International Food and Agribusiness Management Association

19th Annual World Forum and Symposium

Global Challenges Local Solutions

Budapest, Hungary
June 20 - 23, 2009
Most food-product supply chains cross regional borders and countries before reaching their final destination—the consumer. Global stakeholders contribute to every aspect of the agri-food chain through production, processing, transportation, distribution, marketing, sales and services. Although the playing field is global, many factors contribute to how business is conducted locally. These factors include differences in consumer behavior and perceptions; differences in the social climate and business practices; differences in public policy and regulations, innovation power, labor forces, skill competencies and agricultural conditions.

To fully participate in a global marketplace, local economies must find their own solutions to solving many larger global agri-system issues. But do these solutions always provide the best long-term strategies? What can be done to optimize solutions, both locally and globally? How can stakeholders in the global marketplace learn from each other?

A tense and very sensitive transition is underway in Central Europe as this region moves from a closed to an open market system while integrating into the European Union. Hungary, Czech Republic, Poland and Slovak Republic, the so-called Visegrad-4 countries (V-4), are important participants in the global agri-food market and seek to share solutions while strengthening their competitive global position. This conference intends to provide regional solutions to global food system challenges while generating a dynamic and open exchange of strategies and working solutions from industry management, policymakers and food system experts from around the world.

Planned conference sessions include:

- Global challenges, local solutions: trends in food and agribusiness
- How the Visegrad-4 countries are responding to global challenges
- Impact of retail sector on the value chain
- Regional products in the global arena; connecting people with the origin of food
- How governmental policies and strategies affect the agri-food sector
- Food products for health and well being: global and local developments
- Tension between the 4F: Food – Fibre – Fuel – Feed
- Strategies on regional solutions for global challenges

Budapest, which accommodates 40 million tourists per year offers the ideal setting to host this IAMA conference. Cultural tours will feature a rich variety of opportunities, including:

- Sightseeing in Budapest, Szentendre, Visegrád, Esztergom along the Danube
- Post conference tours through the wine regions Eger and Tokaj
- Join the Puszta excursion to Hortobágy, visiting Debrecen and Hajduszoboszló
- Visit the Hungarian Memorial Monument in Pusztaszer and Szeged
- See Balaton Lake including Hévíz and the wine region Badacsony and play golf

For more information: www.ifama.org