

Executive Training Series

Improving the bottom line: combining Performance and Inclusiveness



Optimising agrifood supply chains to deliver business and social value

Training 1: Kampala, Uganda 3-5 March 2015, **Training 2:** East Africa, Spring, 2015

The challenge

Building your business with smallholder farmers, whether they are your clients, your suppliers or both, requires careful thinking. While farmers need to learn how to become reliable business partners, private sector needs to adjust its business practices to smallholders' needs and conditions to stimulate sustainable trading relationships and to become the preferred partner for smallholders.

- Are you trying to envision your business that offers its partners something beyond a simple sell-buy relationship?
- Do you want to do good business, but also be in the business of doing good?
- Are you struggling to practically combine organizational objectives with social ones?

These questions are core to the world of inclusive agribusiness. Merging these business and social priorities can allow you to tap into a global market of over \$5 trillion at the base of the pyramid. It also requires ambition, strength of will, and a dedication to "business as *unusual*".

This executive training will help you understand the fundamentals of inclusive agribusiness, its potential for your business, how you can get started, and strategies to achieve success.

The backbone of the executive training is the LINK Methodology, a tried-and-tested approach to create new, more inclusive business models.

Deadline subscription: 15 February 20, 2015

Please, register by e-mail: Ms. Mable Namala, email: mable.namala@aa-academy.org

Our offer

- 2.5-day training on a variety of tools and strategies that can enhance the performance of your business and its inclusiveness (March 3-5).
- Opportunity to engage with company peers, share and gain insights related to your sector and business
- Discuss real-life case studies based on the businesses of the participants.
- Strengthen your skills to review, re-evaluate and re-define your business strategy to improve inclusiveness of your business.
- Visits to businesses to evaluate their strategies based on knowledge and skills acquired
- Apply gained knowledge to your business
- 2-day follow-up training to further deepen your business strategy focusing on inclusiveness

Key Benefits

By the end of the course, you will be able to:

- Develop state-of-the-art knowledge and practical skills in the area of "inclusive" strategy
- Analyse industries and competition, and their effect on company strategy
- Acquire and apply analytical skills to reformulate, your strategies

- Identify the major challenges in implementing strategy
- Devise an action plan to tackle your business challenges.

Costs

You will be expected to pay for your own travel cost to Kampala, Uganda.

Generous support from [AAA](#), [CTA](#) and the [Food & Business Knowledge Platform](#) means that all training costs as well as lodging and food for participants will be covered by the organizers for March 2,3 and 4. Training will end on March 5 with lunch.

Contact

For questions on content, please contact Monika Sopov: monika.sopov@wur.nl

For questions on logistical issues, please, contact Country Chapter Coordinator, Ms. Mable Namala email: mable.namala@aa-academy.org
Mob; +256772911719

Course organisation

The course will be run by the Centre for Development Innovation (CDI), Wageningen UR in cooperation with the African Agribusiness Academy (AAA) and the Africa Enterprise Challenge Fund (AECF). It will be based on CIAT's LINK Methodology, which is currently used by UNILEVER to upgrade their procurement operations.

What Participants Say about Our Course

"I was very impressed with the recommendations, I received from fellow course participants and from the facilitators of the training, on how to improve my business.

The recommendations covered not only general business strategies and operations, but also how to increase inclusiveness of my business.

I got so enthusiastic from the discussions that I even brought one of my managers along for the one of training days, so that he can also learn from this experience.

As soon as we are back home, we start making changes to how we run the business".



Abel Mekonnen (AAA member)

Founder and Partner
Friendship Agro Industry PLC, Ethiopia

Friendship Poultry has advanced in a lot of ways after it was founded in 2009. Starting with 80 pullets and small space, now they have more than 10,000 pullets and 2 farms in Debre Zeit (poultry farm) and Addis Ababa (cage production).

Centre for Development Innovation

PO BOX 88
6700 AA Wageningen
The Netherlands

T +31 317 486 800
F +31 317 486 801
training.cdi@wur.nl
www.wageningenur.nl/cdi

