AGRIBUSINESS EDUCATION FOR SUSTAINABLE VALUE ADDITION

By Umar Nsubuga

When I get to know that Vision Group is organising the Harvest Money Expo, I do not hesitate to attend, because I know Strathmore University Business School benefits greatly from sharing its academic programmes with ambitious farmers and professionals."

This is the conviction that brought Thuo Wanjiku from Kenya to the 2026 Harvest Money Expo. Representing Strathmore, Wanjiku, the business development manager, travelled to Uganda to connect with forward-thinking agribusiness players eager to grow beyond the farm. Among the exhibitors, her presence stood out as a bridge between education and enterprise.

"I am representing Strathmore University at the Harvest Money Expo to create awareness about our academic programmes, particularly those aligned with agribusiness, advanced leadership and management, entrepreneurship, technology, and innovation. The Expo provides an incredible platform to guide prospective students and professionals on how Strathmore equips learners with the practical skills, ethical leadership values, and global exposure needed to thrive in today's evolving economy," Wanjiku explained.

Her presence sent a clear message: As agriculture embraces modern methods and technology, the leaders driving it must evolve and innovate just as boldly.

The recent Havest Money expo allowed Strathmore to meet farmers transitioning into commercial agriculture, entrepreneurs scaling processing plants, and young professionals seeking career advancement. For many of them, advanced education is the missing link between ambition and sustained success.

Those who did not attend the Expo missed the vibrant displays of agricultural products and networking opportunities for business transformation.

As Wanjiku's visit demonstrated, Africa's future will be built not only in fields and factories, but also in classrooms where the next generation of ethical, forward-thinking leaders is being shaped.

BEYOND FARMING

The future of agribusiness will not be driven by machinery alone, but by educated, ethical, and innovative leaders prepared to transform Africa's agricultural value chains with knowledge and strategic leadership.



Wanjiku (right) with a visitor at her stall. Advanced agricultural education is the missing link between ambition and sustained success

ALIGNMENT WITH AGRICULTURAL AMBITIONS

At a time when agribusiness across East Africa is expanding rapidly, the need for specialised management training has never been greater. Wanjiku emphasised that Strathmore University Business School has positioned itself at the intersection of business excellence and Africa's development agenda.

"At Strathmore, we offer strong undergraduate programmes in business that lay a solid foundation in management, finance, entrepreneurship, and innovation. But we go further. For those seeking specialisation and leadership advancement, we provide highly regarded postgraduate programmes tailored to today's challenges," Thuo Wanjiku, the business development manager at Strathmore University, said

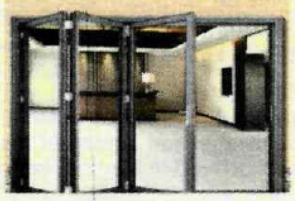
One outstanding programme is the Master of Management in Agribusiness. Designed specifically for professionals across the agricultural value chain, it equips leaders with the strategy, financial management skills, and operational insight necessary to manage complex agribusiness enterprises.

The diversity of programmes reflects a broader understanding of how interconnected Africa's development sectors are; agribusiness, finance, policy, and innovation do not operate in isolation but they reinforce one another.

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