

Master's Degree in International Communication, Marketing, and Management for Fresh Produce Professionals



Online Event
Master's Degree in International Communication, Marketing, and Management for Fresh Produce Professionals

Thursday 15 September 2022
14:30 - 15:30 (Rome time)

 **Food and Agriculture Organization of the United Nations** | **MFP** Master's Degree in International Communication, Marketing & Management for Fresh Produce Professionals | **UNIVERSIDAD COMPLUTENSE MADRID** | 

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BACKGROUND

The Global produce industry is a complex and fragmented supply chain, with food being distributed across the world and current trade representing billions annually. In an uncertain trading environment, characterized by cost hikes, supply chain disruptions and limited capacity development opportunities in commercial and management areas, formal education has become more relevant than ever.

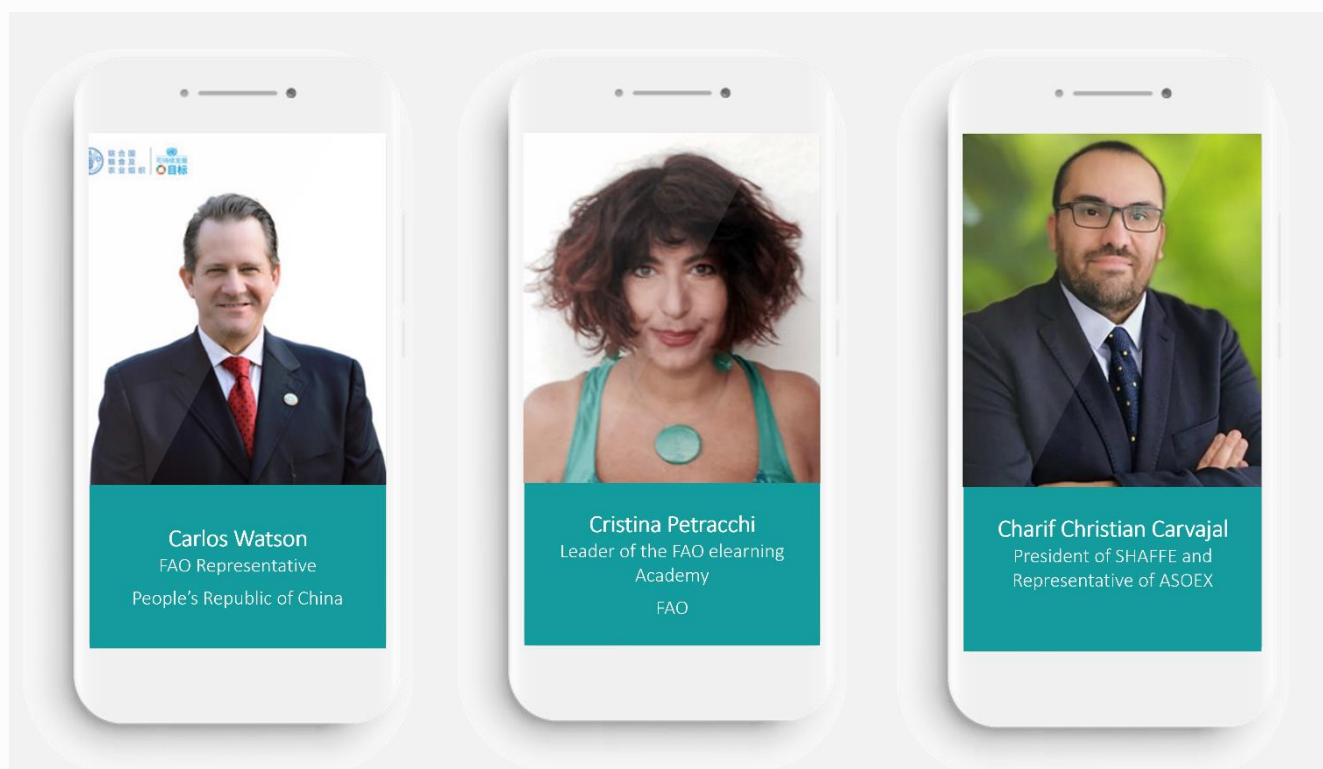
In this context, the recent creation of the [Master's Degree in International Communication, Marketing and Management](#), jointly created by SHAFFE, FAO, Universidad Complutense de Madrid and the Chinese Chamber of Commerce, and specifically designed for fresh produce industry professionals, seeks to strengthen competencies, skills and knowledge in an array of topics that are key to understanding the ever-changing global fresh produce industry.

OBJECTIVES OF THIS SESSION

- review the importance of continued education in the produce industry;
- showcase the opportunities to strengthen competencies through the newly-created *Master's Degree in International Communication, Marketing and Management for Fresh Produce Professionals*.

SPEAKERS

This webinar will be delivered by **Mr Carlos Watson** (FAO), **Mr Charif Christian Carvajal** (SHAFFE), **Mr Philippe Binard** (Freshfel Europe), **Ms Olga Kolotouchkina** (Complutense University of Madrid), **Mr Kurt Huang** (Chinese Chambers of Commerce for Food Stuffs and Native Produce), and moderated by **Ms Cristina Petracchi**, Leader of the FAO elearning Academy.



