



**30th WORLD
CONFERENCE
2020** 

ROTTERDAM | THE NETHERLANDS | JUNE 15-18, 2020



HELP TACKLE THE TOUGHEST AGRIFOOD CHALLENGES

BY PARTICIPATING IN THE IFAMA 2020 STUDENT CASE COMPETITION

The global agrifood industry is facing complex challenges. Climate change, poverty, urbanization and an increasing demand for healthier and more sustainable food production and consumption are all challenges demanding agrifood businesses to adjust their daily operations. Demanding them to take the roads less traveled and explore new practices, methods and technologies in order to make the transition to a sustainable, future proof business model. As of right now, the agrifood industry is unable to produce enough safe, healthy food for a growing world population. Academics, businesses and local governments all need to play their part in finding solutions to tackle these challenges, and they really need your help!

**BE AT THE
FRONTLINE OF
CHANGE!**

www.ifama2020.org



UNLEASH YOUR TALENT, SHOW YOUR TRUE POTENTIAL AND BE PART OF THE SOLUTION!

The IFAMA2020 Student Case Competition provides undergraduate and graduate students from all over the world with the unique opportunity to compete and showcase their knowledge to key players in the international agrifood business community during the IFAMA2020 conference. Help tackle the toughest agrifood challenges and play your part in producing Food for the Future! With Rotterdam as your stage, the case competition gives you a great opportunity to:

- **learn** by solving a real-life business case
- **network** with professionals, industry leaders, academics and other students in the agrifood industry community
- **get inspired** by attending the 30th IFAMA conference at the most innovative food hub in the Netherlands and home of the biggest port in Europe

WHAT TO EXPECT...

The IFAMA2020 Student Case Competition is a 3-day case competition as part of the IFAMA2020 conference in Rotterdam, during which the participating teams of 4-5 students will work on solving a real-life business case and present their solution to a jury. The best groups will be asked to give a killer pitch during the final day to seal the deal. However, there's one (slight) catch: you will only get to know your business case a matter of minutes before the competition begins!

The case competition consists of four levels: young professionals, graduates, undergraduates and a mix of all three. Per level, the top three teams all win cash prizes.

Be at the frontline of change, bring your radical ideas to the table and pitch your innovative solutions for the toughest agrifood challenges of tomorrow!

TIMELINE

1 DECEMBER 2019 – TEAM REGISTRATION OPENS

Closes 16 March 2020

14 JUNE 2020 – REGISTRATION & PRELIMINARY ROUND

Problem solving of business case
InHolland University
Rotterdam

15 JUNE – SECOND PRELIMINARY ROUND

Teams of each level present their solutions to a panel of judges, after which the best ideas per level are selected for the finals

De Doelen, Rotterdam

16 JUNE – FINALS

Selected teams take to the The Doelen's stage for their final pitch (undergraduates and mixed teams) or debate (graduates and young professionals) which will determine the winning teams
De Doelen, Rotterdam