalization on Concentration of Agricultural Production (400) Tapani Yrjola; Petri Maki-Franti; Perttu Pyykkonen, Pellervo Economic Reserch PTT, Finland

Session E3 Gold 3 14:45 - 16:00
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Marcos Fava Neves, FEARP/USP and Markestrat, Brazil

An Overview of Brazilian Citriculture (284) Marcos Fava Neves;

Session E4 Flint 14:45 - 16:00
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Blessing Maumbe, West Virginia University, USA

Impact of Catastrophic Events on Food Supply: A Case of U.S. Orange Industry (416) Ram Acharya, New Mexico State University, USA

Price Transmission Between International and Local Fertilizer Prices: The Case of South Africa (294) Zerihun Gudeta Alemu, Development Bank of South Africa; Andre Jooste, National Agricultural Marketing Council; Corne Louw, Grain South Africa, South Africa

Session E5 Basalt 14:45 - 16:00
CONSUMER ORIENTATION AND MARKETING

Moderator: Goudarz Azar, Swedish University of Agricultural Sciences, Sweden

Is it Better to be More Customer Oriented? The Impact of Alternative Market Orientation Strategies on Firm Performance (234) Hamish Gow, Massey University, New Zealand; Eric Micheels, University of Illinois, USA

Establishing a National Identity for New Mexico Wines (490) Bernd Maier; Lauren Tatum; William Gorman, New Mexico State University, USA

Palinka: Going Abroad? The Competitiveness of the Palinka Based on RCA Models (321) Aron Torok, Corvinus University of Budapest, Hungary

Session E6 Alabaster 1 14:45 - 16:00
HUMAN CAPITAL AND MANAGEMENT ISSUES
FOOD SYSTEM ENVIRONMENTAL CONFLICTS

Moderator: Rainer Haas, BOKU University of Natural Resources and Life Sciences, Austria

Human Capital Development Through an Undergraduate Agribusiness Program: A Reflection on 20 years Experience at the University of Queensland (422) Kim Bryceson; Ray Collins; Tony Dunne, University of Queensland, Australia

Director Development and Board-CEO Relations: Do Recommendations from Corporate Governance Apply to the Agribusiness Cooperative? (349) Michael Cook; Molly Burress, University of Missouri, USA

Use of Virtual Water Export through Major Crops for Managing the Regional Imbalances of Water in India: Issues and Implications (375) Kriti Bardhan Gupta, Indian Institute of Management Lucknow, India

Session E7 Alabaster 2 14:45 - 16:00
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Saved Saghayan, University of Kentucky, USA

Appendix 2: Myself with the Plaque of Best Paper Award winner in the category of Innovation.



Appendix 3: VION Food Group, Martijn Rademakers Center for Strategy & Leadership, Netherlands (right side) and Jose A. Boccherini, Spain (left side)



Appendix 4: Myself and Antonio G. Hernandez from Spain explains his poster during the networking break

