



IFAMA 2020 ROTTERDAM

PROSPECTUS



30th WORLD CONFERENCE 2020



ROTTERDAM | THE NETHERLANDS | JUNE 15-18, 2020

**ROTTERDAM
WELCOMES YOU
TO IFAMA 2020**

PROSPECTUS



TABLE OF CONTENTS

FOOD FOR THE FUTURE	5	LOCATION & VENUE	21
IFAMA AND ROTTERDAM	7	GENERAL TERMS & CONDITIONS	23
FOCUS OF THE CONFERENCE PROGRAM	11	CONTACT	26
PARTNER OPPORTUNITIES	14		
	16	APPENDIX: REGISTRATION FORM	

International agrifood conference IFAMA 2020

Rotterdam | June 15 – 18, 2020

The Rotterdam region will host the 30th edition of IFAMA. This prestigious conference will be held from 15-18 June 2020. This four-day event will bring **1,000+** agrifood professionals and students together from all over the world.

The participants of IFAMA represent over 50 different countries with a mixture of governmental representatives, professionals varying from start ups to multinationals, farmers and growers, and academics from (inter-)national leading universities in the field of agrifood.

The conference is organized by IFAMA and Rotterdam Food Cluster (a City of Rotterdam initiative), in partnership with, University of Leiden, University of Delft, Erasmus University Rotterdam (LDE), Wageningen University & Research, WICaNem and Inholland University of Applied Sciences.

A young boy in a white t-shirt and dark pants is running away from the camera down a central aisle of a large greenhouse. The greenhouse is filled with rows of strawberry plants on metal trellises, with many ripe red strawberries visible. The structure of the greenhouse, including the roof and support beams, is visible in the background. The entire image has a light blue-green color overlay.

Food for the Future



The values of IFAMA 2020:

Embrace purpose
Connect values
Accelerate innovation
Unleash talent

IFAMA 2020: FOOD FOR THE FUTURE

IFAMA 2020 addresses today's pressing food and agricultural challenges drawing upon the triple helix expertise of academics, businesses and government.

Global challenges and goals concerning human development and sustainability are transforming today's agrifood business, impacting daily operations and future strategic outlooks. The transition to a sustainable economy is complex. As is the challenge of producing enough safe and healthy food for a growing world population. Businesses, governments, knowledge institutions and other stakeholders all play a crucial role in the transition to a sustainable agrifood industry.

IFAMA 2020 aims to bring together agrifood changemakers, food entrepreneurs, renowned academics, young talent and other relevant stakeholders to address tomorrow's sustainable agrifood business for producing 'Food for the Future'.



IFAMA and Rotterdam

IFAMA AND ROTTERDAM



Rotterdam, the most innovative food hub in the Netherlands, invites you to join IFAMA 2020! Despite being small in size, The Netherlands is the world’s second largest exporter of agricultural products and its dynamic agrifood and horticultural sector excels in the field of innovative and efficient production. Renowned academics and students collaborate closely and successfully with food entrepreneurs and local governments in a triple helix, creating a breeding ground for innovative solutions. For more information, check [Rotterdam Food Cluster](#)



The mission of the International Food and Agribusiness Management Association (IFAMA) is “Food security by 2050” and this international organization mobilizes the food and agribusiness industry, academia, research and students to debate and discuss matters related to its mission. In 2020, IFAMA will have achieved the milestone of being active for 30 years and has chosen Rotterdam as the place to celebrate this prestigious occasion. www.ifama.org

TESTIMONIALS

“With ‘future creating themes’ IFAMA proves its worth and facilitates an active 30-year presence in a highly disruptive and ever changing world. IFAMA practices what it preaches, “adapt, create or die.”

- Prof. Johan van Rooyen, University of Stellenbosch, IFAMA President

“IFAMA's endeavour for over two and a half decades has been to provide a platform which brings together the Agricultural business world; comprising of Industry, Academicians & Students with a defined purpose. These forums are multi focal and meant to contemplate challenges being faced by the agriculture industry, provide new insights into exemplar industry practices and academic research, spark thoughts and contemplation based on new insights and experiences, besides acting as a platform for all participants to build bonds & network outside and within the precincts of the forum.”

