



**SUSTAINABLE AGRIFOOD MANAGEMENT IN INDONESIA (SAMI)
VIRTUAL SUMMER COURSE
14 to 24 September 2021
Department of Management
Faculty of Economics and Management
IPB University, Indonesia**



Grand Theme : Response to covid 19 for sustainable agriculture transformation.

A. Background

Sustainable Agri-food Management in Indonesia (SAMI) 2020 is the fifth summer course hosted by the Department of Management – IPB University Indonesia. Knowledge and practical sharing would be delivered by notable speakers from local and international universities as well as professionals in the relevant areas. Participants would also be encouraged to explore and transfer ideas and thinking to get a better understanding of the topics, draw conclusions and solutions for the problems to be discussed.

SAMI Summer course which is designed as 10 days sustainable agrifood management course with input from IPB University experts in collaboration with international universities and multinational food companies and other industries. This course will be delivered in a multidisciplinary approach that incorporates agriculture, food, technology, business and management science in a harmonize and systematic manner. This approach will serve participants to learn an integrated agri-food value chain from upstream to downstream and from traditional mechanisms to digital transformation in the agricultural sector in terms of production, human resource management, financial management and also marketing issues. The grand theme is Response to covid 19 for sustainable agriculture transformation. SAMI 2021 designed for anyone who is interested in:

1. Get a better understanding of agri-food management in tropical and developing countries from traditional to digital platform mechanism,
2. Enrich and explore international experiences, and
3. Build global networks among participants across countries as well as opportunities to initiate cooperation with or having a further career in industries to be visited (virtual).

B. Learning Objectives

SAMI summer course will be very beneficial for anyone who are interested to: (a) better understand agrifood management in tropical and developing countries from traditional and road to digital platform mechanism, (b) enrich and explore international experiences, and (c) build global networks among participants across different countries. Participants will have the opportunity to meet professionals from different fields. They will provide in-depth analysis on sustainable agrifood management topics as well as on further career opportunities in the field.

C. Speakers

SUSTAINABLE AGRIFOOD MANAGEMENT IN INDONESIA
Theme : Responses to Covid 19 for Sustainable Agriculture Transformation

Department of Management FEM IPB
September 14th - 24th 2021

SUPPORTED BY :
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Prof. Dr. Irwandi Jaswir, M.Sc
International Islamic University Malaysia, Malaysia

Pia Ulvenblad, P.hD
Associate Professor at Halmstad University, Sweden

Dr. Mukhamad Najib, S.T.P, MM
IPB University, Indonesia

Dr. Ageng Herianto
FAO Indonesia

Dr. Eko Hari Purnomo, M.Sc
IPB University, Indonesia

Dr. Doni Yusri, SP, MM
Business Development Director of PT BLST, IPB University

Hernie Raharja
Vice President Foods & Refreshment PT Unilever Indonesia Tbk

Haru Koesmahargyo
CEO of Bank Tabungan Negara (BTN) Tbk

Sebastián Sterzer
Universidad Nacional de Luján, Argentina

Dr. Martijn Van Der Kamp
Lecturer of Monash University MBA, Australia

Prof. Andreas Raharso
NUS Business School, Singapore

Prof. Dr. Hermann Waibel
University of Hannover, Germany

Prof. Dr. N. Panchanatham
Tamil Nadu Teachers Education University, India

Ir. J.J.A. (Jan) Helder
Market Economist with Wageningen University & Research, Netherlands

Prof. Madya Dr. Zuraina Dato' Mansor
University of Putra Malaysia, Malaysia

Dr. Eko Ruddy Cahyadi, S.Hut, MM
IPB University, Indonesia

Dr. Noviyan Darmawan, M.Sc
IPB University, Indonesia

Agustina Samara
Chief of People & Corporate Strategy DANA, Indonesia

Danang Prasta
Commercial and Trade Attache of Republic Indonesia in Jenewa Switzerland

Nima Bahramalian
United Nations Industrial Development Organization | UNIDO, Austria

SUMMER COURSE
Event Info : Lindawati Kartika (+62111121801)
samiipb ; manajemen.ipb.ac.id

There will be 20 invited speakers from various expertise from IPB University, FAO, IIUM Malaysia, National University of Singapore, Wageningen University, Netherland, UNIDO Austria, University of Putra Malaysia, Hannover University Germany, Monash University, Australia, Etc.

