



Food and Agriculture
Organization of the
United Nations



MASTER DEGREE IN INTERNATIONAL COMMUNICATIONS, MARKETING & MANAGEMENT FOR FRESH PRODUCE PROFESSIONALS

Charif Christian Carvajal – SHAFFE President and Representative of ASOEX Chile





Who is SHAFFE?

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“SHAFFE” is the Southern Hemisphere Association for Fresh Fruit Exporters, a trade entity composed of the leading trade associations from the region including:



12.2 million tons of fresh fruit exports



Export value of US\$17.6 billion



25% of the total global fresh fruit supply.

Source: TradeMap 2021

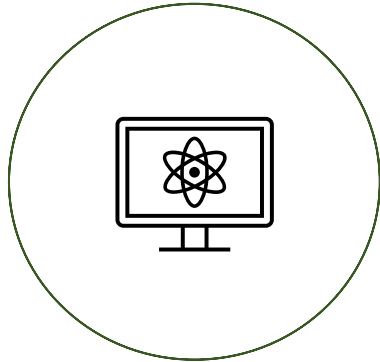


OBJECTIVES

Reasons to create
Masters program

Why we are creating a Master Program for Fresh Produce Professionals?

To equip our industry with tools to take better management decisions in an ever-uncertain environment



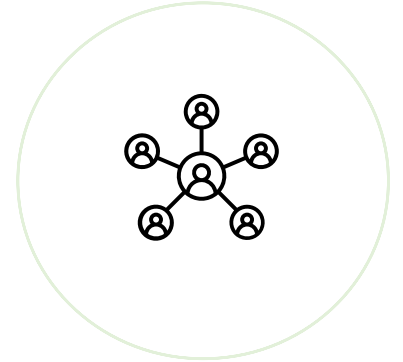
**MISSING
TRAINING AND
STUDY
OPPORTUNITIES**



**COMPLEXITY OF
GLOBAL FRUIT
BUSINESS**



**DEMAND FOR A
NEW
LEADERSHIP
GENERATION**



**COLLABORATION
AND MUTUAL
LEARNING –
BUILDING ON
SHARED
EXPERIENCE**



Members of the AB



An advisory board reflecting the global dimension of the master program



In Partnership with:



Food and Agriculture
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MODULES

Modules

Master on International Management, Marketing and Digital Communication for fresh produce professionals

To be launched in winter semester 2022

Module 1. Introduction into economics and international trade of fresh produce	Module 2. Agriculture and Sustainability: Understanding the current production environment of fresh produce and its impact on decision making and a sustainable planet	Module 3. Marketing, Branding and promotion: Creating new opportunities for fresh produce in new marketing channels
Module 4: Global trading operations: Customs, Controls, Logistics , amongst others	Module 5: Legal and regulatory environment for fresh produce trade	Module 6: Strategic Planning for sustainable business operations

Managing the complexity of today's fresh produce trade reality



An industry-led master with more than 70% industry lecturers, professors and guest speakers



Duration: 10 months



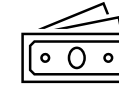
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Academic Master Degree of UCM



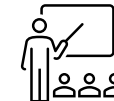
Three scholarships available



Tuition fee: 5500.- €



Target group: Fresh produce professionals or career changers with management functions along the supply chain



Global outreach: teaching language English



Next steps

Next steps



August/September 2022:
Inscription Period



7th October 2022: Hybrid
Inauguration after Fruit
Attraction in Madrid



27 Oct. 2022, beginning of
classes



June 2023:
Graduation

www.masterinfreshproduce.com



SHAFFE Contact & Information

CONTACT SHAFFE

SHAFFE Team



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