

# BUILDING COMPETENCE

in the Changing International Market  
Landscape for the Food Industry

Tuesday June 20th | 10am - 3pm  
UCD O'Brien Centre for Science

Hosted by UCD School of Agriculture and Food Science

Erasmus+ | UCD Michael Smurfit School of Business



Erasmus+

**REGISTER YOUR INTEREST**

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by 14th June 2017

# BUILDING COMPETENCE

## in the Changing International Market Landscape for the Food Industry

### PROGRAMME

10:00 – 10:30	<b>Registration</b> <b>POSTER DISPLAY CHALLENGES AND OPPORTUNITIES FOR THE FOOD INDUSTRY</b> Facilitator: Martin Minchin Smurfit Food Business Strategy Class, UCD Food Industry Network	
10:30 – 10:35	<b>WELCOME</b>	
10:35 – 10:45	<b>OVERVIEW OF ERASMUS PLUS PROJECT: MOBILIZING AGRO-FOOD EXPERTISE</b> Prof. Carlo Russo University of Cassino and Southern Lazio, Italy	
10:45 – 12:30	<b>LEVERAGING COMPETITIVE ADVANTAGE IN AGRI-FOOD</b>  Facilitator: Eoin Lowry Agribusiness Editor, Irish Farmers Journal	<ul style="list-style-type: none"><li>» Ms Anne Randles Director and Company Secretary, Ornua Co-operative Ltd</li><li>» Mr Andrew Mullins Sustainability Development Manager, Bord Bia</li><li>» Mr Brian Eivers Sales Director, The Nestbox Egg Co. Ltd</li><li>» Prof. Patrick Wall Professor of Public Health, UCD</li></ul>
12:30 – 13:00	<b>LUNCH</b>	
13:00 – 13:45	<b>UNDERSTANDING THE INTERNATIONAL MARKETS AND CONSUMERS</b>	<b>THE CHANGING NATURE OF THE U.S. FOOD CONSUMERS</b> Prof. Michael Boland Director of the Food Industry Center, University of Minnesota, USA
13:45 – 14:00		<b>COFFEE BREAK</b>
14:00 – 15:00		<b>CHINA (AND AFRICA) MARKETS</b> <ul style="list-style-type: none"><li>» Dr Chenguang Li UCD School of Agriculture and Food Science</li><li>» Ms Jiangyuan Fu UCD Sutherland School of Law</li><li>» Mr Rory McDonnell Head of International Consumer and Cultural Insight, Bord Bia</li></ul>

#### PARTNERS OF THE ERASMUS+ STRATEGIC PARTNERSHIP



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