C.PARTICIPANT

Seminar participants come from Indonesia, Malaysia, Philipines, Thailand, Vietnam, Nigeria, Nepal, India and China

D. SCHEDULE

Basic structure session for webinar / meeting session SAMI Summer course as below :

- 5 mins introduction from IPB university moderator
- 45 mins material delivery from resource person / speaker
- 20 mins Q n A with participants
- 5 mins closing and token appreciation to the speaker

E. FULL AGENDA

PROGRAM SCHEDULE

THEME : RESPONSE TO COVID-19 FOR SUSTAINABLE AGRICULTURE TRANSFORMATION

September, 14th to 24th 2021

14 SEPTEMBER

DAY 1 TUESDAY

08.00 am **Opening**
Master of Ceremony

08.10 am **Welcome Speech and Course Introduction**
Prof. Dr. Ir. R. Nunung Nurhayatono, M.Si (Dean of Faculty of Economics and Management IPB University)

08.20 am **Opening Remarks**
Prof. Dr. Ir. Dodik Ridho Nurrohmah, M.Sc.F. (Vice Rector for Collaboration and Information System)

08.40 am **Video Opening SAMI Summer Course**

08.45 am **Introducing Participants led by MC**
Master of Ceremony

10.00 am **Topic: "How COVID-19 Accelerated and Redesign The Future of Food in 2030"**
Dr. Ageng Herianto
FAO Indonesia

02.00 pm **Topic: "How Resilient is the Agrifood Sector to the Global Pandemic?"**
Prof. Dr. Hermann Walbel (University of Hannover Germany)

15 SEPTEMBER

DAY 2 WEDNESDAY

09.00 am **Topic: "COVID-19 : What Makes A Good Leader During A Crisis?"**
Dr. Martijn Van Der Kamp (Lecturer of Monash University MBA, Australia)

02.00 pm **Topic: "Sustainability Assessment and Social Acceptance of Halal Products"**
Dr. Noviyani Darmawan, M.Sc (Lecturer of Department of Chemistry, IPB University)

16 SEPTEMBER

DAY 3 THURSDAY

09.00 am **Topic: "Food Security : Challenges and Strategies in the New Normal Era"**
Dr. Eko Hari Purnomo, M.Sc (IPB University)

02.00 pm **Topic: "Halal Industry's Response to a Current and Post-COVID-19 : Strategy, Challenges and Lessons From the Past"**
Prof. Dr. Irwandi Jaswir, M.Sc (IUM, Malaysia)

17 SEPTEMBER

DAY 4 FRIDAY

09.00 am **Topic: "Mitigating the Impacts of COVID-19 on the Livestock Sector : Lesson Learned From Argentina"**
Sebastián Sterzer (Universidad Nacional de Luján, Argentina)

02.00 pm **Topic: "Agrifood Trade Policies and Promotion in Swiss"**
Mr. Danang Prasta (Commercial and Trade Attache of Republic Indonesia in Jenewa Switzerland)

18 SEPTEMBER

DAY 5 SATURDAY

09.00 am **Topic: "Technopreneurship & Innovation: Sustainability, Strategy, Challenges and Lesson Learned"**
Agustina Samara (Chief of People & Corporate Strategy DANA Indonesia)

02.00 pm **Topic: "Transferring Technology of Agricultural Products to Support Sustainable Economic Growth"**
Dr. Dani Yusril, SP, MM (Business Development Director of PT BLST, IPB University)

04.00 pm **Topic: "Navigating the Impact of COVID-19 on the Food And Refreshment Business Sector : Insight From PT Unilever Indonesia"**
Hernie Raharja (Vice President Foods & Refreshment PT.Unilever Indonesia Tbk.)