- Raj Vardhan, Olam, board member IFAMA

MODERATOR

Dick Veerman



Biography

Dick Veerman (1963) is the moderator of Foodlog, the leading Dutch community in news and opinion on food, agriculture & society. Veerman is considered an independent sharp mind on nutrition, food marketing, food politics, and the role of civil society and government in policy making.

He was trained as a philosopher and linguist in Utrecht and Paris. Veerman started out his professional career as a strategist in the financial services industry (1988) and moved over to consulting in databased marketing (1995). A severe illness forced him to slow down in 1999; he completely recovered using a gentech based drug. In 2005, he founded Foodlog, one of the few interactive news sites that succeeds in keeping the conversation going while having impact on society.

Two live interviews with Dick: at Ikon's [OBA Live](#) (March 2013, by Mieke Spanish) and [Café Weltschmerz](#) (May 2016, by Catherine Schrama). In Fork (March 2018) he spoke out about the conversation in society: [We do not question each other](#).

A photograph of a conveyor belt in a factory setting, with several apples being processed. The apples are arranged in a line on the belt, and the background shows industrial machinery. The image has a teal color overlay.

Focus of the conference

IFAMA 2020 addresses today's pressing food and agricultural challenges drawing upon the triple helix expertise of academics, businesses and government, focusing on the following five themes.



AGRIFOOD CLUSTERS

Agrifood clusters are regionally organized networks of food businesses, knowledge brokers, service providers and public support organizations, that create opportunities for interaction, cross-fertilization and (joint) innovation. Agrifood clusters have emerged across the world, in many cases linked to coastal and urbanized areas, aiming to fulfill regional as well as international market and societal demands.

GLOBAL DISTRIBUTION NETWORKS & LOGISTIC HUBS

Globalization has resulted in an intertwined system of trade relationships and food supply chain networks across the world, fostering greater variety and access to food but also bringing along supply risks and sustainability challenges. Closer collaboration among food supply chain players, locally as well as internationally, and the emergence of circular and closed loop food supply chains have become key factors in logistics decision making.

AGRIFOOD ECOSYSTEM DYNAMICS

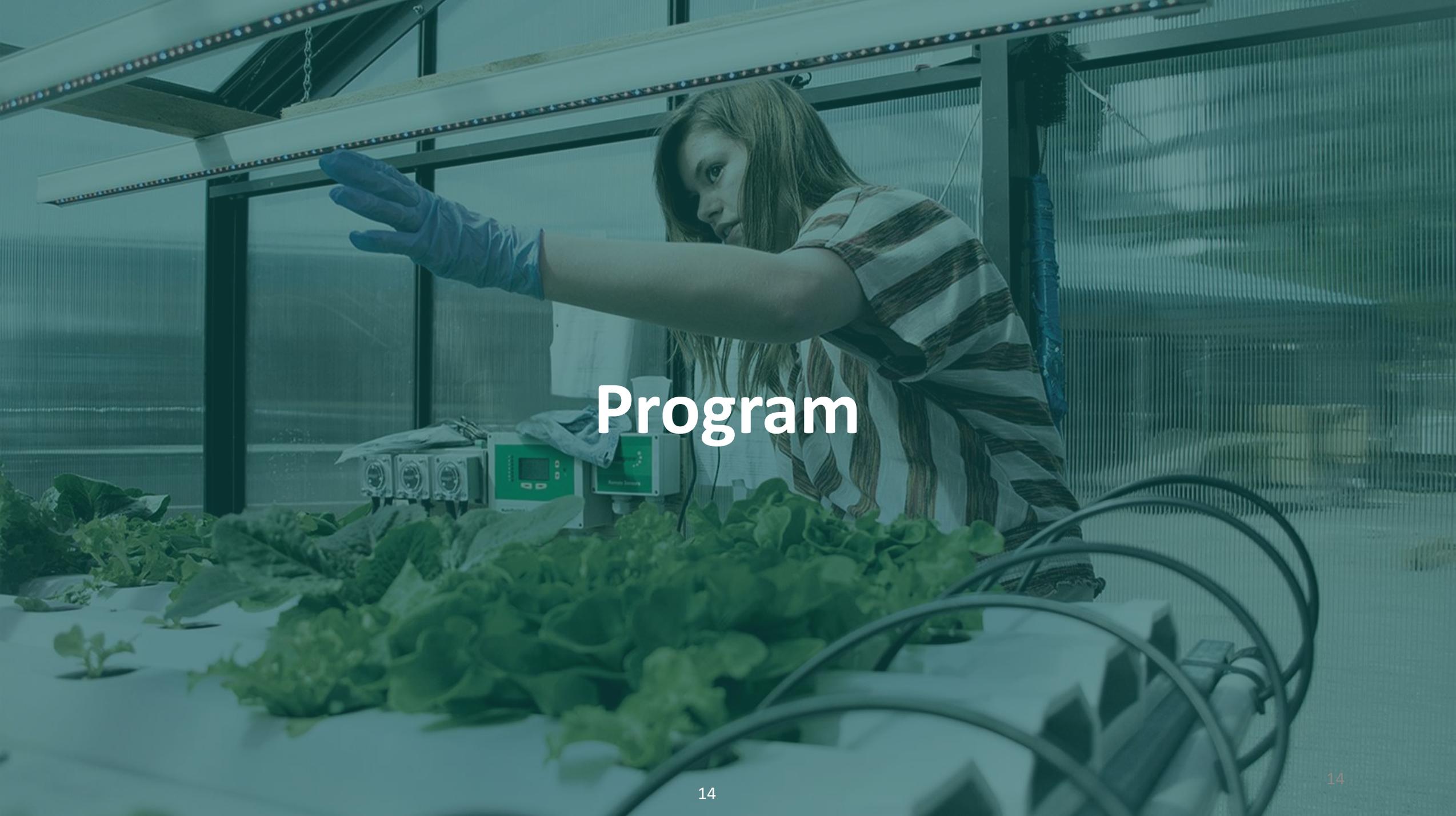
Agrifood ecosystems constitute the simultaneous social, economic, political/cultural and technology enabled interaction between consumers, citizens, businesses, NGOs and governments. Complexity of relationships and interdependencies between system elements, as well as environmental dynamics makes understanding innovative ecosystems, let alone governance, extremely challenging.