Carlos Watson
FAO Representative
People's Republic of China

Cristina Petracchi
Leader of the FAO elearning
Academy
FAO

Charif Christian Carvajal
President of SHAFFE and
Representative of ASOEX

Carlos Watson took up his assignment as the FAO Representative to the People's Republic of China in 2021. Having joined FAO in 2014, he led the South-South and Triangular Cooperation (SSTC) team to formulate and execute Resource Mobilization Strategies and SSTC Strategies. Prior to joining FAO, he was the Chief of Resource Mobilization of the International Cooperation and Partnership Department at the Central American Bank for Economic Integration (CABEI) in Tegucigalpa, Honduras. Mr

Cristina Petracchi heads the FAO elearning Academy. She manages and coordinates the design, development, delivery and language adaptations of an extensive portfolio of elearning courses and blended learning programmes for the benefit of FAO member countries and is responsible for the creation of University Masters' and Post Graduate Degree Programmes. She engages actively in consolidating partnerships across United Nations agencies, academic institutions and universities, regional

Charif Christian Carvajal is Director of Marketing for Europe, Asia and Middle East, at the Chilean Fruit Exporters Association (ASOEX). After completing his studies in New Zealand and Australia, he began his professional career in the media industry in Australia. Later, he returned to Chile where he joined ASOEX where he has actively led the implementation of multiple export promotional programs. At ASOEX, he has been responsible for establishing and coordinating the representative offices of the entity in Europe and in China. Charif has a Doctorate Degree (Cum Laude)

Watson holds a Master's Degree in Industrial and Administrative Sciences from the City University of London in the United Kingdom, and a Bachelor's Degree in Industrial and Mechanical Engineering from the University of Bridgeport in the United States.

organizations, CSOs and NGOs, for capacity development initiatives. In addition to a University Degree in Biological Sciences, Ms Petracchi holds a PhD in Nutrition and Food Science, and has several years of experience in capacity development activities.

from the Complutense University of Madrid and a Master's Degree in Agribusiness from the University of Melbourne. He is currently president of [Southern Hemisphere Association of Fresh Fruit Exporters \(SHAFFE\)](#).



Philippe Binard
General Delegate
Freshfel Europe



Olga Kolotouchkina
Assistant Professor
Complutense University of
Madrid



Kurt Huang
Deputy Secretary General
China Chamber of Commerce for
Food Stuffs and Native Produce

Philippe Binard is the General Delegate of [Freshfel Europe](#), the European Fresh Produce Association. This is the European fresh fruit and vegetable representative body. Philippe holds a law degree from the University of Leuven and joined CIMO (European Fruit and Vegetable Importers Association) in 1987. He became General Delegate of that organization in 1992. In 2001, he was appointed General Delegate of Freshfel Europe, the new association launched as the single platform for the European fresh produce sector. Besides his responsibilities within Freshfel Europe, Philippe is also in charge of other trade associations [World Apple and](#)

Olga Kolotouchkina has more than 15 years of consolidated professional experience in advertising and branding. She is currently an Assistant Professor in the Advertising Degree at the Faculty of Information Sciences of the Complutense University of Madrid, where she teaches the subjects of Brand Management, Advertising Structure and Business, and Organizational Culture. She is the author of numerous publications in impact scientific journals and Mass Communication Educator. Olga has a PhD in Communication Sciences from the Jaume University and a degree in Advertising and Public Relations from the Faculty of Information

Kurt Huang is the Managing Director of Shanghai [Oheng SCM Group](#). He has been working in the fruit sector for 18 years, Oheng SCM is one of the major freight forwarding companies specializing in fresh fruit imports in China, which delivers around 40,000 containers per year to the Chinese fruit importers. Kurt now also holds the position as Deputy Secretary General of the Fruit Branch of [Chinese Chamber of Commerce \(CCCFN\)](#), and General Manager of Shanghai Ever Flourish Events Co, which is the organizer of the [Shanghai International Fruit Expo](#). Kurt has wide connections in the fruit industry, especially in the import sector, and he is an expert in the fruit logistics and customs policy area.

[Pear Association](#) and the [World Citrus Organisation](#). Sciences of the Complutense University of Madrid.

HOW TO ATTEND

The webinar is free and open to everyone, provided you have the link to the platform. To join the webinar session on Zoom, kindly register [here](#).

We suggest you to use Google Chrome in order to join the webinar. We also recommend you to check your time zone [here](#).

Please feel free to share this invitation with your colleagues.

PARTNERS

AFAAS - African Forum for Agricultural Advisory Services
Agreenium - French training and research alliance for agriculture, food, environment and global health
AgroParisTech - Institut des sciences et industries du vivant et de l'environnement
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CREA - Council for Agricultural Research and Economics
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EU - European Union
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FFI - Future Food Institute
ICBA - International Center for Biosaline Agriculture
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UNITELMA University
UOC - Open University of Catalonia
WFP - World Food Programme

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