

TRAINING PROGRAM

4 units proposed.

On request and tailor-made courses are possible according to your specific needs.

UNIT 1 1 DAY	Understanding the fundamentals of the market, building a trading pathway, understanding the physical/cash market.	
UNIT 2 1 DAY	Understanding the fundamentals of the market, building a trading pathway, understanding the price risk management tools.	
UNIT 3 1 DAY	Unit 3a Principle of hedging, the basis risk Euronext gain/loss.	Unit 3b Basis contract and AA, the basis risk, Euronext gain/loss, deposit and margin call management.
UNIT 4 2 DAYS	Understanding the fundamentals of the market, building a trading pathway, understanding the Futures market, understanding the price risk management tools.	

Target audience/attendee: it is aimed at bachelor and master programs students, farmers, consultants, coops, board of directors, sales and management teams, trading companies, bankers in contact with the agricultural world or any other public willing to develop their skills on commodities market.

Prerequisites: None.

Course and prices: On request.



Select your grain, wheat or corn, and start your selling campaign (or buying one) by playing and using the methods of the REAL LIFE! Apply the methods and make decisions based on real market situations, with everyday information linked to grain and/or geopolitics development.

You will analyze and understand through the game by:

- implementing the selling strategy (or buying one).
- setting up the marketing path (management framework).
- the market fundamentals.
- using the price risk management tools.
- the use of the Futures market (margin calls, AA, change in the basis) and risk linked to it.

To start the game:

You have 1,000 tons of grain to sell (or to buy), but be careful, everything can happen! The trainer, master of the game, unpredictable and intractable, will put you into a real situation.

Through this, you will benefit from more than 20 years of experience in his career.



CÉRÉ-GAME CONSULTING

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PLAYING AND UNDERSTANDING THE GRAIN MARKET

CÉRÉ-GAME: A PROFESSIONAL AND PLAYFUL SOLUTION ADAPTED TO EACH AUDIENCE FOR UNDERSTANDING THE GRAIN MARKET



Banking and insurance
Master the different aspects of the Futures market (deposit, margin call, and basic risk).



Auditing and consulting
Master the different aspects of the Futures market (in order to understand the need for treasury) and gains or losses on the dedicated account, and the link with to the physical market.



IT services
Master the related elements with the grain market, and thus up skill the sales force.



Education
Bring all the knowledge through the game and real market situation to be able to act on grain market in your professional life.



Training organizations
Complete the existing theoretical training courses with real life situations.

COOPS AND PRIVATE COLLECTORS



CFO & Management controller
Master the elements of the Futures market to understand the need for cash with gains/losses on the hedge account, and the link to the physical/cash market.



Board of directors
Understand how the grain market works, in order to professionalize the thoughts (decisions and strategies) with stakeholders internally or externally.



Sales force
Understand how the grain market works in order to be more professional with their customers. Better help farmers in selling their production by offering them management tools adapted to different market situations.



Trader
Understand how the grain market works and be able to act within the management pathway/framework.



Farmer (customer/member)
Deepen the knowledge on the grain market and in the selling strategy.



Agri industry (feed and food)
Understanding the grain market from the buyer's side and the management tools for price risk over time (cash requirement, price and basis risk).



Technical departments and associations
Understanding the elements linked to the grain market, used every day by their customers (farmers, commercial organizations, feed and food industry).

