



Sustainable Food Security 2050.
Disruptive Innovation:
Better Business, Management, Science, Government

28th IFAMA Symposium, Forum and Student and Young Professional
Case Competition
Universidad Austral, Pilar, June 23-24, 2018
Hilton Buenos Aires June 25-27, 2018

Brief report on the 28th IFAMA Symposium, Forum and Student Case Competition held in Buenos Aires, Argentina, from 23-27 June 2018

Agbiz was represented by Dr John Purchase and Sifiso Ntombela, while a number of South African students and academics also took part. Prof Johan van Rooyen also very successfully completed his term as president of IFAMA and handed the presidency over to Hector Laurence of Argentina. IFAMA 2018 comprised the following three major events:

1. Forum

A high-quality, thought-provoking forum with international speakers from businesses, public sector and academia. Major topics covered included:

- Financial innovation (including agriculture insurance innovation)
- Large farm strategies
- Agri-food sustainability in Europe
- Industrial convergence in new start-ups
- Organisational innovation Los Grobos (major Argentinean agribusiness)
- Disruptive innovation in African agribusiness (Sifiso Ntombela a panel member)
- Innovation in fruit regional value chains
- Future of meat
- Urban agriculture
- Food and health
- E-commerce impact on agribusiness
- Emerging hot issues in trade (Dr John Purchase introduced and facilitated this very relevant session, given recent 'trade war' developments)

2. International Student Case Competition

IFAMA hosts the only global student case competition serving the agribusiness sector. This year, for the first time, it was hosted in both English and Spanish. Teams competed in one of the following streams: Undergraduate, Intermediate, and Advanced. The case competition eliminatory rounds, with 22 teams from across the globe competing, took place concurrently on Sunday, June 24th, with plenary session finals on Monday, June the 25th. The South African students again excelled and case study learning, as also advanced by Agbiz, is certainly preparing students far better to deal with real issues in the agribusiness environment.

3. Symposium

A stimulating international academic symposium, with a Best Paper competition and a Best Case competition, in English and in Spanish, was held at Universidad Austral, Pilar. The symposium started on Saturday afternoon, June 23rd, and ended on Sunday afternoon, June 24th. Sifiso Ntombela presented the following paper during the Symposium: ***Estimating Trade Elasticities for South Africa's Agricultural Commodities for use in Policy Modelling.***

As done in prior years, IFAMA will publish in a special issue of its leading academic journal, **IFAMR**, the Best Papers and Best Cases.