RESILIENCE OF (EMERGING) FOOD MARKETS

Significant political and economic changes, social instability, climate change and extreme weather circumstances call for resilient food chain networks and market relationships across the globe. New practices, methods and technologies are required to build robust and inclusive food systems.

SMARTER CHOICES FOR BETTER HEALTH & SUSTAINABILITY

Food products are increasingly weighted against their sustainability impact and their contribution to health. In recent years food companies have changed focus to sustainable and health related food products through innovations in products, production and distribution processes, new forms of collaborations across food chains and innovative customer relationships.



Program

Day	Monday	Tuesday	Wednesday	Thursday
Academic and business program & parallel sessions	AGRIFOOD CLUSTERS How can the collaboration of science, businesses and government fulfil societal demands for today and tomorrow, both for the regional as well as the international market?	GLOBAL DISTRIBUTION NETWORKS & LOGISTIC HUBS How can closer collaboration in the food supply chains help to cope with supply chain risks and sustainability challenges and create opportunities for shared value?	RESILIENT FOOD MARKET & DIGITAL TRANSFORMATION How can new practices, methods and technologies help to build robust and inclusive food systems that are resilient to global sustainability challenges?	SMARTER CHOICES FOR BETTER HEALTH & SUSTAINABILITY How can organizations shift their focus to sustainable and healthy food products through innovations, new forms of collaborations across food chains and innovative customer relationships?
Special focus	WORLD OF DAIRY Tomorrow's sustainable dairy industry	WORLD OF HORTICULTURE Tomorrow's sustainable horticulture industry	WORLD OF MEAT The 'license to produce' in the meat and new protein industry	WORLD OF ARABLE FARMING Sustainability in arable farming and agrifood industry
Other activities	<ul style="list-style-type: none"> • Official Opening Program • Welcome reception • Student case competition 	<ul style="list-style-type: none"> • IFAMA Fellows breakfast • Final student case competition • Poster tour session • Students + industry reception 	<ul style="list-style-type: none"> • IFAMA Young Board program • MBO (secondary vocational education) student program • Poster tour session • Food Experience (site-visit) • Student & YP special program • Official Conference Dinner • IFAMA Awards Program 	<ul style="list-style-type: none"> • Official Closing Program

A robotic hand is shown holding a tomato in a greenhouse. The background is filled with many other tomatoes on the vine. Some of the tomatoes have a white wireframe overlay, suggesting a digital or AI-related theme. The overall image has a light blue-green tint.

