

ASIA FAMILY AGRIBUSINESS MISSION

A journey of agricultural innovation and heritage

Mission to the United Kingdom | 6th-11th August 2023



Background

According to the 2023 EY and University of St. Gallen Family Business Index reveals the largest family enterprises are growing faster than the global economy. The new UK Family Business Sector Report reveals that family businesses' GVA contribution to UK GDP has increased by £100 billion since 2010 – to £519 billion – meaning family firms now generate a quarter of UK GDP.

Even during the pandemic and in its aftermath, the UK family business sector has remained a core part of the UK economy. In the mission trip to UK, we present new insights about the sector and highlight its plans for growth future.

Programme Objectives

International Association for Agricultural Sustainability (IAAS), University of Reading, and The Institute for Food, Nutrition and Health (IFNH) will be organising a 4-day Agribusiness Mission to the United Kingdom to explore and understand the agribusiness landscapes and opportunities of the country with the following objectives:

- Understand the uniqueness of family firms, wealth management and their impact on regional economies at the forum in University of Reading;
- Visit research centres used by family agribusinesses in UK for assistance with the challenges of sustainability and climate change. These research centres provide the firms with technologies and solutions for growth;
- Discover key business drivers and gain insights for branding, development, innovation, and succession of family-owned enterprises during the executive field trip.



**HEAD OF THE DELEGATION
ASIAN FAMILY BUSINESS MISSION
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**CONFERENCE LOCAL CHAIR
DR. IAN GIVENS**

Professor and Director, Institute for Food, Nutrition and Health, University of Reading, United Kingdom



**CONFERENCE CHAIR
DR. TZONG-RU LEE**

Professor, Department of Marketing, National Chung Hsing University, Taiwan

Site visits and sharing session with:



Jealott's Hill International Research Centre



Syngenta United Kingdom



Waltham Place Organic Farm and Gardens



The Royal Dairy at Windsor Castle

Organizer:




Jointly organizers:



AISA FAMILY AGRIBUSINESS MISSION to THE UNITED KINGDOM

Mission Itinerary*

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| Day 1 | Saturday, 5 August 2023 |
| <ul style="list-style-type: none">- Depart for London Heathrow International Airport- Free & Easy- Check-in hotel at London, UK | |
| Day 2 | Sunday, 6 August 2023 |
| <ul style="list-style-type: none">- Exclusive Stonehenge Tour- Check-in at University of Reading | |
| Day 3 | Monday, 7 August 2023 |
| Forum at University of Reading Theme: Agro-industrialization and Sustainability | |
| Day 4 | Tuesday, 8 August 2023 |
| Field Trip <ul style="list-style-type: none">- Syngenta-Jealott's Hill International Research Centre- The Royal Farm | |
| Day 5 | Wednesday, 9 August 2023 |
| Field Trip <ul style="list-style-type: none">- Waltham Place Farm Biodynamic Farm | |
| Day 6 | Thursday, 10 August 2023 |
| Windsor Tour <ul style="list-style-type: none">- St. George's Chapel / Windsor Castle/ Windsor town /the Savill Garden- Check-in at London, UK | |
| Day 7 | Friday, 11 August 2023 |
| <ul style="list-style-type: none">- Oxford tour | |
| Day 8 | Saturday, 12 August 2023 |
| <ul style="list-style-type: none">- Free & Easy- Depart for Singapore | |



Highlighted in GREEN colour () is compulsory activities. Other activities in the above itinerary are optional for participants to attend.

* Programme is tentative and subject to changes.

