

Contents

- 01: AgriMBA starts at TUM
- 02: AgriMBA & HE Maia Sandu
- 03: e-platform training in Mad
- 04: Study trip to Brussels
- 05: e-AgriMBA at 2023 EAAE

AgriMBA starts at TUM

Kick-off MBA programme in September 2023

The first class of the MBA started at the Technical University of Moldova (TUM) in September 2023. The new cohort consists of 27 students coming from private agriculture sector, public administration, education and agribusiness enterprises. Official opening of the MBA programme took place September 23rd, 2023 in the presence of the TUM Rector Viorel Bostan, the Moldovan Minister of Agriculture and Food Industry Vladimir Bolea and the TUM academic staff.

Success is not solely measured by grades but by the growth You achieve and the positive impact You make on Your own Country. Congratulations on the inauguration of the 1st Agri MBA program in Moldova - prof. Agata Malak-Rawlikowska, Project Leader



Class of 2023. Photo: eagrumba.sggw.pl.

AgriMBA & HE Maia Sandu

e-AgriMBA presented to HE Maia Sandu, President of the Republic of Moldova during her visit at Wageningen University in the Netherlands

On 5 September 2023, Associate Professor Rico Ihle presented the achievements made by the e-AgriMBA project since its start in September 2022 to Her Excellency Maia Sandu, President of the Republic of Moldova. During this visit she stressed the aspiration of Moldova for becoming part of the EU family. Increasing the competitiveness of the Moldovan agribusiness sector in order to deliver economic opportunities to the rural population of Moldova and stimulate export earnings were pointed out as key aspects for reaching the integration goal. HE Sandu emphasized the importance of lifelong learning for achieving and maintaining excellently trained professionals for advancing the Moldovan agribusiness – which is e-AgriMBA's goal and ambition.



Photo: eagrumba.sggw.pl

e-platform training in Mad

e-AgriMBA platform training for lecturers and students in Mad, Hungary in October 2023

The Faculty of Economics of the University of Debrecen hosted a workshop for instructors of international agricultural economics trainings in Mad. The two-day event was attended by representatives of seven e-AgriMBA consortium countries in person and online. Krisztián Kovács and Ádám Péntek

presented the electronic platform developed as part of the project to 22 future AgriMBA instructors. The University of Debrecen together with the University of Zagreb are responsible for developing and testing a common and unified online e-learning system for the educational institutions of the whole AgriMBA network, the so-called AgriMBA Learning System. In addition to online lecturing, all training materials are shared via this online system including books, articles, and videos.



Photo: hirek.unideb.hu

The e-platform helps the international AgriMBA universities to jointly manage the courses they provide to the network, to jointly develop and share courses and teaching materials with each other, in the spirit of lifelong learning. The system is already in use for the running AgriMBA programmes including the new one at TUM Moldova.



Photo: utm.md

Brussels visit destinations were:

- General Directorate for Agriculture and Rural Development of the European Commission (DG Agri)
- Permanent Representation of Romania to the European Union.
- COPA-COGECA, representing the largest umbrella organizations for farmers and agricultural cooperatives in Europe, as well as the most influential agricultural lobby group in the EU.
- FOODDRINKSEUROPE, the voice of the food industry in the European Union.
- European Parliament, meeting with the Committee on Agriculture and Rural Development representative and the House of European History.

Study trip to Brussels

AgriMBA network students and staff visit EU institutions in Brussels, Belgium

Between November 27th and December 1st, 2023, a mixed group of AgriMBA students and staff of TUM in Moldova and SGGW in Poland made a study visit to Brussels - the famous European affairs capital. Participants had the opportunity to interact with representatives of European institutions, international organizations as well as representation of the Belgian agricultural industry.

The AgriMBA group also had the opportunity to visit agri-cooperatives such as Bel'Export, BelOrta and New Green, with a cumulative turnover of over 450 million euros annually. As part of the Belgian experience, they visited a family owned agricultural company-Forward Farm, which specializes e.g. in growing potatoes in rotation. It serves as a demonstration farm and research partner for Bayer CropScience.

The participants had a unique opportunity to familiarize with the legislative process at the European level and how farmers' best interests are taken into account in this complex process. The

legislative process involves several European institutions, which are consulted by civil society organizations, while multi-layered negotiations can extend the process by 2-3 years.

e-AgriMBA at 2023 EAAE

Organized session on "Digitalization of agribusiness education" at the 2023 Congress of European Association of Agricultural Economists in Rennes - organized by the e-AgriMBA project

This organized session was designed to showcase innovative practices in digitalization of agribusiness education from across Europe and various academic and non-academic stakeholders.

The session put a spotlight on inspiring practices in agribusiness management and rural development and provided a condensed overview of approaches and ideas to reduce the digital divide between urban and rural regions across the EU by promoting inclusiveness and green practices. The session was chaired by AgriMBA network scientists: Bruce Ahrendsen (University of Arkansas - USA) and Rico Ihle (Wageningen University - The Netherlands). Whereas the session discussants were Cornelis Gardebroek (Wageningen University – The Netherlands) and Wim Heijman (Czech University of Life Sciences – Czechia).

1st presentation: *How Vocational Education and Training can Drive the Green Transition in Agri-food* by Stelina Chatzichristou (Expert, European Center for the Development of Vocational Training - Cedefop). 2nd presentation: *Digitization of Higher Education: Realities and Perspectives in the EU Accession Candidate Moldova* by Andrei Bragarenco and Dinu Țurcanu (Technical University of Moldova). 3rd presentation: *Innovative Solutions and Methods in Professional Agribusiness Education in Europe - the Example of e-AgriMBA Learning System* by Agata Malak Rawlikowska - Warsaw University of Life Sciences (Poland) and co-authors from the e-AgriMBA project team: Katarzyna Kurek and Wim Heijman (CULS - Czechia), Krisztián Kovacs (UNIDEB - Hungary), Peter Bielik (SAUN - Slovakia), Josip Juračak (UNIZAG - Croatia), Aurelia Litvin (TUM - Moldova), Rico Ihle (WU - The Netherlands).

4th presentation: *Creative Learning for Boosting Bio-economy within HEIs' Curricula* by Nina Drejerska (Warsaw University of Life Sciences - Poland) and co-authors from the CL4BIO project Team: Pamela Burnard (United Kingdom), Mariantonietta Fiore (Italy), Demetris Vrontis (Cyprus), Valentina Chkoniya (Portugal), Wioleta Sobczak (Poland).

This special session concluded with a series of comments from the discussants - Cornelis Gardebroek and Wim Heijman. A discussion of panellists and the public followed up with a simulative exchange of experiences and perceptions on how to promote new ideas and initiatives in life-long learning in agribusiness. This organized session aimed to contribute to a broad discourse on achieving the EU's Digital Decade, the EU Digital Strategy as well as the goals of the European Education Area and the OECD's Innovation Strategy for Education and Training.



Photo: eagrimea.sggw.pl