Partner opportunities

WHY BE A PARTNER OF IFAMA 2020?

The international nature of the IFAMA conference offers attractive opportunities for IFAMA 2020 business partners. IFAMA 2020 offers you the opportunity to:

- Present yourself and your purpose driven solutions to 1,000 international stakeholders.
- Inspire students for a career in the food industry and promote the company as the employer of choice.
- Partner with academic institutions and governments and collaborate in a triple helix (related to the SDGs).
- Actively contribute to the programming and content of the business program of IFAMA 2020.
- Be visible as partner of the conference in all communication activities.

PARTNER OPPORTUNITIES

The IFAMA 2020 “Food for the Future” conference is the ultimate platform for setting the precedent for the future of the agrifood business. IFAMA 2020 organizers invite and challenge companies to get actively involved.

Therefore:

- **We invite companies to cocreate the program (total of 32 partners)**

The program offers the following sponsor opportunities for companies who wish to join and contribute to the IFAMA 2020 “Food for the Future” conference.

- **Main partner (2x)** – maximum visibility and contribution to the program
- **Partner package (32x)** – visibility and contribution to the program
- **Student case competition** – visibility and contribution to the student case competition
- **Other sponsors** – customized contribution

Type	Main partner	Partner package
Amount	2	32
Focus	<ul style="list-style-type: none"> • Visibility throughout the entire congress • Contribute to the programming of 2 sessions of the scientific program and/or business program • Active role in the programming of the conference • Connect with leading authorities in the agrifood field • Connect with key opinion leaders, scientists and representatives of local, national and international governments • Maximum visibility before, during and after the event 	<ul style="list-style-type: none"> • Visibility during one day of the congress • Contribute to the programming of 1 session of the scientific program or business program. • Suggest speakers and content of the program • Visibility before, during and after the event • Connect with key opinion leaders, scientists and representatives of local, national and international governments
Specifics	<ul style="list-style-type: none"> • Cocreate 2 sessions • Exclusive right for a promotional stand (10m2 floor space) • Exclusive right to show corporate movie during one of the daily openings • 2 advertorials in the IFAMA newsletter • Full company description in conference app • Name and logo mention on all printed and digital branding (see partner package) • 10 day tickets for relations or company staff • 10 admissions for the Welcome reception • 10 admissions for the Conference dinner • 25% discount on day tickets for business relations with a maximum of 10 	<ul style="list-style-type: none"> • Cocreate 1 session • Name and Logo mention on all printed and digital branding: website, app, announcements, program booklet • 1 table top and a maximum of two roll up banners on the day you are contributing • 4 day tickets for relations or company staff • 2 admissions for the Welcome reception • 2 admissions for the Conference dinner • 25% discount on day tickets for business relations with a maximum of 5
Rate	€50,000	€5,000

Type	Case competition	Other sponsors
Focus	We offer you the opportunity to have your business case being resolved by students. 30 to 40 teams of 5 students will work on your case during the 3 days and present the outcomes on the 16 th of June during the plenary closing of the day.	<ul style="list-style-type: none"> • Visibility before, during or after the event
Specifics	<ul style="list-style-type: none"> • 30 to 40 teams of 5 students will work on your case • Duration 3 days 	<ul style="list-style-type: none"> • Tailor made contributions and visibility possible • Name and brand sponsor of the Conference dinner: € 5,000 • Lunch sponsor on 1 of the 4 conference days: € 3,000 • Bus sponsor for site visits € 3,000 • Student program on Wednesday morning € 5,000 • Seat during the Job matchmaking program € 1,500
Rate	In kind or cash sponsoring	€ 1,500-tailor made



Location & venue

LOCATION & VENUE

Date

Monday 15 – Thursday 18 June 2020

Venue

International Conference Centre [De Doelen](#)

‘Willem Burger Quarter’

Entrance: Kruisplein 40

3012 CC Rotterdam

THE NETHERLANDS

Situated right near Central Station Rotterdam

Travel

Rotterdam is easily accessible and has a compact city centre. Rotterdam can be reached in a variety of ways: by car, boat, train, bus and air. There are two airports in the vicinity of Rotterdam: Amsterdam Schiphol Airport and Rotterdam The Hague Airport. Rotterdam is also fast and easy to reach by high-speed rail, such as the Thalys.

