



## ABOUT THE EXECUTIVE EDUCATION INSTITUTION

The West Africa Business School (WABS) was established in response to the need for a high-quality professional development, corporate training and executive education institute to address the needs of working professionals who have the desire to continue professional and academic training while remaining in the workforce. The school was formerly registered on 7th May 2002 with the Nigerian government (RC.1652834) as a private regional training institution. In the beginning, WABS started with organizing corporate seminars, workshops and soft business short courses. In January 2010, the school launched specialized strategic business conferences, leadership programme and management training courses across Africa focusing mainly on the financial services industry.

Today, WABS has become a house-hold name and a global brand, well known in Africa for delivery of world-class Corporate Training, Government Human Capital Development, Professional Education, Executive Education, Business Intelligence and Research Services. WABS offers short courses specializing in industries such as: Financial Services, Energy (Oil & Gas, Power, Water), Telecoms, Manufacturing, Transport & Logistics, Hospitality & Healthcare, Government Ministries, Departments, Agencies and much more. The WABS is registered and recognized by important government regulatory institutions such as Federal Ministry of Education, Federal Ministry of Justice, Corporate Affairs Commission (CAC), Industrial Training Fund and accredited by Centre for Management Development (CMD) as a management training institution in Nigeria.

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West Africa Business School

...democratizing knowledge that links public service and business with intelligence

