



EXECUTIVE LEADERSHIP PROGRAM ON AGRIBUSINESS TRANSFORMATION: MALAYSIA–INTERNATIONAL EXCHANGE

PROGRAM DETAILS

FACULTY	DATE/TIME	FEE *	VENUE
Christopher Vas	21 - 24 September 2026 9.00AM - 5.00PM	RM10,750 USD2,500	Asia School of Business

Note:

- * Excludes Sales & Service Tax (8%)
- The program fee is inclusive of five (5) nights accommodation, in-program meals and program materials.
- USD Pricing is indicative pricing. All fees are invoiced in Malaysian Ringgit (RM). USD amounts are shown for reference only and will vary based on the prevailing exchange rate at the time of payment.

Program Overview

Malaysia's agribusiness transformation offers valuable lessons for countries seeking to modernize agriculture, strengthen agro-processing capabilities, enhance food security, and integrate more effectively into regional and global value chains. Over several decades, Malaysia has successfully combined policy reform, institutional development, private sector participation, financing innovation, and technology adoption to evolve from a largely smallholder-based system into a globally competitive agribusiness ecosystem.

This **Executive Leadership Program on Agribusiness Transformation: Malaysia–International Exchange** is a 4-day immersive learning experience designed for senior leaders from government, agribusiness, finance, development institutions, and agribusiness ecosystem organizations across multiple countries.

The program combines expert-led classroom sessions, peer learning, and curated business immersion visits to provide participants with deep insights into **Malaysia's agribusiness journey - what worked, how it was implemented, and what elements can be adapted across different national and regional contexts**. The exchange-based design encourages cross-country dialogue, comparative learning, and practical application beyond the Malaysian context.

Learning Outcomes

At the end of the program, participants will have learned:

- Understand Malaysia's agribusiness transformation journey, including key reforms, policies, and institutional enablers.
- Evaluate successful agribusiness and agro-industrial models, with emphasis on value chain integration, scalability, and competitiveness.
- Assess the roles of government, institutions, and the private sector in driving sustainable agribusiness growth.
- Examine agribusiness financing and investment mechanisms, including development and Islamic finance models, and their applicability across markets.
- Identify international collaboration opportunities across trade, investment, technology transfer, and sustainable agribusiness development.

Who Will Benefit?

- Senior executives and founders of agribusiness and agro-processing companies.
- Government officials and policymakers responsible for agriculture, trade, food security, and industrial development.
- Leaders from agricultural development agencies, commodity boards, and statutory bodies.
- Financial institutions, development finance institutions, and impact investors focused on agriculture.
- Agribusiness ecosystem players, including cooperatives, exporters, technology providers, and value-chain intermediaries.

Program Outline

Day 1 – Malaysia’s Agribusiness Transformation Journey

Theme: Policy, Institutions & Development Pathways

- Overview of Malaysia’s agribusiness evolution: from smallholders to global exporters
- Role of government, commodity boards, and enabling institutions
- Policy coherence, industrialization strategies, and ecosystem development
- Comparative dialogue: participants’ country contexts, challenges, and reform priorities

Learning Emphasis:

Understanding how Malaysia structured its agribusiness ecosystem and the leadership decisions behind long-term transformation.

Day 2 – Immersive Visit I: Value Chains & Agro-Processing

Theme: From Farm to Market

- Site visit to a leading agro-processing or integrated agribusiness facility
- Exposure to plantation management, processing operations, logistics, and quality assurance
- Industry dialogue on scalability, productivity, and export readiness
- Reflection session: applicability across different country value chains

Learning Emphasis:

Translating national strategy into operational and commercial execution.

Day 3 – Immersive Visit II: Innovation, Technology & Financing & Agro-Processing

Theme: Agritech, Innovation & Investment

- Visit to an agritech innovation hub, research institute, or food innovation precinct
- Demonstrations of digital agriculture, mechanization, traceability, and ESG practices
- Session on agribusiness financing models: development finance, Islamic finance, blended finance
- Dialogue with ecosystem partners and investors

Learning Emphasis:

Innovation and financing as critical accelerators of agribusiness transformation.

Day 4 – Immersive Visit III & Action Planning

Theme: Partnerships & Future Agribusiness

- Visit to halal food ecosystem, export-oriented SME cluster, or trade facilitation entity
- Malaysia–international collaboration models in trade, investment, and technology transfer
- Group work: development of country or organization-specific agribusiness action roadmaps
- Program synthesis and leadership reflections

Learning Emphasis:

Partnership identification, strategic alignment, and post-program implementation planning.

Faculty



Dr Christopher Vas is an international expert in agribusiness innovation, technology policy, and food system transformation, with extensive experience across Asia–Pacific and emerging economies. He currently serves as **General Manager of the Food Innovation Precinct Western Australia (FIPWA)**, where he leads initiatives in agritech commercialization, value-chain development, and public–private collaboration.

He is also **Director–Executive Officer of the South East Corridor Councils Alliance (SECCA)**, driving regional development strategies integrating agriculture, clean technology adoption, trade facilitation, and international partnerships.

Previously, Dr Vas was Founding Director of Singapore’s Centre for Research in Productivity, Innovation and Technology (SCRIPT) and Commissioner and Executive Director of the Second Murdoch Commission on Food Security, Trade and Regional Partnerships. An Adjunct Associate Professor at the University of Canterbury, New Zealand, and Co-Editor of SDA Bocconi’s E&M Plus Journal, he brings a strong blend of academic depth and practitioner insight.



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