



## ***Agricultural Business Chamber Landboubesigheidskamer***



24 May 2012

### **The ABC becomes Institutional Member of IFAMA**

ABC has become an institutional member and strategic partner of the International Food and Agribusiness Management Association (IFAMA).

IFAMA was formed in 1990 to stimulate strategic thinking across the full spectrum of the food chain, but today, it serves as an effective worldwide networking organisation in the food and agribusiness sector. It is known to bring together top executives, academics, policy makers, students and stakeholders to network and stimulate strategic thinking across the global food, fibre, fuel, floral and forestry systems.

ABC has been involved with IFAMA for a number of years, but recently become an official institutional member. ABC has been very effective in linking its well-established network amongst agribusinesses with government and policy makers. Now a renewed emphasis was placed in also linking up with academia and students. IFAMA became a strategic partner in one of the pivotal projects in realising it: Agbiz / IFAMA Student Case Competition, to be hosted at the ABC's Agbiz Congress in June 2012.

16 Outstanding students from universities across the country are sponsored by various agribusinesses to benefit from attending the congress and be exposed to the very dynamic network of agribusiness executives. The ABC is also providing each of these 16 students a student membership with IFAMA. Thereby these student are getting an opportunity to utilise an international network, which, if they utilise it sufficiently, can open up many doors for them in their future.

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#### **More information:**

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