

# Making Agribusiness Work

Building trust in agribusiness relationships for sustainable growth

## Imagine...

You are an agribusiness advisor. You have a meeting with a farmer organisation that you have been supporting for a long time and that is specialised in the production of soybeans. You have heard that the major processing company in the region is expanding its market for soya products and so is in high demand of raw material. As their agribusiness advisor, how would you deal with this type of opportunity?

**Do you work in the agribusiness sector? Can you relate to this situation? Then you are very welcome to join this blended learning program 'Making Agribusiness Work'.**

Live sessions, practical assignments, individual mentorship and personal feedback from iCRA trainers will enable you to:

- Establish and reinforce sustainable business relationships among farmers, agri-entrepreneurs, input and service providers by building trust and pursuing common interests
- Create market value in the supply chain you operate in
- Use and improve your negotiation skills for better contracts and business deals
- Secure a stable flow of income for your support services
- Manage group dynamics, prevent or resolve possible conflicts among stakeholders

## Course Details:

- Blended, several month-long, part-time course
- 3-4 week blocks of online learning alternated with self-paced weeks
- 1-week face-to-face module involving field visits, networking, workshops and more!
- Scholarships are available!
- Le cours est également disponible en français!



"Very practical and necessary for innovation strategies in agribusiness enterprises"



Find out more and apply now!

<https://www.icra.global/courses/making-agribusiness-work/>

