e-AgriMBA Project Newsletter

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EU support for e- AgriMBA

EU supports 'lifelong learning' as key to competitiveness and sustainability of Moldova's agri-food sector. Message from Mrs. Ilona Gruenewald- the programme manager for agriculture, rural development and food safety at the Delegation of the European Union to the Republic of Moldova.

The agri-food sector is rapidly evolving, driven by global value chain integration, technological innovation, and shifting consumer demands. This transformation requires constantly developing labour skills: digital literacy is essential for using precision farming tools, drones, and data systems, while knowledge of sustainable practices is vital for tackling climate change and improving resource efficiency. Problem-solving, analytical thinking, teamwork, adaptability, and communication remain crucial across supply and value chains. For Moldova, preparing for EU accession makes lifelong learning a priority. Continuous education and upskilling enable workers, MSMEs and farm managers to adopt modern practices, meet EU food safety and environmental standards, and embrace innovation. Aligning workforce skills will strengthen the agri-food sector's long-term competitiveness and sustainability, enabling smoother integration into European markets, create employment opportunities, foster entrepreneurship and economic resilience in rural communities. The EU supports Moldova through programmes like Erasmus and Horizon Europe, connecting education, research, and industry. EU assistance follows an integrated approach, from improving VET school management, modernising infrastructure, upgrading equipment, teachers training, and building partnerships with the private sector through field days and internships, among others. Together, these initiatives help Moldova's agri-food sector and its professionals to thrive.

AgriMBA trains TUM

e-AgriMBA Teacher Training for a Sustainable Moldovan Economy - October 17-18, 2024.

On October 17, 2024, the Technical University of Moldova hosted the teacher training event *Innovative Education for a Sustainable and Competitive Moldovan Agri-Business,* uniting educators and industry leaders to modernize agribusiness education through digital tools and international collaboration. Led by experts from Poland, the Netherlands, Hungary, and the USA, the training featured hands-on sessions with the AgriMBA e-learning platform, creative teaching methods from the EU Erasmus CL4Bio project, and strategies to align MBA programs with industry needs. The event brought together Moldovan and international agribusiness professionals to discuss the skills essential for sustainable sector growth. Professors Agata Malak-Rawlikowska and Rico Ihle moderated the dynamic panel discussion featuring Moldovan and international agribusiness leaders. Panelists addressed the essential competencies needed for sustainable development in Moldovan agribusiness, offering valuable perspectives from across the sector. Notable voices included representatives from Moldova Organic Value Chain Alliance (MOVCA), NGO Moldova-Fruct, and the Croatian Chamber of Agriculture, among others. The event marked a key step toward equipping Moldova's next generation of agribusiness leaders with globally relevant, practical knowledge.

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The next day, 18th October delivered a Round Table on *Innovative education for a sustainable and competitive Moldovan agri-business* as part of the e-AgriMBA project. The event highlighted the MBA in Agribusiness program's role in supporting Moldova's EU-aligned development, emphasizing English-language education and lifelong learning. TUM's integration into the AgriMBA network is expected to strengthen ties with European partners and foster sector-wide innovation. Chaired by Vice-Rector Daniela Pojar, the meeting also spotlighted the project's early challenges and the invaluable support provided by the OPTIM and ADMA teams. European project partners and AgriMBA representatives emphasized the program's long-term value and its role in aligning Moldova's agribusiness education with European standards.

Photos: eagrimba.sggw.pl.

Second MBA cohort at TUM

The second cohort of the AgriMBA programme at TUM started in October 2024.

The new class that began the AgriMBA program includes 27 students representing various sectors of agriculture and business. This time, the program attracted also international students.

Class of 2024-2026. Photo: utmeagrimba6.

Pentru Moldova with e-AgriMBA

e-Agrimba project is recognized among the key initiatives for building the diplomatic dialogue between Poland and Moldavia and classified in the Pentru project funded by the Polish Ministry of Foreign Affairs and administered by the Warsaw Enterprise Institute (WEI).