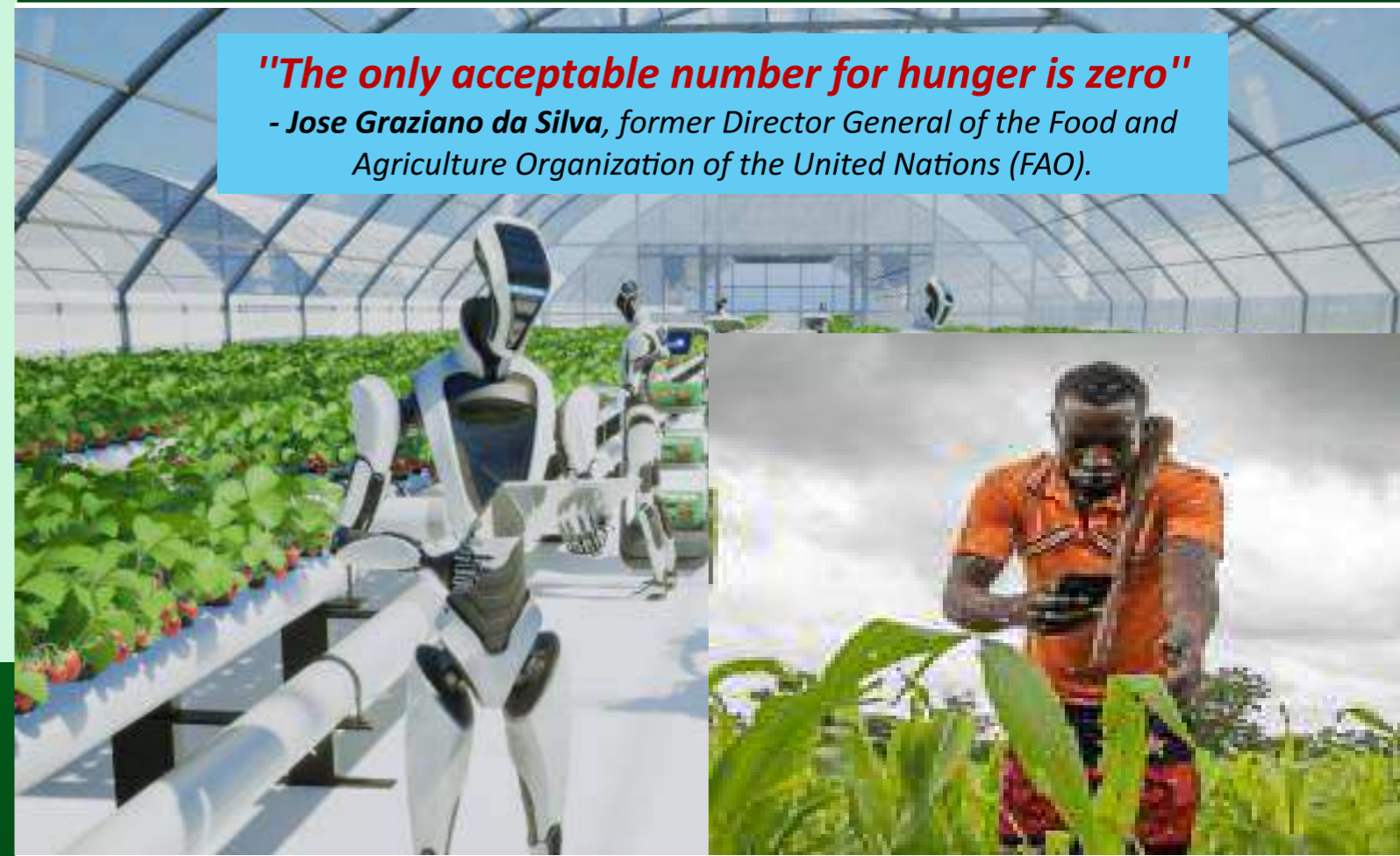
P R E S E N T S

## International Capacity Building Programme on Agriculture and Agribusiness in West/Africa

Theme: Leadership Innovation in Agriculture and Agribusiness

**"The only acceptable number for hunger is zero"**

- Jose Graziano da Silva, former Director General of the Food and Agriculture Organization of the United Nations (FAO).



**Description:** West African Maize Farmer and Artificial Intelligent robots harvesting strawberry in the greenhouse 3d render

**Date:** 15 – 17 July 2025

**Venue:** Rockview Hotel Royale, Wuse II Abuja, Nigeria

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## PROGRAMME DESCRIPTION

This capacity building programme is aimed at those who want to shape the future of the agriculture and food industry in West/Africa and make a positive difference. The knowledge will be transferred or shared by distinguished international industry consultants with more than fifty-five years cumulative experience working in government, the Civil Service, international development agencies such as the African Development Bank, IFC, EBRD, the World Bank and other institutions. The course leaders are world acclaimed technology and agribusiness experts with extensive experience in the diverse agricultural landscapes of Africa. The programme is designed to equip participants with a comprehensive knowledge of how to lead and manage teams engaging with agribusinesses as well as agribusinesses themselves. It commences with a review of what makes agriculture and agribusiness different and challenging to lead, including data, competency and expertise requirements and where and how to develop individual capabilities. The course then engages with the practical aspects of leadership from a public sector standpoint through a series of detailed case studies, challenging group exercises, individual presentations, negotiations, reporting and other practical tasks.

## PROGRAMME OBJECTIVES

The objective of this executive capacity building programme is to develop agriculture focused leaders who can make a positive difference in the agriculture value chain as leaders in agriculture communities, agro-processing and agro-allied ecosystems in government, private sector and business sector. The learning mission is to equip agriculture and agribusiness leaders with the requisite knowledge to enhance their capacity to provide the needed authentic leadership required to ensure food production and food security in the Economic Community of West Africa States (ECOWAS) and beyond.

## KEY LEARNING OUTCOMES

- Gain a detailed understanding of the principles and practice of leadership in the context of West African agribusiness
- Appreciate the unique aspects of agriculture and agribusiness from a leadership perspective
- Learn the data, knowledge and business expertise required to lead engagement with agribusinesses at all levels
- Apply leadership theory, practice and international experience to public sector policymaking and engagement with agriculture and agribusinesses in West Africa
- Assess ethical, ESG and HR issues effectively in an agricultural and agribusiness leadership context
- Develop and monitor the implementation of operational plans to support efficient and effective farm management practices
- Resolve difficult management issues within a public sector, farm and downstream agribusiness context
- Become able to engage confidently and deliver complex presentations to agribusiness stakeholders using established techniques
- Be able to self-diagnose your own strengths and weaknesses as a leader and how to increase your leadership qualities
- Understand how to create, manage and improve your personal brand as a leader

## WHO SHOULD ATTEND?

- Public sector agribusiness leaders, permanent secretaries and directors in MDAs.
- Commissioners of Agriculture in states, Chairmen and Executive Secretaries of government agencies and departments in Agriculture and rural development ministries.
- Financial institutions providing service to the agriculture and agribusiness sectors.

## PRACTICAL INFORMATION & COURSE FEE

**Date:** 15 - 17 July 2025

**Venue:** Rockview Hotel Royale, Plot 196, Adetokunbo Ademola Crescent, Wuse II, Abuja, Nigeria

## TRAINING COST

Below is the course fee per person.

