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## Center for Executive Education



Cornell University  
College of Agriculture  
and Life Sciences



December 30, 2014

Dear M Anandaraj,

Greetings from Cornell University and Sathguru!!!

We are pleased to announce **Cornell University and Sathguru's Food and Agribusiness Management Program** from **21 - 31 July, 2015** will be held at **Cornell Campus, Ithaca, New York, USA**.

This is the only executive program that provides policy planners, senior bankers, industry executives, regulators, food retailers and academia an opportunity to converge on a single platform. Across the globe, the food and agriculture sector is facing problems of price rise, lower productivity, food safety threats and cross border trade related uncertainties. The questions that arise then are:

- How do countries address these elements and ensure the competitive advantage of their growers and process enterprises?
- What are the key regulatory issues that will impact policy decisions of food producing and consuming nations?
- With technological transformations, how do nations ensure innovation and competitive advantage through technology absorption?

Explore these and other strategic questions discussed over 10 days at Cornell University

This program facilitates the awareness of best practices in agriculture and food production through interactions with world renowned faculty and industry experts. These seasoned professionals discuss price rise issues; ways to improve productivity rate; regulatory framework & policy decisions and many more issues impacting the sector.

Through guided visits to farms, process ventures & organizations, practical discussions, lectures, group exercises and case studies, participants learn the latest trends, Public private partnership opportunities and bold business models of large and medium enterprises.

We look forward to your participation and receiving nominations from your esteemed organization

You may write to the **Manager CEE** at [managercee@sathguru.com](mailto:managercee@sathguru.com) or [aishwaryach@sathguru.com](mailto:aishwaryach@sathguru.com) for any queries. Please visit <http://www.sathguru.com/amp/> for more information on this program.

With best wishes,

Hemalatha.  
Director

To,  
M Anandaraj  
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Indian Institute of Spices Research  
Kerala  
Fax: 04952731187

HRD  
17 Jan 2015

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