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

Charif Christian Carvajal – SHAFFE President and Representative of ASOEX Chile
“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
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**
An advisory board reflecting the global dimension of the master program
### Master on International Management, Marketing and Digital Communication for fresh produce professionals

**To be launched in winter semester 2022**

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