

iCRA
Course!

ooiCra
building trust

'Making Agribusiness Work'

Building agribusiness relations for sustainable profit

Learn to build
impactful
agribusiness
relations
for
sustainable
profit

This hands-on course allows you to negotiate better deals and build trust that leads to sustainable business relationships.

As a professional in business support service, you want to contribute to local entrepreneurial development and food security. By offering professional capacity support, coaching and assisting in accessing startup capital you try to help small-scale producers and processors move towards farming as a business.

iCRA experienced that many business support services (BSS) find it hard to attract new clients and projects. They need to invest a lot of time in search for new funding rather than in supporting small-scale producers and processors and doing the work they love and do best. But, it does not have to be like this!

Successful business support services not only assure that smallholder farmers and agri-entrepreneurs make substantial and sustainable profit, they also assist them in doing it more efficiently. Donors, business and governmental organizations line up to work with such successful service providers. Don't you want to be a highly valued professional, earning a decent living and being able to pick the most exciting projects?





Date and venue

*9 May – 23 July 2022

13 – 17 June

Face-to-Face group training

*24 Jan – 1 April 2022

20 – 26 Feb

Face-to-Face group training

incl. online learning (part-time) with collective sessions, assignments, coaching and individual feed-back

Course costs

Tuition fee (January 2022): **4479 euros**

Tuition fee (May 2022): **4797 euros**

Scholarships available

Look out for updates at:

www.icra.global/scholarship-information

What you will learn

The course will provide you with concrete skills that you may immediately apply in your work:

- You will learn how to build trust to establish sustainable business relationships among farmers, agri-entrepreneurs, lenders, and input and service providers.
- You will improve your negotiation skills and this will make you more confident in drafting contracts, which pave the way for better business deals.
- You will get practical tips on how to secure a stable flow of income for your support services.

"What really helped me is the importance of focusing on interests rather than positions in negotiations or conflicts resolutions."

- Saheed Adam, Alumnus 2017

What kind of course is this?

The course 'Making Agribusiness Work' is a two month online course. You will spend 6 - 8 hours a week during the period of the course.

Part of the course work you can plan and pace according to your own convenience. Course assignments you can do in your own every day working environment and get personal coaching and feed-back on it.

This course is for professionals who provide business support services to producers, processors and other affiliated enterprises and also professionals working for rural advisory services and knowledge institutes.

iCRA courses make Education, Innovation and Agribusiness work for stronger agriculture value chains. With 35 years of experience as a course provider, iCRA helps you to develop the knowledge, skills and attitudes necessary to work across disciplinary and organisational boundaries, engage public and private sectors and improve livelihoods along the value chain.

More information about this and other iCRA courses on www.icra.global/courses