THE SUMMER COURSE 2021

5th SEPTEMBER

09.00 am **Topic: "Sustainable Human Resources Management : Strategy, Challenges and Best Practices"**
Prof. Madya Dr Zuraina Dato' Mansor (University of Putra Malaysia)

02.00 pm **Topic: "Sustainability and Innovation in Banking Sector"**
Haru Koesmahargyo (CEO of Bank Tabungan Negara (BTN) Tbk.)

20 SEPTEMBER

DAY 6 MONDAY

09.00 am **Topic: "Digital Innovation in Agrifood Supply Chain"**
Dr. Eko Ruddy Cahyadi, S.Hut, MM (IPB University)

02.00 pm **Topic: "Emerging Trends and Challenges in Human Resources Management After Pandemic COVID-19"**
Prof. Dr. N. Panchanatham (Tamil Nadu Teachers Education University, India)

21 SEPTEMBER

DAY 7 TUESDAY

09.00 am **Topic: "Agrifood Integrated Marketing Management and Communication System"**
Dr. Mukhamad Najib, S.T.P, MM (IPB University)

02.00 pm **Topic: "Building Supply Chain Resilience Through Digital Transformation"**
Nima Bahramalian (United Nations Industrial Development Organization, Austria)

04.00 pm **Topic: "Driving Innovations in the Agrifood System in Difficult Times"**
Ir. J.J.A. (Jan) Helder (Market Economist with Wageningen University and Research, Netherlands)

22 SEPTEMBER

DAY 8 WEDNESDAY

09.00 am **Topic: "Sustaining Human Development and Building Resilience After Pandemic"**
Prof. Andreas Raharso (NUS Business School)

02.00 pm **Topic: "Sustainable Business Model for Innovation in Swedish Agrifood Production"**
Pia Ulvenblad, P.hD (Associate Professor at Halmstad University,Sweden)

23 SEPTEMBER

DAY 9 THURSDAY

09.00 am **SAMI Essay Contest**
Led by Prof. Dr. Ir. Musa Hubeis, M.S, Dipl.Ing. DEA

04.00 pm **Participant's Final Presentation Closing Ceremony**

SUPPORTED BY :

Pegadaian

MEDIA PARTNER :

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F. SAMI PARTICIPANTS 2021

University Participant	Country	Number of Participants
De La Salle University - Manila	Philippines	9
National Institute of Technology, Tiruchirappalli, India	India	1
Indian Institute of Technology (ISM) Dhanbad	India	1
President University	Indonesia	22
President University	RRC	15
IPB University	Indonesia	15
Thai Nguyen University of Agriculture and Forestry, Vietnam	Vietnam, Philippines, Nigeria	6
Rajabhat Songkhla University	Thailand	5
University of Malaysia Sabah (UMS)	Malaysia	12
School of environmental science and management, Capital College and Research Center	Nepal	1
UNIVERSITI PUTRA MALAYSIA (UPM)	Malaysia	3
Total		90



IPB University
— Bogor Indonesia —

SUSTAINABLE ON AGRIFOOD MANAGEMENT IN INDONESIA (SAMI)