Rotterdam The Hague airport

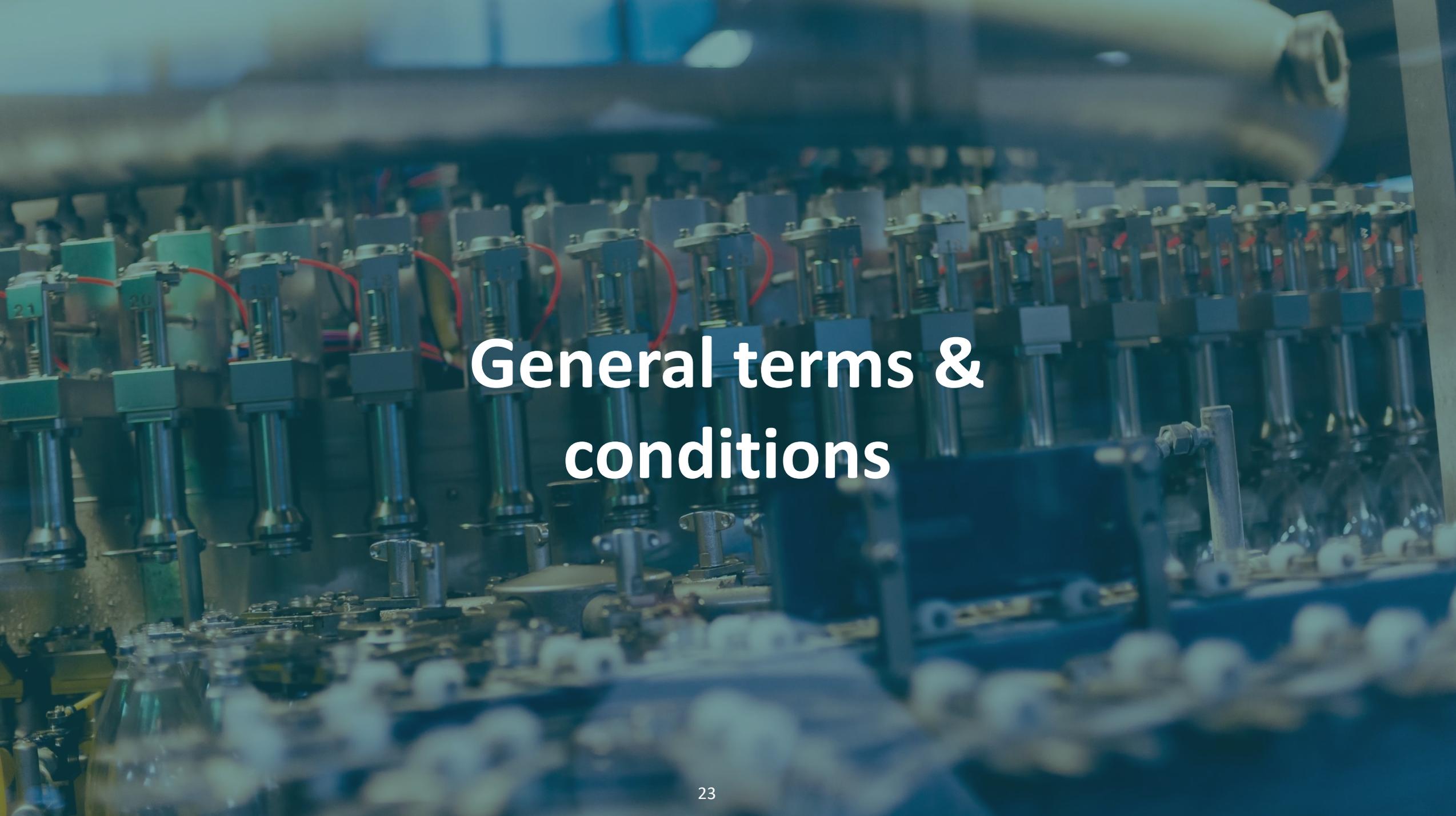
Rotterdam The Hague Airport is a comfortable and easy regional airport, situated at approximately six miles from the city centre. Travel times between the airport and the city are excellent: fifteen minutes by taxi and twenty minutes by public transport (airport shuttle & metro) to Rotterdam Central Station. At the Airport, flights are continually landing from major cities of neighbouring countries. Serving 40 destinations, Rotterdam The Hague Airport has regular flight connections to many major European cities with national and low-cost carriers.

