



PlacementSIIB Pune <placements@siib.ac.in>

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**Accepted: [EXTERNAL] : Invitation: Webinar || Olam International & SIIB @ Thu Sep 16, 2021 12pm - 1pm (IST) (noel.ferrao@olamnet.com)**

1 message

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**Noel Ferrao** <Noel.Ferrao@olamnet.com>

Wed, Sep 15, 2021 at 10:57 AM

To: PlacementSIIB Pune <placements@siib.ac.in>

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# WEBINAR REPORT

**Date of Conduct:** 16<sup>th</sup> September 2021

**Duration:** 1 hours 15 mins

**Speaker's Name & Designation:** Mr. Noel Ferrao, Vice President

**Organization:** Olam International Limited

**HOD/Concerned Faculty Head:** Student Relations/Ms. Anuja Zanzad

**Batch:** Agri Business Management, Batch 2020-2022 & Batch 2021-2023

**No of students present:** 115+

## Synopsis:

On the 16th of September 2021, the batches of MBA - AB, 2020-22, and 2021-23 attended a Webinar by Mr. Noel Ferrao, Vice President, Olam International Limited. The topic for the session was "Trends in the Food Industry".

Mr. Noel began the session by interacting with the students and understanding their thoughts on the upcoming trends of the Food and Beverage Industry. He took the discussion forward, talking about the shifting consumer choices to 'Veganism,' 'Flexitarianism,' 'Fusion Cuisine,' 'Artisanal offering,' and 'Food on Demand'. He mentioned that plant-based products and meat analogues are the future trends, and companies like Beyond Meat, Nuggs, and Kellogg's are already adapting to it. Further, he discussed 'If Bigger' is always 'Better?', citing acquisitions of various startups by big MNC's. By mentioning examples from south-east Asia, Mr. Noel stated that the E-commerce industry and its transformation in the pandemic are going to change the retail landscape. He also talked about consumer preference towards packaged food with labels and a Healthy lifestyle. The webinar concluded with an intriguing round of questions and answers.

## Feedback:

1. "It was a very informative and interactive session. Noel sir explained us very well how the consumers are shifting towards sustainability, meat alternatives and other better alternatives. We look forward to more of such sessions."

-Shruti Bhosale, Agri Business Management, Batch 2021-2023

2. "Today's session was very interactive and highly engaging. Mr. Noel Ferrao not only discussed his views on the future trends of F&B sector but also, discussed the students' perspectives at length. He also enriched us with his own experiences in the food industry."

- Ankita Kundu, Agri Business Management, Batch 2020-2022

## Overall Feedback:

The session provided students with an overview of the changing trends in the Food and Beverage Industry. It also helped them to gain insight into the changing consumer choices and how the industry is adapting to them.

**Pictures:**



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Established under section 3 of the UGC Act, 1956 vide notification No. F 9-12/2001-U 3 of Government of India

*Welcomes*



**Mr. Noel Ferrao**  
Vice President, Olam International

**Trends in the Food Industry**

+15 ST PN AP RK UM [Participant] [Participant] [Participant] KK ZH UZ



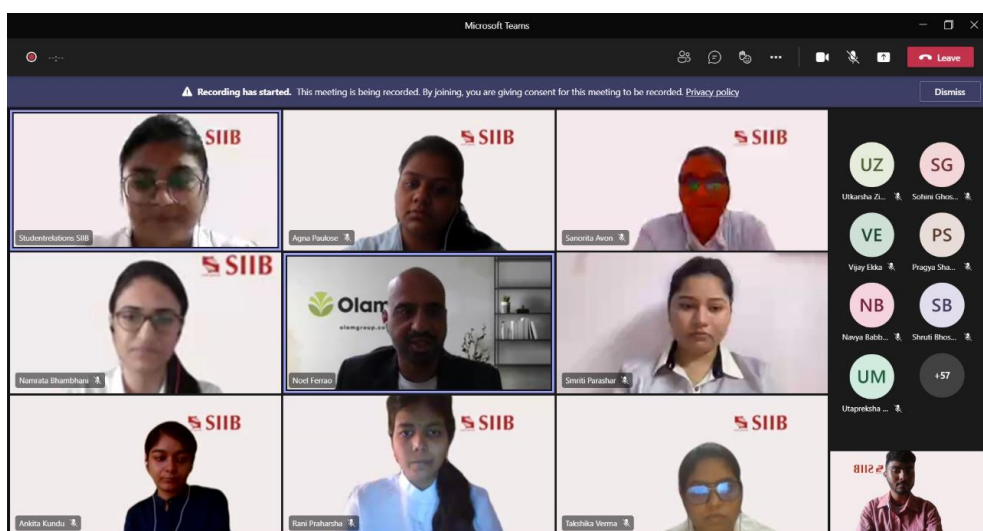
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**Future trends in the F&B Industry**  
SIIB - Sep 2021

UZ SG +77 [Participant] [Participant] [Participant] [Participant] [Participant] [Participant] [Participant] [Participant] [Participant] [Participant]



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Nanya Bab... Shrutu Bho...  
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8112 [Participant]