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6th – 11th August 2023

| Profile of Organizer | |
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|  | <p>International Association for Agricultural Sustainability (IAAS)</p> <p>http://www.iaas.org.sg/</p> <p>IAAS is a not-for-profit association serving the professional interests of members working in agricultural and broadly related fields of applied economics.</p> <p>We committed to our goals in helping establish a healthy food system for global food and nutrition security; preserving our natural resources and environment for sustainable agricultural practice; improving the quality of life through advancement of innovation and successful agricultural businesses; and empowering the next generation of leaders through sharing of agricultural knowledge, methodology development, and community engagement.</p> |
| Profile of Joint Organizers | |
|  | <p>The University of Reading</p> <p>https://www.reading.ac.uk/</p> <p>Founded in 1892 as a University of Oxford extension college, Reading gained its Royal Charter in 1926. More than 150,000 students from 180 different countries have studied at Reading, with their first international student from Kenya enrolling in 1908.</p> <p>Reading prides itself for its pioneering history, bright prospects, green environment, central location, vibrant research hub and international community. The University of Reading won the Green Flag Award for the top university green space in the UK for the 9th consecutive year in 2019. The school also has been ranked fourth greenest university in the UK, according to the 2022/23 People & Planet University League, published on 6th December 2022.</p> |
|  | <p>The Institute for Food, Nutrition and Health</p> <p>https://research.reading.ac.uk/ifnh/</p> <p>The Institute for Food, Nutrition and Health (IFNH) brings together the University of Reading's world-leading expertise in food, nutrition, agriculture, health and the environment to understand how improvements in food production, processing and nutrition can help deliver better diets and health.</p> <p>IFNH is working with a global community of industry, research and academic partners to explore the interrelationships between health, nutrition, food and the environment to find innovative solutions to global challenges.</p> |
| Site Visits | |
|  | <p>Jealott's Hill International Research Centre</p> <p>https://www.jealottshill.com/</p> <p>Jealott's Hill is a key site in Syngenta's global Research and Development network. With a long tradition of innovation and employing over 800 people, it is the company's largest site for new agrochemical R&D and product support.</p> <p>Key activities at Jealott's Hill include research into discovery of new active ingredients, new formulation technologies, product safety, technical support of our product range and seeds research. The site houses a number of centres of scientific excellence, both chemical and biological, that support our worldwide R&D activities. It is also a key centre for R&D collaborations – partnering with the UK and global research base to keep our science world-class.</p> |

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|  | <p>Syngenta-Jealott's Hill International Research Centre</p> <p>https://www.syngenta.co.uk/</p> <p>Jealott's Hill is Syngenta's largest global site for new agrochemical research and development, employing over 800 people. It focuses on innovative activities such as discovering new active ingredients, developing formulation technologies, ensuring product safety, and providing technical support for their product range and seed research. The site houses centers of scientific excellence, collaborating with the UK and global research bases. Jealott's Hill also actively engages with the local community through initiatives like Jealott's Hill Landshare and partnerships with local charities. They have an outreach program with schools to educate students about plant science and food production technology.</p> |
|  | <p>Waltham Place</p> <p>https://www.walthamplace.com/</p> <p>Waltham Place, a 220 acre organic and biodynamic farm and garden which offers a unique opportunity for visitors to explore a series of naturalistic gardens, surrounding countryside and learn about the importance of sustainability and biodiversity. The philosophy at Waltham Place is based on a belief that the farm and surrounding gardens, woodlands, lake and fields should be managed in a holistic way where wildlife is valued and protected. Visitors are encouraged to understand the links between plants and animals and the health of this vibrant landscape.</p> |
|  | <p>Windsor Farm Shop</p> <p>https://www.windsorfarmshop.co.uk/</p> <p>Situated on the edge of the Home Park, The Royal Farms Windsor Farm Shop is just a short distance away from the beautiful scenery of the Great Park and historic surroundings of Windsor Castle.</p> <p>The Royal Estate at Windsor operates as a mixed farm. This includes 200 pedigree Jersey milking cows, a pedigree Sussex beef herd, 140 breeding sows, 1500 Lohmann Brown hens, 1000 acres of arable land and 2000 acres of grassland mainly used to feed the livestock.</p> <p>In 2001 The Duke of Edinburgh came up with the idea of selling high quality goods from the Royal Estates and other small local suppliers. Its aim was to support the smaller businesses in the area whilst providing the customers with the best quality products that Britain has to offer. The Shop was created by converting Victorian potting sheds and constructing two new buildings which became the Farm Shop and the Coffee Shop. The shop opened its doors to the public on 11th November 2001 and since then has been growing in strength and size.</p> |



Jealott's Hill International Research Centre



Stonehenge



Waltham Place



Windsor Farm Shop