

TITTLE:**Economics of Agrifood Systems in Argentina****GENERAL OBJETIVES:**

Develop skills to be able to understand the context of agrifood systems and business logic in Argentina.

DESCRIPTION:

We are currently identifying the particularities of a changing and globalized context in which lies the world of business. This scenario forces the organizations/systems to cope with new challenges. In the context of such complex and changing economic, political and social transformations, questions arise related to the possibilities of growth and development of commercial activities of any system. This course will provide a glimpse on what are the key concerns and debates in Argentina on agrifood systems in relation to the context they face.

DURATION:

45 hours for four weeks.

CONTENTS PER UNIT:**Introduction (2.5 hours)**

Content of the course
Introduction to agrifood systems
Concept of competitiveness
Strategic planning and competitive agrifood systems

Unit 1 - International agrifood scenario from an Argentina perspective (8 hours)

The international strategic planning as a source of enterprises and agroindustrial chains. The international scenario and major influential factors. Recent developments and prospects. The change of international scenario and its implications for the competitiveness of Argentina. Quantitative and qualitative aspects. Major opportunities and challenges.

Unit 2 - Internal Scenario (8 hours)

The internal scenario and its importance in the growth agenda and the creation of competitiveness. Microeconomic factors (firms, networks, chains). MESO factors (organizations and social capital). Macroeconomic factors: public policies and its implications for competitiveness.

Unit 3 - (10 hours)

Economics of agrifood companies. Some examples of businesses developed in Argentina. The potential for primary production systems and adding value. Characteristics of minimally processed business in Argentina. Experiences of market analysis.

Unit 4 - (7.5 hours)

Technology strategies and innovation in Argentina. Biotechnology as a hub for the construction of competitive agrifood systems. Recent advances in biotechnology in Argentina. Scheme of regulation of transgenic events in Argentina.

DIRECTOR:

Gustavo Mozeris, *Eng. Agr. (UBA), Master Candidate of Agribusiness (UBA)*

ACADEMIC STAFF

Gustavo Mozeris, *Eng. Agr. (UBA), Master Candidate of Agribusiness (UBA)*

Alejandro Bottini, *Eng. Agr. (UBA)*

Marcelo Regúnaga, *Eng. Agr. (UBA), MA Scientiae in Agrarian Economy (UBA-UNLP)*

Juan Ignacio Pina, *Eng. Agr. (UBA), BA in Agrifood Management (UBA), MA in Food Science (U. di Perugia)*

Class	Date	Duration	Topic	Professor
1	01-jul	2,5 hs	Introduction - Content of the course. Introduction to agrifood systems. Concept of competitiveness. Strategic planning and competitive agrifood systems.	Gustavo Mozeris
2	02-jul	2,5 hs	U1 – The international strategic planning as a source of enterprises and agroindustrial chains.	Marcelo Regúnaga
3	03-jul	2,5 hs	U1 – The international scenario and major influential factors. Recent developments and prospects.	Marcelo Regúnaga
4	04-jul	2,5 hs	U1 – The change of international scenario and its implications for the competitiveness of Argentina.	Marcelo Regúnaga
5	05-jul	2,5 hs	U1 - Quantitative and qualitative aspects. Major opportunities and challenges.	Marcelo Regúnaga
6	8-jul	2,5 hs	U2 – The internal scenario and its importance in the growth agenda and the creation of competitiveness.	Marcelo Regúnaga
7	10-jul	2,5 hs	U2 - Microeconomic factors (firms, networks, chains). MESO factors (organizations and social capital).	Marcelo Regúnaga
8	11-jul	5 hs	U2 - Visit to Mercado Central (Central Livestock Market of Buenos Aires)	Marcelo Regúnaga
9	12-jul	2,5 hs	U2 - Macroeconomic factors: public policies and its implications for competitiveness.	Marcelo Regúnaga
10	15-jul	2,5 hs	U3 - Economics of agrifood companies. Some examples of businesses developed in Argentina.	Alejandro Bottini
11	16-jul	2,5 hs	U3 – The potential for primary production systems and adding value.	Alejandro Bottini
12	17-jul	2,5 hs	U3 - Characteristics of minimally processed business in Argentina.	Alejandro Bottini
13	18-jul	2,5 hs	U3 - Experiences of market analysis.	Alejandro Bottini
14	19-jul	2,5 hs	U4 - Technology strategies and innovation in Argentina. Biotechnology as a hub for the construction of competitive agrifood systems.	Juan Ignacio Pina
15	22-jul	5 hs	U4 - Visit to Bolsa de Cereales (Cereal Stock Market of Buenos Aires)	Juan Ignacio Pina
16	23-jul	2,5 hs	U4 - Recent advances in biotechnology in Argentina. Scheme of regulation of transgenic events in Argentina.	Juan Ignacio Pina

Gustavo Mozeris

Date of Birth: February 25th, 1964
T.E.: 011 155 509 1591
e-mail: gusmoz@agro.uba.ar
Professor at UBA Number: 14337

WORK EXPERIENCE

(2006-2010) Coordinator PEL2020 (Strategic Plan for Chain Milk Argentina 2020)

The position of Coordinator involved animation activities for the development Council the PEL2020, assistance in negotiations between Production and Industry of the key issues, obtaining financing for POA development, development of the annual plan of activities, council spokesman to the media. Methodological development work in the Building Social Capital in the dairy chain in Argentina.

