



# THE FRUIT AND VEGETABLE INDUSTRY SERIES



FRUIT AND VEGETABLES SCHEME



## OECD-COLEAD Fruit and Vegetables Industry Series

### Session n°8 – Market challenges and geopolitical issues affecting trade flows in Fruits and Vegetables (F&V)

Tuesday 29 October 2024

10:00-11:30 CET (time in Paris/Brussels) – 9:00-10:30 UTC

#### BIODATA OF THE SPEAKERS

##### Marcel ADENÄUER - Policy analyst, Trade and Agriculture Directorate, OECD



Dr Marcel Adenäuer is a policy analyst at the OECD's Trade and Agriculture Directorate. He is a member of the team responsible for the annual OECD-FAO Agricultural Outlook report, particularly focussing on cereal and biofuel markets. Next to this he is interested in global land markets, long term developments of the agricultural sector as well as its role for climate change mitigation. Prior to his position at the OECD he has been senior researcher at the Institute for Food and Resource Economics of the University of Bonn. There he specialised on global agricultural sector modelling. He holds a Doctoral Degree from the University of Bonn. Mr Adenäuer is an expert in agricultural sector modelling being one of the developers of the CAPRI and Aglink-Cosimo models. In his doctoral thesis he analysed the impacts of the reform of the Common Agricultural Policy for sugar from 2006.

##### Isolina BOTO – Head of Networks and Alliances, COLEAD



Isolina is the Head of Networks and Alliances at COLEAD, a non-profit association of private sector operators in the agrifood sector active in the European Union (EU), Africa, the Caribbean and the Pacific (ACP) regions. Isolina has more than 25 years of experience in agricultural development. She started her career with the European Commission, worked with various ACP embassies and NGOs in areas related to food security, rural development and trade. Before joining COLEAD, she was the Manager of the Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA) Brussels Office (2004-2020) implementing policy initiatives related to the ACP-EU cooperation in the field of agricultural and rural development. She has led trade and agribusiness projects in support of capacity development of



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small and medium-sized enterprises (SMEs), entrepreneurs and farmers organisations across Africa, the Caribbean and the Pacific.

### José BRAMBILA-MACIAS – Programme Manager, Trade and Agriculture Directorate, Agricultural Codes and Schemes, OECD

Dr. José Brambila is the Programme Manager of the OECD Fruit and Vegetables Scheme. He has a strong econometric background with a specialization in development economics. Before joining OECD, he worked for the University of Reading, UK, as a Research Fellow and as a consultant for FAO's Trade and Markets Division. Previously he worked for OECD's Statistics Directorate and at the International Monetary Fund in the Western Hemisphere Department. His areas of expertise include panel cointegration, pseudo-panels, quantile regression, generalised method of moments (GMM) and time series analysis.

### Laura DEMURTAS - External Relations Expert, Club DEMETER, France

Laura is an External Relations Expert at Club DEMETER, an agricultural and agri-food ecosystem focused on long-term thinking, global issues and cross-sector dynamics.



Laura Demurtas holds a Master's degree in International and Diplomatic Sciences - Politics and International Security from the University of Bologna, Italy. During her studies, she specialised in the analysis, evaluation and management of problems relating to the international dimension of political, economic and social phenomena, in both the public and private sectors. Laura Demurtas writes regularly for the French and international press and is co-author

of the book 'Géopolitique des céréales'.

### Jeremy KNOPS – General Delegate, COLEAD

Jeremy Knops holds a master's degree in business engineering from the Solvay Brussels School of Economics and Management (SBS-EM). Prior to joining COLEAD in 2009, he was involved in Guatemala with the daily operations of a farmers' cooperative exporting loquats to the EU and the US. He started to work for COLEAD as an expert in charge of matters related to private standards and certification for ACP producers and exporters of fruit and vegetables. Jeremy is an accredited coach for leadership and professional development. He was appointed as General Delegate of COLEAD in June 2019.



### Simon MLAY - Chief Programme Manager, TAHA, Tanzania

Mr. Simon R. Mlay is a Development Manager and enthusiast, specialized in Programme Management and organizational governance. Simon is the Chief Programme Manager for TAHA overseeing the Programs Department, Communications and the entire Zanzibar Operations. With close working relations with the Finance Department and the Monitoring & Evaluation Department, Simon has provided strong leadership in guiding the realization of TAHA Strategic Plan, contributing to the transformation of the multi million dollars horticultural industry in Tanzania. He has a knack for developing policies and procedures for an organization, which has helped align TAHA's operations, and thus attracting transformative partnerships with the Government of Tanzania and Development Partners such as



USAID, Swedish (SIDA), EU, UNDP, the Dutch, Belgian and Finnish Governments, to mention but a few.

Simon is a Certified Director, registered by the Institute of Directors in Tanzania since November 2015. He poses an Executive MBA from the Eastern and Southern Africa Management Institute (ESAMI), obtained in 2012 and backed by years of development management since 2003 from World Vision Tanzania until 2017 when he moved to TAHA as an Executive Associate to the CEO. His seat in the Nelson Mandela – African Institute of Science and Technology (NM-AIST) Industrial Advisory Committee exposes him to the challenges facing higher learning institutions and giving him opportunity to shape the output of students from the NM-AIST and other higher learning institutions in Tanzania.

### Hans-Willem VAN DER WAAL - CEO, AgroFair, The Netherlands

Hans-Willem van der Waal is the CEO of AgroFair, the pioneer of the Fairtrade and organic banana.



He joined AgroFair in 2008 after having worked six years in Africa. In Burkina Faso, he established a fresh mango export company, making it the country's largest of its kind, specializing in organic and Fairtrade. Since he became CEO of AgroFair, the company grew to around \$100 million sales of mainly Fairtrade and organic bananas, which are sourced from small-grower cooperatives in Peru, Ecuador and the Dominican Republic. AgroFair is active in many European countries, as well as in Australasia. Based on this experience, he has a profound insight in the challenges and opportunities for the organic banana industry, the roles that small farmers can play, and of the themes that are relevant for the future development of a more socially and ecologically sustainable (organic) banana.

Hans-Willem holds a Bachelor in Engineering in chemical engineering and a Master in management science. He is currently working on a PhD in management science related to the Sustainable Development Goals.



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