Amsterdam Schiphol Airport

Amsterdam Schiphol Airport is the most user friendly airport in the world and the 5th largest in Europe. Travel times between the airport and the city are excellent: twenty five minutes by public transport (direct train) to Rotterdam Central Station. It has already repeatedly earned the accolade of being the world’s favorite airport. Amsterdam Schiphol Airport is a major international hub and the gateway to Europe. We’ve put together an [instruction video](#) demonstrating the ease of travelling from Amsterdam Schiphol Airport to Rotterdam Central Station.

Hotels

We have selected a number of [hotels](#).

A blue-tinted photograph of a pharmaceutical manufacturing machine. The machine features a long row of injection heads, each with a red wire connected to it. The heads are positioned above a conveyor belt where small glass vials are being processed. The background is slightly blurred, showing more of the industrial environment.

General terms & conditions

GENERAL TERMS & CONDITIONS (1/2)

Terms & Conditions

The following terms and conditions apply to all sponsorship and exhibition stand packages: The conference organizer will take the utmost care to fulfil all listed benefits. All marketing material and artwork must be provided by the sponsor at the sponsor's own expense. The sponsor is responsible for any display banners supplied and erected at the conference and must coordinate with the conference secretariat prior to the event. Sponsors are responsible for the security of their own equipment and materials whilst at the conference. Exhibition Stand numbers will be allocated from the floor plan on a first come, first served basis. The organizer reserves the right at their total discretion to decline any application.

Terms of payment

25% upon receipt of the agreement and first invoice

75% on 1 February 2020

Sponsoring will be confirmed in writing between IFAMA 2020 Conference Secretariat and the sponsoring organization using the standard IFAMA 2020 contract text or the sponsor's text. An invoice with payment details will be sent with the confirmation letter.

All payments must be received before the start date of the IFAMA 2020 conference. Should the Supporter fail to complete payments prior to the commencement of the IFAMA 2020 conference, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

Reservations made less than 3 months before the conference will be subject to 100% payment upon reservation. Payment will be expected within 30 days of invoice date. All amounts mentioned in this document are exclusive of VAT. VAT will be invoiced according to applicable tax legislation.

Payment Methods

After receipt of the sponsorship you will receive an invoice, payable within 30 days after receipt. If the invoice has not been fully paid before the conference, you will not have access to the conference.

GENERAL TERMS & CONDITIONS (2/2)

Cancellation/Modification Policy

Cancellation/modification of items must be made via email to the IFAMA 2020 secretariat: ifama2020@congressbydesign.com.

