



New Zealand
Apples & Pears®

Massey
Business
School

Executive International Horticultural Immersion Programme

► What is EXEC IHIP?

The Executive International Horticultural Immersion Program (Exec IHIP) is a unique professional development program that provides exceptional executives with a comparative experiential immersion exploring key horticultural value chains into selected international markets and their associated innovation, capacity building, and policy systems.

► 14 days:



26th -31st
January



1st - 5th
February



6th - 8th
February

Why Should I Apply?

Immersion

Immerse yourself following the whole international horticultural value chain from New Zealand production to international markets and consumers. You will be challenged to compare and contrast different international markets, consumer segments, retail innovations, value chain and regulatory responses.

Networking

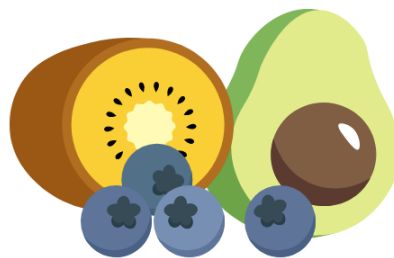
Be part of a group of interdisciplinary, future influencers from across industry, government, and research who have strong leadership potential to individually and collectively drive innovation, capacity building, and transformational change across the entire horticultural sector.

Exposure

Explore European models of collaborative industry innovation and capability development that could challenge, support, and validate the current transformational changes occurring within the NZ horticultural eco system. You will analyse and debate leading innovative practice, disruptions, issues, and wicked problems confronting the global horticultural industry within a supportive, challenging environment of your peers many of whom will be your collaborators in the future.

Itinerary Highlights

Flanders Investment and Trade
House of Food, Western Flanders
EU Parliament and Commission
ENZA @ Antwerp Port
REO Veiling
BelOrta
FreshFel



World Horti Center
Wageningen University & Research
Signify/Phillips Design
Rotterdam Food Cluster
New Zealand Embassy
Fruit Logistica
Flanders Foods
Zespri Europe
Rabobank
KeyGene
InAgro
Priva
Ahold

Application

Please forward an expression of interest including:

- your CV
 - a statement of support from your employer
- to Erin Simpson - Capability Manager for NZ Apples and Pears
erin@applesandpears.nz by December 20th, 2019.

Participants will be asked to contribute \$2000 and pay for their own flights and a single hotel supplement if requested. All other costs are generously covered by AgMARDT. Further information or queries can be addressed to Erin Simpson or Hamish Gow (h.r.gow@massey.ac.nz).