Total managed: \$ 650,000

2010 - Director MolArg Project (International cooperation between the Region of Molise Italy and Argentina) for the training of Italian residents in Argentina at the School of Agriculture of the University of Buenos Aires.

The post of Director involved not only the project but also formulated and obtained funding from the Ministero del Lavoro e delle Politiche Sociale in Italy for development. Management activities were: budget execution, negotiation FAUBA budget, content and teaching schedule, recruitment of the entire staff and responsible to the Dean of the FAUBA of project activities, institutional link with the FAI (Formazione ed alla Assistenza imprese) and CCIBaires (Italian Chamber of Commerce in Argentina).

Project Amount: \$ 2,279,000

(2010) Technical Coordinator of Block 4 "Declarations required" in Congress CREA 2010 National

The technical coordinator role involved working directly with the leaders of CREA (Luis Grether and Marcelo Angriman) for the design and implementation of the 4th block. National Congress according to the objectives proposed by the movement CREA. The coordination contemplated technical design, implementation, conducting meetings and workshops prior to IDEA and ACDE.

(2010) President of the Agribusiness and Food Foundation

The President role indicates the work experience in nonprofit organizations where financial management and planning activities are critical for development of an organization like this.

Amount of annual budget (2010): \$ 550,000

(2009) Liaison Inter-American Development Bank in the Draft Competitiveness of Norte Grande.

The position of Liaison Officer involved the management of implementation processes IDB financing for the development of Norte Grande Project, acting in the position of IDB interface Ministry of the Economy, evaluating and auditing the implementation of project in the 9 provinces of northern Argentina.

Total Project Amount: \$ 800,000,000

(2008) Methodological and Development Coordinator of Technical Proposal "Project Supply Chain Strategic Planning in San Juan".

It can be summarized that in 21 years of Specialized Experience:

- Strategic Planning in the Public Sector, Private and Third Sector, and Comprehensive Public Awareness
- Teaching and Graduate Degree.
- Formulation and Coordination of Investment Projects in the Agri-Business Sector.
- Planification of the Agrifood Chain.
- Communication and Group Dynamic.

ACADEMIC BACKGROUND

University Level: Agricultural Engineer graduated from the School of Agriculture University of Buenos Aires (year of graduation 1990) (Minor Agricultural production)

Postgraduate Level: II Ibero-American Course specialization Administrators Project of Science and Technology. Grant from the Organization of American OEI Latin Americans.

Postgraduate Level: Master of Science in Agribusiness and Food, School of Agriculture of the University of Buenos Aires - Program Agribusiness and Food.

Languages: English Language done at the Association of English Culture of Buenos Aires.

TEACHING POSITIONS

Undergraduate level

Professor of the Department of Food and Agricultural Systems of the School of Agriculture University of Buenos Aires since 1988 and today.

Duties: Teaching and research

Development of a methodology for the Diagnosis and Strategic Planning Agrifood Chains

Application of the methodology of Group Dynamics as processing tool teaching - learning.

Head of the Chair Professor of Practice of the Faculty of Agricultural Sciences Agricultural University of Belgrano. (Topic of Facilities Planning

Agricultural) From 1995 to 2001.

Head of Agriculture Practices of the Faculty of Agricultural Sciences
University of Belgrano Regional Headquarters Bragado. (Thematic Planning
Agricultural establishments) From 1999 to 2001.

Chair Professor of Professional Practice I, Faculty of Agricultural Sciences
Belgrano University Bachelor in Management and Administration
Agribusiness. (Topic Agribusiness Business Planning) since 2005 and present.

Postgraduate level

Professor of Management and Planning Business
Master of Food and Agribusiness, School of Agriculture University of Buenos
Aires. (2000 to 2003)

Professor of Strategic Management and Planning Business
Senior Management Course in Food and Agribusiness, Faculty of Agronomy
University of Buenos Aires (2000 to 2003).

Professor of Strategic Management and Planning Business
Course of specialization in Agribusiness and Food Sciences Faculty
of Agriculture, University of Entre Ríos (UNER).(2000 to 2003)

Professor of Strategic Management and Planning Business
Specialization Course in Agribusiness and Food Community College
Mar del Plata (2000 to 2003).

Professor of Strategic Management and Planning Business
of the Master of Agribusiness and Food of the Blas Pascal University of Cordoba
(2002 to 2003).

Professor of "Strategic Planning for Agribusiness Enterprises" of
Graduate School of Agribusiness Senior Management Foundation
Tucumán. San Miguel de Tucuman, year 2005.

Visiting Professor in Agribusiness Executive Program of the UCEMA "Strategies
Agribusiness ", August 2005.

Visiting Professor Course "The Business of Wine". Conducted jointly.
University of San Andres, Argentine Wines. Entrepreneur Training Program
September 2005.

Visiting Professor of the Master of Agribusiness and Food and courses
specialization of the Universidad Austral - IADE Area Agribusiness. From 2008
to present.

Jury Competitions

Contest Jury Dow AgroSciences 2002. Human Resources Development in the agricultural sector.

Contest Jury Dow AgroSciences 2003. Human Resources Development in the agricultural sector.

Jury competition for the position of Teaching Assistant of the Subject Marketing I. Business Administration and Agribusiness Management, Faculty of Agricultural Sciences, University of Belgrano.