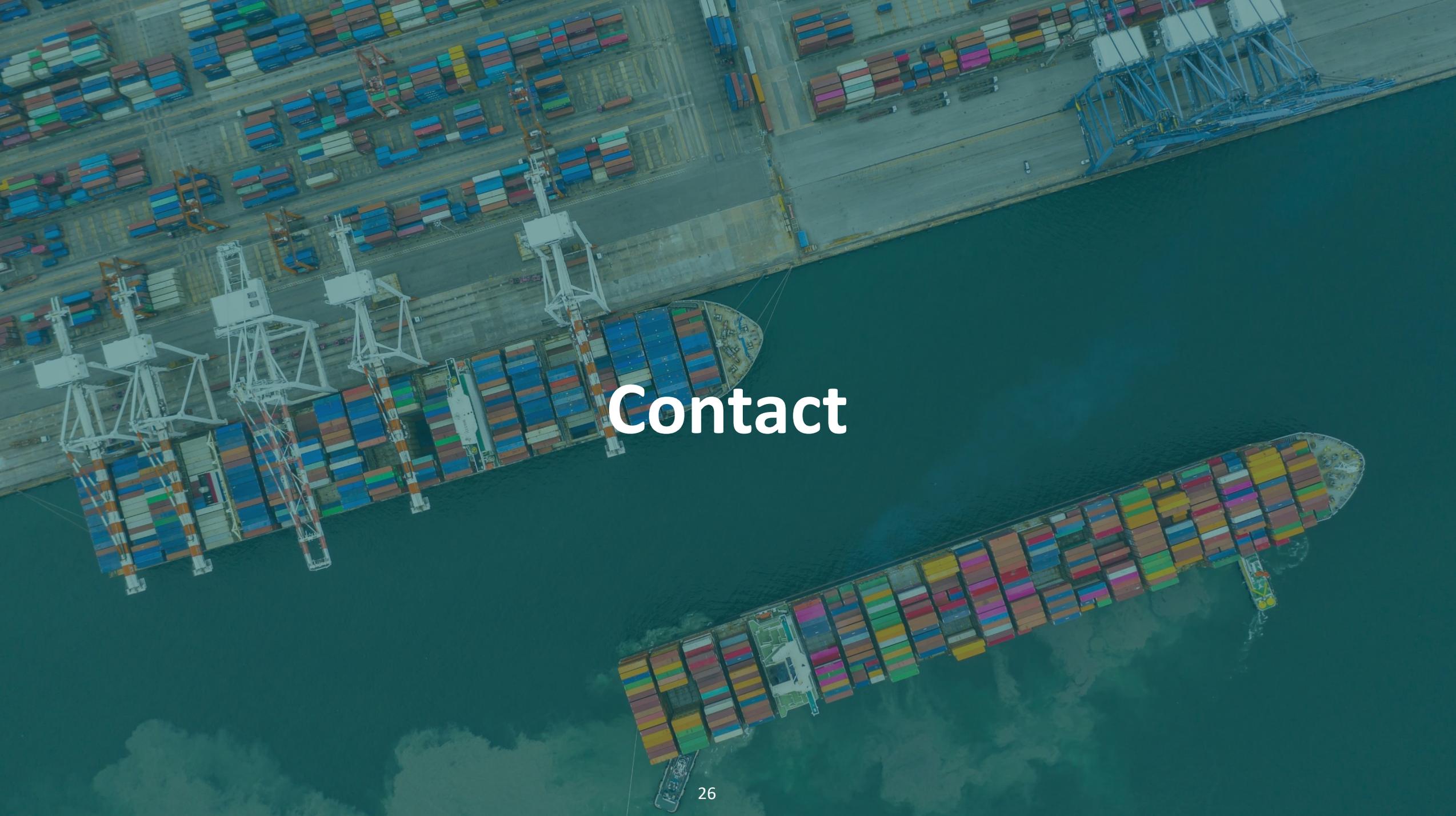
In case of cancellation of the sponsorship agreement by the sponsor a cancellation fee of 25% of the agreed sponsorship contribution applies if the cancellation is received before or on 1 February 2020.

After 1 February 2020 a cancellation fee of 100% of the agreed contribution will apply.

Any refunds of deposits paid will be made after the conference but no later than 30 August 2020. The company will not be entitled to any interest that the organizer may have derived from deposits made by the company. All bank charges, including senders and receiver's charges, resulting from a refund related to cancellation of a sponsorship/ exhibition items will be passed on to the sponsor/exhibitor.

Liability

The organizer accepts no liability for any damage if the sponsored event is not performed due to any obstacle or hindrance outside the control of the organizer, which could not reasonably have been foreseen upon signing this contract and which the organizer could not have avoided at a reasonable effort of costs. Such obstacles and hindrances include, but are not limited, to the outbreak of war, civil riots, governmental or other obstacles for the freedom of travel, union actions, natural disasters, fire, flooding and any other circumstance that fall within the meaning of the above. Eventual conflicts will fall under Dutch law.



Contact

CONTACT

We encourage you to contact the Sponsorship Coordinator to discuss the best sponsorship package to meet your budget and needs. If you have specific requirements or desired outcomes linked to your sponsorship, we would be happy to tailor make a package to suit your organization. To book a sponsorship package, you are invited to contact the IFAMA 2020 Conference Management by phone or email. It is advisable to start the booking process as soon as possible. Many sponsor benefits are limited in supply. For further details on the available opportunities please contact:

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