



THE FRUIT AND VEGETABLE INDUSTRY SERIES



Session n°12:

Navigating EU policies, regulations and standards impacting fruit and vegetable value chains

Tuesday 17 March 2026
10:00-11:30 UTC/11:00-12:30 CET (*time in Paris/Brussels*)

BIODATA OF THE SPEAKERS

Andrea Barrios, EU Policy and Regulations Expert, COLEAD



Specialist in international relations with a doctorate in international law, she has more than 20 years of professional experience in international trade, standardization, regulation, partnerships and multilateral cooperation. She has led programs and strategic partnerships in the context of international organizations (WHO, UNCTAD, ILO). In the Mexican government (Ministry of Economy), she was Director for International Standardization (2011-2013) and the Chair of the Codex Committee for Fresh Fruits and Vegetables. At ISO, as the Membership and External Relations Manager she led ISO's relations with organizations such as the WTO, OECD and United Nations agencies. Previously, she was an advisor to ISO's Deputy Secretary General.

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.

Inês Bastos, Senior Expert Business Development, COLEAD



Inês Bastos has over two decades of expertise in technical assistance, monitoring, network management, and policy development, with a strong focus on agri-food sector development. At COLEAD, she has spent the past seven years coordinating and overseeing technical activities in Eastern and Southern Africa, managing programs/projects in agri-food production and processing, business management, access to finance and network development. Since 2024, Inês has also served as COLEAD's Gender Focal Point, championing women's empowerment within the organization's programs. Additionally, she currently serves as COLEAD Team Leader under contract agreements, providing technical assistance to



companies supported by social and impact investors, including the EDFI-AgriFI blending facility. Prior being at COLEAD Inês worked for the Bank “Caixa Geral de Depositos” and “Hay Group - Korn Ferry”.

Charles Mensah, Sustainability Researcher, University of Essex



Charles Mensah is a sustainability researcher and author specialising in waste governance, corporate accountability, and capability development. His work spans circular economy transitions, sustainability systems, project design and implementation, learning and quality assurance, and programme evaluation. He has contributed to decarbonisation, net-zero and waste management initiatives, supporting sustainability reporting, policy review and the development of practical decision-support and learning resources. He is also engaged in initiatives that promote sustainability education and career development. Charles holds an MBA and is currently a PhD researcher at the University of Essex (UK), where his research centres on sustainability governance and plastic waste accountability.

Jane Richardson, Principal Administrator , Working Party Pesticides, OECD



Jane Richardson has a Degree in Molecular Biology from the University of Edinburgh and a PhD in Microbiology from Imperial College London. She was previously employed at the European Food Safety Authority and is currently the Principal Administrator for the OECD Working Party Pesticides, Working Party for the Safety of Novel Foods and Feeds and Working Party on the Harmonisation of Regulatory Oversight in Biotechnology.

Faly Rasamimanana, Managing Director, Faly Export



Faly Rasamimanana is the Managing Director of Faly Export, a Madagascar-based company specialized in the export of fresh fruit, particularly lychees, to international markets. With many years of experience in the horticultural export sector, he works closely with producers, exporters, and international buyers to strengthen quality management, traceability, and compliance with international market requirements. He is also actively engaged in strengthening producer cooperatives, enabling smallholder farmers to work together, pool resources, reduce production costs, and improve their competitiveness in export markets.

Through these efforts, he contributes to enhancing the sustainability and performance of Madagascar’s fruit export value chains.

Ahoefa Soklou, Project Officer, Networks and Alliances, COLEAD



Ahoefa is a Project Officer at COLEAD, where she develops and implements programmes that foster entrepreneurship, innovation, and sustainability in the agrifood sector across the Global South. She holds a master’s in development studies from Senghor University. With solid experience in coordinating leadership and entrepreneurship initiatives, she has supported hundreds of entrepreneurs, particularly women in agrifood in strengthening their skills, expanding market access, and driving inclusive growth.



FRUIT AND VEGETABLES SCHEME



This event was organised by the Fit For Market Plus programme, implemented by COLEAD within the framework of Development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS), and the European Union (EU).

This publication has been produced with the financial support of the EU and the OACPS. Its contents are the sole responsibility of COLEAD and can under no circumstances be regarded as reflecting the position of the EU or the OACPS.



**Funded by
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