Pentru Moldova - Polish aid for Moldova - project established a catalogue of initiatives and organizations supporting the development of Moldova towards EU integration. In the October 2024 updates, the Pentru project website discussed the e-AgriMBA activity at TUM and interviewed the AgriMBA president. More on: https://pentrumoldova.wei.org.pl/aktualnosci/projekt-e-agrimba-pierwszy-program-mba-w-sektorze-agrobiznesu-w-moldawii/.

Our aim is to train Moldovan professionals in agribusiness and EU cooperation, preparing the country for future accession - prof. Agata Malak-Pawlikowska, e-Agri MBA project leader and AgriMBA president

Seminar at SUA Nitra

Bridging Education & Agribusiness at Nitra seminar and e- AgriMBA project meeting.

On March 27- 28, 2025, the Slovak University of Agriculture in Nitra hosted the e-AgriMBA seminar

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titled *How Can Education Meet Agribusiness Challenges? Skills, Knowledge, and Practical Solutions for Agribusiness – Example of e-AgriMBA.* Participants,including educators, students, and agribusiness professionals, engaged in an interactive programme focused on closing the gap between academic training and industry demands. Over two days, the event showcased practical case studies and hands-on workshops that leveraged the e-AgriMBA learning platform. Attendees explored new methods for embedding real-world agribusiness challenges into MBA curricula, enhancing digital learning tools, and shaping courses that deliver both sustainability and competitiveness. As part of the broader e-AgriMBA project—launched in September 2022—this seminar supports the creation of a pan-European digital MBA system. Its goals include developing eight new course modules, producing tutorial materials for instructors and students, and expanding the AgriMBA network to Moldova. This Nitra seminar marked a significant step forward in transforming MBA agribusiness education by aligning academic innovation with hands-on, industry-focused learning across Europe.

Photo: eagrimba.sggw.pl.

AgriMBA is 30 years!

On June 13, 2025, the Czech University of Life Sciences Prague (CZU Prague) proudly hosted the *30 Years of Agrimba Network* seminar, marking three decades of the AgriMBA network's excellence in agribusiness education. The event, organized in collaboration with the e-AgriMBA project, brought together experts, educators, and agribusiness leaders to reflect on the past, present, and future of sustainable MBA education.

Since its founding in 1990, AgriMBA has connected leading agricultural universities to deliver high-quality MBA programs focused on agribusiness and trade. Reflections on the AgriMBA journey included alumni and founding members insights on the network's evolution - from its start to its current role in promoting high-quality agribusiness leadership across Europe.
The seminar also highlighted progress made by the e-AgriMBA project, which is developing a digital learning platform and new online MBA courses aimed at enhancing sustainability, cross-border collaboration, and practical business skills. The event hosted the chair representation of ICA (Association of Life Sciences Universities). The discussion took the direction of strategic vision for the future. Speakers outlined how digital tools, curriculum modernization, and network expansion, especially to emerging regions, will facilitate educational access, sustainability, and the competitiveness of agribusiness programs. Project partners, including SGGW Warsaw, Wageningen University, CZU, and others, presented updates and shared a strategic vision for expanding the network to new regions, including Moldova. The event served not only as a celebration of three decades of achievement but also as a clear commitment to shaping the next generation of agribusiness leaders through innovation, digital tools, and international cooperation. The day before, on June 12, the last meeting of the entire consortium within the e-AgriMBA project took place. Activities were summarized and final tasks were planned.

Photo: eagrimba.sggw.pl.

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e-AgriMBA at 2025 EAAE

During the EAAE Congress in Bonn in August 2025 the e-AgriMBA project leaders will deliver an organized session on *How Can Education Meet Agribusiness Challenges? Skills, Knowledge, and Expertise for a Resilient Future*. The session aims to summarize the findings of the 36 months of e-AgriMBA project, and address recommendations for academic institutions that plan or execute the life-learning education programmes.

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