



GLOBAL NETWORK FOR ADVANCED MANAGEMENT

EMBA GLOBAL NETWORK WEEK

“The Future of Food”

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Programme overview

The future of food is not clear but the important vectors of change are: new technologies of production and distribution, globalisation of supply and demand, seemingly contradictory consumer demands for cheap food with complete traceability and the need to reduce the environmental impact of production and social impact of over consumption. Taken together, these forces point to opportunities for investment, entrepreneurship and the need for strategic agility.

With an emphasis on the C-suite and entrepreneurs perspective, this programme will take advantage of Ireland's leadership position in many aspects of global food production to deeply explore these issues.

Programme objectives

Participants will acquire a new and comprehensive understanding of the strategy issues facing the global food and drink industry and understand how these are driving changes in company strategy and national policy. Lessons will be illustrated through a series of structured experiences with Irish food producers and deep dives with senior executives and national policy makers in the Irish food and drink area.

What can you expect?

Each day will include two recently written case studies on issues of high importance to decision-makers in the food and drink industry. A senior executive guest will join the group at noon each after each case discussion to provide insights on the challenges facing decision makers.

During each morning participants will be invited to a tasting of premium Irish food and drink products, with an opportunity to meet with leaders from the producers organisation and discuss their business challenges in a peer-to-peer setting. Each afternoon will feature an activity to illustrate the contemporary challenges facing the food industry. These activities will be listed in the finalised schedule distributed to participants.

The module will conclude with an offsite culinary learning and consuming experience with a leading Irish chef. This experience will focus on how high quality Irish food products are being used to manage the balance between the pleasure we derive from food and increasing concerns about health and food provenance.