Description	Duration	Unit (Pax)	Unit Cost (USD)	Training Fee (USD)
International Capacity Building Programme on Agriculture and Agribusiness	3 Days	1 Pax	\$750	\$750
<b>Total Amount (USD)</b>				<b>\$750</b>
<b>Training Fee Covers:</b>				
<ul style="list-style-type: none"><li>• 3 Full days quality in-person training from 8.30am - 4.30pm daily.</li><li>• Executive venue hire &amp; training equipment, note pad, markers, flip chart etc</li><li>• 2 Tea/coffee breaks, buffet lunch, soft drinks, fruits, table water etc</li><li>• 3 Foreign expert facilitators fees, accommodation, airfare &amp; airport transfers</li><li>• Leather folder and PDF take-away handout material or flash drive loaded with course notes.</li></ul>				
<b>NOTE:</b> All delegates / participants traveling from any city/location to Abuja Nigeria are responsible for their accommodation, flight cost, airport transfers and dinner.				

## CERTIFICATION

Upon successful completion of this course, participants will be issued a certificate.

## TAILOR-MADE COURSE

West Africa Business School can also do this course as a tailor-made in-house course to meet organization-wide needs. Contact us to find out more: [wabs.edu@gmail.com](mailto:wabs.edu@gmail.com)



Participants at the Federal Ministry of Transportation (FMOT) Executive Workshop on ARTIFICIAL INTELLIGENCE AND GPT-4 FOR FINANCE PROFESSIONALS Held at The Palms Hotel Abuja on 11 – 12 September 2024 Organised by West Africa Business School

## BENEFITS OF ATTENDING

By completing this course, you will:

- Transform field-specific knowledge into innovative leadership strategies.
- Build an innovation-driven culture within your agriculture and agribusiness organization.
- Design and lead impactful, value-added agriculture and agribusiness initiatives.
- Identify opportunities to create public value at every stage of the service life cycle.
- Maintain operational efficiency and effectiveness throughout the innovation process.

## TRAINING METHODOLOGY

This practical and results-oriented course is designed around adult learning principles.

Combining lectures, group exercises, role-playing, and case studies, participants will:

- Actively engage in discussions and activities.
- Explore real-world applications through video materials.
- Apply advanced leadership concepts, including artificial intelligence technologies.
- Pre- and post-course assessments will evaluate your progress and ensure measurable results.

## COURSE LEADERS / GUEST SPEAKER

### Dr Julian ROCHE



Since leaving the UK Civil Service, Dr Julian Roche has worked as an economist, venture capitalist, and then in the City designing agricultural derivatives, before returning to his roots as an economist, serving as adviser to global banks, and government agencies, including UNCTAD, Sovereign Wealth Funds in the Middle East and the African Development Bank and World Bank, on aspects of agribusiness, principally technology, investment, trade, valuation and financial modelling.

He also regularly presents seminars worldwide on a range of agribusiness and financial topics. He has also published a number of articles and books on trade, commodities and finance, including on commodity derivatives, commodity forecasting, Agribusiness Investment Modelling and International Agribusiness, which is going into its 2nd edition. Julian has also served as an Economic Adviser to the WA State Government and is an Adjunct Senior Research Fellow at the University of Western Australia and an IFAMA member.

### Prof. Mouhsine LAKHDISSI



Mouhsine is a University Professor, an entrepreneur and also an International Consultant (with IFC, EBRD and other institutions in Africa, Asia, Europe and North America.) with 24 years' experience in Digital Technologies, AI, innovation and strategic planning. Mouhsine is cofounder of many startups and technology companies such as Neoxia, Agridata, Miratti, L Robotics and AI Crafters. Beside his professional activities, Mouhsine is a coach, mentor and business angel in many startups and contributes as a speaker and jury in many events related to startups, innovation and IT.

Mouhsine is a researcher in the domain of AI and Digital and has many publications and patents to his credit. He is also co-author of many books on Digital and AI

- Leaders of agro-processing, agro-allied industries, companies and investors in agriculture and agribusiness.
- Agribusiness policy makers, emerging leaders in agribusiness and stakeholders.
- International organization and agencies working in agriculture across Africa and beyond.

