santelmo
business school

FOODepartment
+40 YEARS

inFOOD

A GLOBAL LIVE ONLINE PROGRAM

AN ACCELERATOR OF THE KNOWLEDGE AND UNDERSTANDING
OF THE FOOD INDUSTRY



WHAT IS **inFOOD?**

A GLOBAL LIVE ONLINE PROGRAM

An intensive immersion in the FOOD industry

An **ACCELERATOR** of the knowledge, understanding, and vision of the dynamics in the global food chain: trends and business models of leading companies…

…that will enhance your ability to help your company succeed in a changing environment.

IF YOU AGREE THAT…

CONSUMER PREFERENCES and attitudes towards food are evolving in unprecedented (and sometimes unpredictable) ways,

While staying local is important, food has irreversibly become a **GLOBAL** business,

BUSINESS DISRUPTION will increasingly impact the food business,

THREATS do exist for food companies in mature markets, but **OPPORTUNITIES** outnumber them by far,

FUTURE CHALLENGES cannot be tackled with past approaches,

UNDERSTANDING WHAT IS GOING ON is critical to succeed…



… inFOOD IS FOR YOU!

WHY TAKE PART IN **inFOOD?**

GAIN a 360º vision of the FOOD chain as a whole

UNDERSTAND the trends shaping the future of the FOOD business

GROW your strategic mindset and your ability to lead transformation

JOIN avaluable network of global international leaders

Expand your personal and professional network

- **Connect** and work with executives from various backgrounds and countries.
- **Build relationships** with peers: obtain insights into your challenges and detect business opportunities.
- **Virtual discussion groups.**
- Online **interactive forums.**



"...meeting point for leaders committed to shaping the future of food and agribusiness. Built around the case method, the programme offers the opportunity to learn directly from experienced executives and industry leaders through real business cases and open discussions. The learning continues, and so does my commitment to this extraordinary community. Grateful to San Telmo for this opportunity and to everyone who shared this journey."

Candela González Alemán
Consultant at THOFFOOD SL



WHO IS **inFOOD** FOR?

inFOODers PROFILE

The **inFOOD** program is designed for:

Individuals with the desire to understand and deepen their knowledge of the dynamics of the food industry at a global level.

Leaders & future company leaders. Executives with at least 4 years of experience called to hold top responsibilities in the future (in fact, over 50% of inFOOD participants have +10 years of experience)

As a knowledge accelerator, it is especially relevant for **senior managers who have recently joined this industry and also for back-office positions moving to a Sales or P&L responsibility** in the company.

New generations in family-owned enterprises related to the food business with expertise in this or other industries, who are called to be members of the company's governing bodies in the near future.

No previous qualification is required. It is, however, **recommended and preferable to have previous executive training** (MBA or similar).

Executives coming from all over **Europe, America** and from **African countries.**

In short, individuals with drive, who love innovation and have a global vision in a digital environment, eager to learn from the most prominent companies in their industry.





FROM FARM TO FORK, all companies involved in the food chain are welcome:

- Agricultural and livestock production, fisheries.
- Food & beverages manufacturing.
- Retail and foodservice and their whole sale suppliers.
- Other companies related to the food industry

HOW DO WE GO ABOUT IT?

LEARNING WITH AN INNOVATIVE AND PRACTICAL APPROACH

No business theories, no traditional lectures. Instead, analyze and discuss recent real-world business cases that set forth the main challenges facing food companies today.

DEBATE

The strategic dynamics in the food business with the main actors: **senior executives** in the food industry.

Debate the alternatives, led by an expert professor.

REFLECT, DISCUSS... ENRICH YOUR UNDERSTANDING

Put yourself in the shoes of the CEO of the company in the case:

>Reflect on what you would do to address the company's challenges.

>Discuss your points of view with peers in teamwork groups.



INDIVIDUAL STUDY



GROUP DISCUSSION



DEBATE

inFOOD Content & Tracks

Throughout the main study tracks, you will enrich your learning experience with study-cases and lectures.

Study-cases sessions will be delivered by professors, with the participation of managers, from the company involved.

THE FUTURE OF RETAIL: FACING A CHALLENGING AND EVOLVING CONSUMER ENVIRONMENT

COMMERCIAL STRATEGIES & VALUE PROPOSITION

FEEDING THE WORLD: THE FUTURE OF AGRICULTURE

THE IMPERATIVE OF SUSTAINABILITY: BURDEN OR OPPORTUNITY ?