90 PARTICIPANTS

DEPARTMENT OF MANAGEMENT

FACULTY OF ECONOMICS AND MANAGEMENT

IPB UNIVERSITY

Schedule 14 to 24 September 2021



No	Student ID Home University	Student Name	Home University	Citizenship
1	409117003	Elizabeth Varsha Paul	National Institute of Technology, Tiruchirappalli, India	India
2	14201900098	MICHELLE NATASHA AUDINA	President University	Indonesia
3	14201900200	YIFAN GUO	President University	China
4	H24190041	Rudi Triyono	IPB University	Indonesia
5	EC5648571	Robin, Ysa Sofia C.	De La Salle University-Manila	Philippines
6	14201900180	LAURA FADILLA	President University	Indonesia
7	H24190048	Sintya Ismana Gardenia Tanaya	IPB University	Indonesia
8	BR18110077	Gracia Blessina Francis	Universiti Malaysia Sabah	Malaysia
9	624601029	Aungkana Tip-o-soth	Songkhla Rajabhat University	Thailand
10	014201900187	Liangying	President University	China
11	14201900239	KEJIN LEE	President University	RRC
12	H2401201114	Iqbal Zulfikar Rahman	IPB University	Indonesia
13	014201900122	Aries Hadi Alviansyah	President University	Indonesia
14	11846356	Candace Noreen De Leon Bagalawis	De La Salle University - Manila	Philippines
15	2179/17-18	Amiya Kumar Sahoo	Indian Institute of Technology (ISM) Dhanbad	India
16	14201900215	HAI XU	President University	China

17	14201900244	ZHIYANG MA	President University	China
18	BR20110005	Then Chung Zhen	Universiti Malaysia Sabah	Malaysia
19	H24190023	Kartika Wulandari Sulaiman	IPB University	Jakarta
20	2020-BBA-030	Arbaaz Ansari	School of Environmental Science and Management	Nepal
21	14201900081	AHMAD BANIN JAHFAL RAMADHAN	President University	Indonesia
22	14201900218	ZHILONG HAN	President University	China
23	BR18110066	Satheeshan Surendaran	Universiti Malaysia Sabah	Malaysia
24	H24190040	Rindi Anti Nur Fadilah	IPB University	Indonesia
25	EB7011305	Rose Marie D. Villanueva	De La Salle University	Philippines
26	14201900173	ALBAJILIMUL QUSHOYYI	President University	Indonesia
27	14201900125	ZAHRA DANESHA IMANI	President University	Indonesia
28	BR20110001	Newton Tham Kien Hong	Universiti Malaysia Sabah	Malaysia
29	7546000013852278	Mellisa Ardila	IPB University	Indonesia
30	P3150020A	Eara Jamille M. Mabunga	De La Salle university - Manila	Philippines
31	14201900017	ANASTASYA FEBRIANTI LONDONG	President University	Indonesia
32	14201900253	LIU XU	President University	China
33	BR18110095	NURIN SYAHMINA BINTI ABDUL HALID	Universiti Malaysia Sabah	MALAYSIA
34	H24190060	Ichwan Malik Adin Nugroho	IPB University	Indonesia
35	P6930466A	Kimberly Anne Miranda	De La Salle University Manila	Philippines
36	14201900124	AQIL FADHLAN RAHMATNA	President University	Indonesia
37	14201900234	Li Shi Qing	President University	China
38	Br20110058	Nurhatika binti thani	Universiti Malaysia Sabah	Malaysia

