

# THE WORK OF THE FIVE ELEMENTS OF SUCCESS

NEWSLETTER #9 – AUG 2022



## PARTICIPATION OF THE TRANSFORMING HIGHER EDUCATION PROJECT AT IFAMA 2022 WORLD CONFERENCE

Last June 18 to 23, the 32nd edition of the International Food and Agribusiness Management Association (IFAMA) World Conference was held in Costa Rica.

Hosted by EARTH University and INCAE Business School, the activity had three stages: the academic symposium, the student case competition, and the business forum.



Dr. French during his keynote presentation

Here, Dr. Jim French, Project Director of Transforming Higher Education participated in the first day of the event with the opening keynote address "University transformation and entrepreneurship in response to agribusiness and societal needs" where the challenges and opportunities facing agriculture and higher education, and the role of business education as an integral component of undergraduate programs in agriculture were discussed. How do we best prepare the future leaders in agriculture to become ethical, creative, and innovative thinkers who are able to meet the challenges of the 21st century?

His message generated enthusiastic discussion over the course of the conference being frequently cited in later sessions and is also available on our [website](#).

Additionally, IFAMA 2022 also included an emotional recognition to Dr. José Zaglul, President of the Global Confederation of Higher Education Associations for Agricultural and Life Sciences (GCHERA) and President Emeritus of EARTH University.

The Distinguished Award is presented annually by the organization to individuals whose pioneering efforts have made significant and transformational contributions toward improving the global food and agribusiness system in their community.

"Don José" -as he is affectionately called- worked to promote the belief that the university should create a two-way bridge to the communities, bringing young people and leaders to the study centers, and returning them as professionals to the communities where they came from, regardless of their economic situation.

***"The university should be for all those with a passion to transform the agricultural sector, regardless of their ability to pay. That their ethical characteristics, passion for agriculture and its communities, their professional demeanor, and their dedication to a more sustainable agricultural system, should be the primary factors in the selection of our future leaders, and their performance on entrance exams should not be the main decision factor", asserts Dr. Zaglul.***

More than 350 people from 44 countries around the world participated in this activity. The academic symposium featured a combination of more than 85 research papers, case studies, workshops, and discussion sessions. Also included was IFAMA's world-renowned Student Case Contest, which featured 22 teams representing universities and businesses from Costa Rica, Honduras, New Zealand, Mexico, Peru, Spain, and the United States. Dr. French participated as one of the judges.

Also, the event featured a Business Forum with the participation of presidents, CEOs, high-ranking business executives from regional and global firms, business researchers and academics from around the world. Thank you for joining us for this great event!



Jose Zaglul with his Distinguished Award

# GCHERA, TRANSFORMING HIGHER EDUCATION, AMEAS AND THE UNIVERSITY OF GUADALAJARA PRESENT THE EVENT "TRANSFORMATIONAL CHANGE IN HIGHER EDUCATION TO ADDRESS THE CHALLENGES OF THE 21ST CENTURY"

On September 21-23, the Global Confederation of Higher Education Associations for Agricultural and Life Sciences (GCHERA), the Transforming Higher Education project, the Mexican Association of Higher Agricultural Education (AMEAS) and the University of Guadalajara, will hold the event "Transformational change in higher education to address the challenges of the 21st century".

The objective of this three-day activity is to explore the challenges and opportunities facing agriculture, higher education, and the roles that society, our communities, business and entrepreneurship, values, and ethics play in educating leaders and agents of change in agriculture and life sciences.

The conference plans to explore the process of university transformation and successful experiences as we answer, "How can we best prepare future leaders in agriculture to become ethical, creative, and innovative thinkers who can meet the challenges of the 21st century?" The conference will include a day dedicated to the results and impact of the Transforming Higher Education project.

On our website and the GCHERA website, you will find the program of the event, where you can read more information about the activity, [registration](#) and updates on the presentations and exhibitors.

## MEET VÍCTOR, FREDDY Y AARÓN

On Micro-, Small and Medium-sized Enterprises Day, which was celebrated on June 27, we want to share the story of Víctor, Freddy and Aarón, three students from gen 2019 of the Technological Institute of Conkal.

As part of the five elements of success stated by the Transforming Higher Education project, all three of them, through experiential learning activities as part of their curriculum, have developed business skills, ethical thinking and a value-based mentality, and the ability to work in teams in the community.

"The case of these young students becomes relevant as we, as their university, witness their level of commitment to the activities dictated in the school program and even more so, when they are a proactive and innovative group on their own. This hardworking spirit allowed them to consolidate themselves as an example for more generations, where they're recognized for their teamwork, co-responsibility in decision-making, values, conflict resolution and entrepreneurship", mentioned the university representatives in a statement.

The trio is originally from the municipality of Akil, Yucatán, and are committed to supporting their community by passing on the knowledge acquired at the university.

Today they're involved in the sheep production project, managed by Dr. Angel Pineiro; as they keep working in their community with Xkatik chili crops and own their productive parcel of cucumbers, pumpkin, and chili. Thanks to this, they receive enough income to reinvest in production, contribute to the family economy and pay for their personal expenses.

It is important to mention that this group of students has managed to achieve a sustainable business vision that's committed to the environment, the community and, above all, to sharing their knowledge with other peers from the institute, by acting as a guide and trainers for students of the new generations.



*Fredy Angel Balam, 21*



*Victor Manuel Canto Chi, 20*



*Aaron Ismael Caamal Pat, 20*

Respect, punctuality, honesty, ethics, among others, are values that are rooted in this work group. The family, the community, the university, and friends are the key elements that the students mentioned as promoters and encouragers of these characteristics.

From Transforming Higher Education and the Technological Institute of Conkal we're proud of these three students, who have managed to become an example of those creative leaders of the future capable of facing the nutritional needs of the modern world that we're looking forward to see more often.

# SUMMARY OF THE 2022 ENTREPRENEURSHIP CONFERENCE OF THE TECHNOLOGICAL INSTITUTE OF HIGHER EDUCATION OF CALKINÍ

In June, the Technological Institute of Higher Education of Calkiní held the 2022 entrepreneurship fair, where 19 entrepreneurial projects from the Sustainable Agricultural Innovation Engineering educational program presented their innovative enterprises.

According to Mario Ben-Hur Chuc Armendariz, coordinator of the Sustainable Agricultural Innovation Engineering Program and facilitator of the Transforming Higher Education project at ITS Calkiní, some of these students already have successful businesses in their communities and each initiative was led by an eighth-semester student, supported by classmates from sixth, fourth and second semester.

**“The purpose of this distribution is that the eighth-semester student learns how to do teamwork, solve problems through dialogue among his co-workers, teach their younger classmates how to make decisions based on values and ethics; but the most important thing is to start with the change of entrepreneurial mentality as soon as they start their career, as well as part of the training to be a leader and agent of change in their classroom, institute and community”,** concludes Chuc.

To see more photos of the activity, visit the full article of the Entrepreneurship Day on our [website](#).

