ROTTERDAM WELCOMES YOU TO IFAMA 2020 PROSPECTUS
IFAMA 2020 is supported by:

- Provincie Zuid Holland
- Groenten Fruut Huis
- Gf Groothandelsfonds
- Global G.A.P.
- Accez
- Foodlog
- Het Portaal
- Rotterdam Partners
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WWW(IFAMA2020.ORG)
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.
Food for the Future:
Towards a Circular AgriFoodNetwork
Towards a circular AgriFoodNetwork

How do we transform the AgriFood business towards a circular economy to produce enough healthy and safe food for the future? How will future business models need to change? And how do we govern the future food system? These are challenges far bigger and more complex than any individual company or government can tackle.

In the heart of Rotterdam, the IFAMA 2020 conference brings together the brightest scholars, the most audacious entrepreneurs and the most visionary minds to create the ultimate international platform for developing tomorrow’s sustainable AgriFood business. We do not pretend to know every solution, but as the Netherlands we do want to lead the transition towards a circular economy.

The aim of the conference is to explore how a circular business can address global challenges, and to encourage new forms of interaction and cooperation in a ‘Circular AgriFoodNetwork’ at the national, regional and local level. In the Netherlands, we refer to this multi-level and multi-stakeholder approach as the Triple Helix. Based on this Dutch approach, we encourage collaboration between governments, (food)businesses and academics to facilitate concerted action by developing new business models and circular solutions.
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](http://www.ifama.org).

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](http://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, independent director Mcleod Russel, boardmember 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 in the world that succeeds in keeping the conversation going while depolarizing points of view.
Focus of the conference
FOOD FOR THE FUTURE
Towards a Circular AgriFoodNetwork

During the conference, four themes will be addressed – all answering how combined efforts of academics, entrepreneurs, societal game changers and government officials will support the transition towards a Circular AgriFoodNetwork for producing ‘Food for the Future’:

1. AgriFood clusters.
2. Global distribution networks and logistic hubs.
3. Resilience of (emerging) food markets and digital transformation.
4. Smarter choices for better health and sustainability.

The values of IFAMA 2020:

- Embrace purpose
- Connect values
- Accelerate innovation
- Unleash talent
IFAMA 2020 TRIPLE HELIX APPROACH

IFAMA 2020 aims to bring together the brightest scholars, the most audacious entrepreneurs and the most visionary minds to create the ultimate international platform for developing tomorrow’s sustainable AgriFood business.

AGRIFOOD CLUSTERS

GLOBAL DISTRIBUTION NETWORKS & LOGISTIC HUBS

RESILIENCE OF (EMERGING) FOOD MARKETS & DIGITAL TRANSFORMATION

SMARTER CHOICES FOR BETTER HEALTH & SUSTAINABILITY
### 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.

### Resilience of (Emerging) Food Markets & Digital Transformation

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
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<th>Day</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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<td><strong>Academic theme</strong></td>
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<td>AGRIFOOD CLUSTERS</td>
<td>GLOBAL DISTRIBUTION NETWORKS &amp; LOGISTICS HUBS</td>
<td>RESILIENCE OF (EMERGING) FOOD MARKETS &amp; DIGITAL TRANSFORMATION</td>
<td>SMARTER CHOICES FOR BETTER HEALTH &amp; SUSTAINABILITY</td>
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<td></td>
<td>How can the collaboration of science, businesses and government fulfill societal demands for today and tomorrow, both for the regional as well as the international market?</td>
<td>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?</td>
<td>How can new practices, methods and technologies help to build robust and inclusive food systems that are resilient to global sustainability challenges?</td>
<td>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</td>
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<td><strong>Special theme</strong></td>
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<td>Triple helix</td>
<td>World of horticulture</td>
<td>World of dairy</td>
<td>World of arable farming</td>
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<td>World of meat</td>
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<td><strong>Other Activities (tbd)</strong></td>
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<td>• Official Opening Program</td>
<td>• IFAMA Fellows breakfast</td>
<td>• IFAMA Young Board program</td>
<td>• Official Closing Program:</td>
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<td>• Welcome reception</td>
<td>• Final SCC</td>
<td>• MBO (secondary vocational education) student program</td>
<td>• Great minds and decision makers interact in a plenary discussion:</td>
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<td>• Student case competition</td>
<td>• Poster tour session</td>
<td>• Poster tour session</td>
<td>how to realise change and transition in the pace required?</td>
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<td>• Students &amp; industry reception</td>
<td>• Food Experience (site-visit)</td>
<td>What are the conditions? How to meet them?</td>
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<td>• Student &amp; YP special program</td>
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<td>• Official Conference Dinner</td>
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<td>• IFAMA Awards Program</td>
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Partner opportunities
WHY BE A PARTNER?

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.
<table>
<thead>
<tr>
<th>Type</th>
<th>Main partner</th>
<th>Partner package</th>
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<tr>
<td><strong>Amount</strong></td>
<td>2</td>
<td>32</td>
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| **Focus**  | - 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  
- 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** | - 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  
- 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  |
<table>
<thead>
<tr>
<th>Type</th>
<th>Case competition</th>
<th>Other sponsors</th>
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<td>Focus</td>
<td>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 16th of June during the plenary closing of the day.</td>
<td>• Visibility before, during or after the event</td>
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| Specifics| • 30 to 40 teams of 5 students will work on your case  
• Duration 3 days | • 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.
General terms & conditions
Terms & Conditions
The following terms and conditions apply to all sponsorship and exhibition stand packages: The conference organizer will take the utmost care to fulfill 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.
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
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:

**City of Rotterdam**  
**Rotterdam Food Cluster**  
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Mobile: 00 31 (0)610083561  
business@ifama2020.org

**Leiden-Delft-Erasmus (LDE)**  
**Centre for Sustainability**  
Coen Hubers  
Greenport Hub Coordinator  
Mobile: 00 31 (0)643182217  
business@ifama2020.org

**IFAMA 2020 Conference Secretariat**  
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The Netherlands  
E-mail: ifama2020@congressbydesign.com  
Website: [https://ifama2020.org/](https://ifama2020.org/)