39	H2401201129	Moreno Verli Widjanarko	IPB University	Indonesia
40	11817348	ERIKA ELAINE O. ARCEGA	De La Salle University	Philippines
41	14201900031	BAGAS ADITYA	President University	Indonesia
42	14201900228	MEILING CHEN	President University	China
43	BR18110067	Ziyad Ridha Iskhandar	Universiti Malaysia Sabah	Malaysia
44	H24190016	Farikul Fathi Ardian	IPB University	Indonesia
45	11823259	Lorenzo Gabriel C. Verano	De La Salle University - Manila	Philippines
46	14201900035	FEBRINA BR PURBA	President University	Indonesia
47	14201900158	SARAH VANESSA IBRAHIM	President University	Indonesia
48	BR18110079	PANG JUN FENG	UNIVERSITI MALAYSIA SABAH	MALAYSIA
49	624601004	Nurisa Yama	Songkhla Rajabhat University	Thailand
50	H24190017	Hasna Nadiyah Banafsaj Sudaryono	IPB University	Indonesia
51	14201900170	DIFA ARYATAMA WURYANTO	President University	Indonesia
52	14201900163	SELY OKTAVIA	President University	Indonesia
53	MN1912004T	Nurul Safeza Binti Abdul Hajiz	UNIVERSITI MALAYSIA SABAH	Malaysia
54	H2501201016	Herry Daniel Marpaung	IPB University	Indonesia
55	DTN1854250006	Sherry Mariz Bia Rafael	Thai Nguyen University of Agriculture and Forestry, Vietnam	Philippines
56	14201900048	JERNI SARI SEPTIANI	President University	Indonesia
57	14201900201	SHENGJIN GUO	President University	China
58	624601027	Zuhaila Hamazor	Songkhla Rajabhat University	Thailand
59	H2501201008	Prirafianti	IPB University	Indonesia
60	MN1921021T	Sarizan Binti Sabari	UNIVERSITI MALAYSIA SABAH	Malaysia
61	14201900014	INTAN SYAFINATUN NIDA	President University	Indonesia

62	14201900116	NENCY MARBUN	President University	Indonesia
63	H24190071	Adinda Yoma Ardita Putri	IPB University	Indonesia
64	DTN1854250004	Jan Carlo Perez Mercado	Thai Nguyen University of Agriculture and Forestry, Vietnam	Philippines
65	197074	ZULEKHA BINTI ASFAQ AHMAD	UNIVERSITI PUTRA MALAYSIA	MALAYSIA
66	14201900210	SIXING QIU	President University	China
67	614601004	Kanittha Rodpetch	Songkhla Rajabhat University	Thailand
68	H24190061	Arina Salsabila	IPB University	Indonesia
69	DTN1854250005	John Henry L Papa	Thai Nguyen University of Agriculture and Forestry, Vietnam	Philippines
70	203659	DENESHA A/P NADARAJAH	UNIVERSITI PUTRA MALAYSIA	Malaysia
71	14201900033	MHD JOGI MUSTAQIM TAMBUNAN	President University	Indonesia
72	14201900222	XUZHAI ZHANG	President University	China
73	11840102	Anika Palenzuela	De La Salle University- Manila	Philippines
74	DTN1754190029	Egboka Valpeter Chukwuma	Thai Nguyen University of Agriculture and Forestry, Vietnam	Nigeria
75	H2401201112	Inez Yocindra	IPB University	Indonesia
76	14201900062	DANIEL CHRISTIAN	President University	Indonesia
77	14201900037	T.mohd.hafidh ramazan	President University	Indonesia
78	14201900195	YA TING SHEN	President University	China
79	BR20110008	CHONG MAN YI	UNIVERSITI MALAYSIA SABAH	MALAYSIA
80	11846429	Kristine Cruzillo	De La Salle University - Manila	Philippines
81	14201900207	CHEN QI SUN	President University	China
82	14201900040	HARITSA SALSABILA BIN'T SAMAN	President University	Indonesia
83	BR19110022	SITI NURSYAFIQA DELAILA BINTI SAMSON	UNIVERSITI MALAYSIA SABAH	MALAYSIA

84	014201900211	Yangyang	President University	China
85	DTN1854250002	Francis Geren Sta Ana	Thai Nguyen University of Agriculture and Forestry, Vietnam	Philippines
86	14201900155	ANGEL JAN SARWONO	President University	Indonesia
87	14201900129	FEBE ALOINA BR SEMBIRING	President University	Indonesia
88	624601038	Areeya Chaiyaboon	SONGKHLA RAJABHAT UNIVERSITY	Thailand
89	DTN1854250008	Ma Divine Grace B Vibares	Thai Nguyen University of Agriculture and Forestry, Vietnam	Philippines
90	202135	JERRYWESLY BIN SENAJA	UNIVERSITI PUTRA MALAYSIA (UPM)	MALAYSIA