## PROGRAMME CONTENT

### Day One: Working in government for agribusiness

#### The uniqueness of agriculture and agribusiness

- The importance of agriculture and agribusiness for West Africa
- Legal, regulatory and policy background
- ESG and agriculture in West Africa and regional context
- Data and continuous learning for the agribusiness industry
- Budgeting and financial issues for agribusiness budgets

#### Group Exercise: Budgeting and controlling agribusiness government departments and agencies

#### Engagement with stakeholders

- Identifying and managing different stakeholders: regulators, lenders, investors, customers, suppliers, collaborators and competitors
- Worked examples of stakeholder engagement

#### Exercise: Presenting the agribusiness case to lenders and investors

#### Target areas for agricultural improvement

- The role of technology, including renewable and clean energy
- Artificial Intelligence (AI) in agriculture & farming
- Employment generation – focus on youth employment
- Exports and import substitution

#### Case Study: Problems and Prospects for West African agriculture and agribusiness

#### West African agribusiness support and engagement programmes

- Review of past, present and projected Government agriculture and agribusiness programmes in West Africa
- Comparison with other programmes worldwide
- Designing effective agricultural support programmes
- Setting and managing budgets
- Key financial techniques

#### Group Exercise: Mastering spreadsheets for leaders – creating an effective skill set quickly that works

- Evidence from West Africa
- Managing agricultural support programmes in practice
- Evaluating programmes and creating effective feedback

## Group Exercise: Evaluating a West African government agricultural support programme

### Day Two: Leadership, Agriculture and Agribusiness

#### Leadership skills

- Core qualities of effective leaders
- Cognitive skills and critical thinking
- Leadership styles and consequences
- The practical skill set
  - Authority and delegation
  - Team-building
  - Negotiation

## Group Exercise: Establishing relative contributions between the public and private sectors for an agribusiness risk insurance programme

- Stakeholder and Crisis Management
- Leading transformation in a public sector context
- Ethics in leadership - trust and credibility

## Group Exercise: Resolving complex ethical issues within organisations as a leader

- Communication and presentation skills
- Workshops and seminars
- Leadership analytics: assessing leadership performance

## Case Study: Lessons from great public servants of agriculture

- Developing and controlling public sector budgets

## Group Exercise: Reviewing an agribusiness programme budget

- How to set and monitor targets as a leader
- HR issues: choosing, retaining, motivating, empowering and managing employees
- Management issues specific to agribusiness – engagement with experts
- Managing, coaching and mentoring an agribusiness team: the art of effective delegation
- The emerging role of artificial intelligence in information management
- Cultural, gender and other interpersonal issues within a workforce

## Group Exercise: Integrating ESG, accounting and budgets

### Understanding agribusiness management 1: the family farm

- Agricultural workforces
- Intergenerational issues: best practices
- Farm finance essentials for leaders
- Technology and software for the farm
- The statistics and analytical techniques you need to know as a leader

## Group Exercise: Developing a plan to combat a threat to the farm

### Understanding agribusiness management 2: downstream agribusiness

- The range and scope of downstream agribusiness
- Competition and market analysis for agribusiness leader

- The impact of digitalisation on agribusiness leadership
- Finance, management, sales and marketing

## Group Exercise: Reviewing business investment and valuation models

### Day Three: The West African Public Sector Agribusiness Leader

#### Engagement with the political process

- Political concerns e.g., employment, inflation, corruption and elections
- Development and communication of strategy
- Crafting and delivering values and goals
- Managing competing and conflicting priorities
- Handling the public sector structure in a West African context

## Group Exercise: Managing the policy meeting

- Public relations and community interface

## Group Exercise: Delivering agribusiness programme development news to a local community

#### Engagement with international agencies

- Key agribusiness agencies and their roles

## Case Study: World Bank Missions to West Africa and their outcomes

- Similarities and differences (UNDP, REA, AMP, AfDB et al)

## Group Exercise: Evaluating the AfDB SAPZ business park development programme

- Understanding Agency structure, culture and performance

## Group Exercise: Negotiating with the World Bank and IFC for loans and political risk insurance

#### Personal branding as an agribusiness leader

- Self-assessment tools and approaches
- Handling career choices and decisions
- Interacting with Commissioners of Agriculture, DGs and other superior leaders
- Agriculture, agribusiness and leadership qualifications
- Legal, business, crisis and risk management, HR and other essential knowledge for leaders

## Capstone Exercise: Leading policy structuring and implementation – assembling, presenting and delivering a major agriculture programme in West Africa

**Course Conclusion:** The vital role of Agriculture and Agribusiness Public Sector Leaders in West Africa.