



Logistics ManagementInternational Fresh Business Management



Business program focused on international supply chains of (fresh & preserved) **food and flower products and related processes**





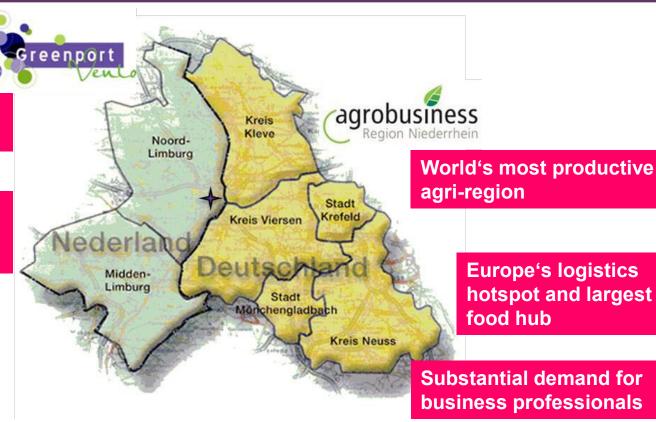
Greenport Region Venlo



Dynamic and innovative agribusiness region

Divers agro-food community representing the complete agro-food chain

Europe's biggest agricultural production area



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Increased demand for...

- ✓ Safe...
- ✓ Valuable...
- ✓ Fresh...
- ✓ Healthy...
- ✓ Sustainable...
- ✓ Available...
- ✓ Personalized...

















Didactical concept

- ✓ Problem / project based learning
 - ✓ Real life projects in cooperation with real companies in the region of Venlo (think of vegetable growers, food processors, flower wholesalers)
 - ✓ Knowledge transfer (logistics, marketing, economics, food quality and safety)
 - ✓ Skill transfer (management, communication, behaviour, language, projects)











1. Fresh Supply Chain Management (logistics)

✓ Purchasing, Material Management, Production Planning, Distribution, Transport, Warehousing, Inventory Management, Supply Chain Management







2. Fresh Business Marketing

✓ Market Research, Sales Planning, Forecasting, Marketing Plan, Consumer Behavior, E-Commerce

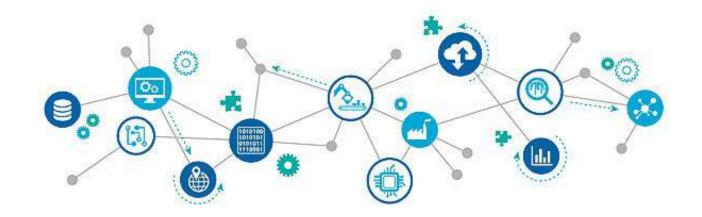






3. Fresh Business Economics

✓ Macro-Economics, Micro-Economics, Finance Planning, Accounting







4. Fresh Business Sector Knowledge

✓ Sustainable Food Systems, Food Quality Management, Food Packaging and Certification, Food Safety, Sustainable Diets, Norms and Regulations



Connection to the workfield

- ✓ LM Bizz weeks
- ✓ Company visits and excursions
- ✓ In-company workshops
- ✓ Real projects for companies
- Excursions to (logistical) fairs and exhibitions
- ✓ Internships









Job profile



Graduates from LM-IFBM are educated to take over a managerial role in agro-logistics supply chains.

Possible roles are...

- ✓ Logistics Manager
- ✓ Supply Chain Manager
- ✓ Sales Manager
- ✓ Export / Import Manager
- ✓ Consultant
- ✓ Entrepreneur





Our LM-IFBM Alumni



Name	Nationality	Current job and company
Kathreen	Estonian	Marketing and Operations Coordinator at Unilever
Isabella	German	Sales & Marketing Coordinator Partnershops at Vivara Wildbirdfoods
Lucie	Vietnamese	Sourcing & Production Coordinator at UNGA
Niels	Dutch	Operations Manager Value Added Logistics at Seacon Logistics
Malte	German	Logistics Manager at Lufthansa SG Sky Chefs



UNIVERSITY OF APPLIED SCIENCES





Thanks for your attention