GLOBAL COMPETITIVENESS: UNDERSTANDING THE COMPETITIVE LANDSCAPE, THINKING GLOBALLY

TECHNOLOGY, INNOVATION AND DISRUPTION: UNCOVERING THE OPPORTUNITIES







inFOOD Calendar 2027

APRIL 2027

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY 2027

M	T	W	T	V	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE 2027

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



"inFOOD is essential for debating and reflecting on the most innovative trends and future strategies in the food industry.
In addition to enjoying ourselves in teamwork and case discussions, we have been able to delve deeper, guided by experts and leaders of prominent companies, into crucial topics such as sustainability, technological disruption, and innovation in a challenging economic context and an environment of change and uncertainty.
inFOOD is an incredible opportunity to deepen self-knowledge, work on new skills, and gain valuable networking.
Here's to many more years!"

Maria Fernanda Rodrigues Barbosa
Marketing Consultant
Brazil Venture Lab

SCHEDULE

Opening session: 4.00 pm – 5.30 pm (CEST)
Program sessions: 4.00 pm – 7.30 pm (CEST)

zoom

PROGRAM FEE: 4.875 €*

NOTE: *Find more information on place booking and payment conditions in ADMISSION APPLICATION FORM.

WORKING LANGUAGE English

GLOBAL LIVE ONLINE

A powerful, international, interactive and far reaching learning experience...

...from the comfort of your own home or office.

Live the experience!



inFOOD Experiences



"Iappreciated the program,and the quiteinsightful sessions. I'veprofoundly learned about the foodindustry, especially being a finance person. Congrats toSanTelmo Business School for the organization and leadership of theoverall program. The communication and interaction throughoutthe program was very well handled".

Kamal Medmoun,
Finance Director, ECCBC ALGERIA



"inFOOD Program is an incredible accelerator of knowledge, providing a comprehensive understanding of the various facets of the food industry. Participating alongside 40 professionals from varied countries, industries, and backgrounds was a privilege during this enriching experience. I extend my gratitude to my peers for the outstanding discussions and interactions."

Hicham Sabbar,
Commercial Unit Manager NWA, SYNGENTA MAROC S.A



"It was an enriching experience based on the analysis of real-life cases, where the professors challenged us, session after session, to expand our horizons, question our perspectives and find different solutions to the same problem. The most valuable aspect was sharing the learning experience with professionals from different countries, industries and cultures, enriching every discussion with our experiences and approaches."

Alejandra Aceves,
Director, MEXICAN PORK EXPORTERS ASSOCIATION (MEXICO)



"inFOOD gives you the visibility of the types of challenges and opportunities other companies are facing as glimpses of what the future holds and considerations about how we can best prepare ourselves for future challenges in the food supply industry. The different perceptions from people working in diverse functions and companies and the comparison between what makes sense and what happens in reality are also remarkable and valuable".

Vivien Reid,
Commercial Manager, AB AZUCARERA IBERIA, S.L.

inFOOD WORLDWIDE ALUMNI

2019-2026



285
ALUMNI

38
COUNTRIES

4
CONTINENTS

TOP 10 COUNTRIES	
1. SPAIN	151
2. MOROCCO	33
3. MEXICO	14
4. ITALY	10
5. PORTUGAL	9
6. UNITED STATES	7
7. ALGERIA	6
8. ARGENTINA	5
9. PANAMA	5
10. FRANCE	4

DISTRIBUTION BY REGIONS

EUROPE	AMERICA	AFRICA	ASIA & MIDDLE EAST
66%	16%	16%	2%
187 ALUMNI	46 ALUMNI	47 ALUMNI	5 ALUMNI

Updated, July 2026

santelmo
business school

A worldwide reference for Senior Management education in government and privately-owned companies.

A place for learning, strategic thinking and inspiration.

An independent, global and people-oriented institution focused on excellence.

BETTER PEOPLE, BETTER COMPANIES, BETTER SOCIETY

FOODepartment
+40YEARS





"San Telmo is nowadays and it will continue being in the future, the leader in Food and Agribusiness training in Spain, Europe, and the global economy."
Prof. Ray A. Goldberg, Harvard Business School

38 COUNTRIES

4 CONTINENTS

#1

IN THE WORLD IN EXECUTIVE EDUCATION FOR THE FOOD CHAIN

+7,500 Alumni

FROM AGRIBUSINESS COMPANIES

San Telmo is a **non-profit** institution based in Spain, Europe, devoted to the economic and entrepreneurial development of society.

Advised by **Harvard Business School** and with the academic support of **IESE Business School**, San Telmo Business School was created in 1982 as an International Center for Top Management Training and Enhanced Learning, with the purpose of meeting the needs of private and public Companies and Institutions.

More information and contact
San Telmo Business School

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