



# VALUE CHAIN INNOVATION

A PROGRAMME BY RURAL LEADERS



6 days value chain immersion

5+ value chains

! Multiple 'aha' moments



## Innovating for our fast-changing value chains.

The **Value Chain Innovation Programme** delivers immersive learning, focused on strategic value chain analysis and design. It connects participants to NZ's key value chain influencers and accelerates their ability to adapt to a fast-changing environment.

The Programme comprises a facilitated, six-day immersion field trip along established, disruptive, and novel value chains, delivering a sector and pan-sector view.

### What will you get?

Participants expand their:

- entrepreneurial capability
- build advanced competencies
- develop a new mindset on Food and Fibre innovation in domestic and international markets.

### Grow your know-how

- NZ's value chains and models
- learn how to generate and capture value
- meet key industry leaders and make connections
- learn from facilitators with deep knowledge of NZ and international value chains
- form a high-trust cohort of lifelong friends.

### Cost

\$4995+GST (subsidised by our generous impact investment partners).

**Ready to grow your business, understanding of value chains, and how NZ's Food and Fibre sector works?**

**Applications close 17 September.**

To apply, or for more information visit [www.ruralleaders.co.nz](http://www.ruralleaders.co.nz)

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### Programme Partners



### Strategic Partners



### Academic Partners

