



THE FRUIT AND VEGETABLE INDUSTRY SERIES



Session n°14:

Digital traceability and supply chain transparency: policies for food safety and market access

Thursday 15th October 2026

09:00-10:30 UTC/11:00-12:30 CET (time in Paris/Brussels)

BIODATA OF THE SPEAKERS

Fenohery Andriamanampisoa, Head of the Computer Science Department, Oniversity FJKM Ravelojaona

Fenohery Tiana Andriamanampisoa is an international expert in traceability, information systems and artificial intelligence, with a strong background in computer science and experience in the design and implementation of information systems. He holds a PhD in Computer Science from Paul Sabatier University, France. His experience includes the development and management of digital traceability data systems, as well as the implementation of digital registries and integrated systems for export control and certification in agricultural value chains. He is currently a Lecturer and Researcher in Digital Technology at universities in Madagascar.



Inês Bastos, Head of Networks and Alliances, 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".



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.



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Axelle Rupert, EU Policy and Regulations Expert, COLEAD



Axelle Rupert is an EU Policy and Regulatory Affairs Expert at COLEAD, where she works on European Union policies and regulations affecting the agri-food sector. A legal expert and project manager, she has several years of experience working with low- and middle-income countries on agriculture and food systems. On a daily basis, she focuses on cross-sectoral EU policies linked to sustainability - both environmental, such as packaging and deforestation, and social, covering unfair trading practices, forced labour, corporate due diligence. Axelle is a lawyer specialising in European law, agricultural policy, environmental and competition law. She holds degrees from Paris II Panthéon-Assas University (France), Ludwig Maximilian University of Munich (Germany), and the College of Europe (Belgium).

Lucy Matthewson, Agribusiness and Export Development Expert, FAO



Lucy Matthewson is an international trade consultant with over 25 years of experience across the food, drink and fresh produce sectors. She has extensive experience as a senior retail buyer, including with leading UK retailers such as Waitrose & Partners and Fortnum & Mason. She now works internationally with food and horticulture SMEs, supporting export readiness, buyer engagement and market access, particularly in the UK and European markets. Her expertise covers market intelligence, buyer requirements, quality, compliance, logistics and the commercial aspects of accessing international markets.

Ganiu Ademola Okeowo, CEO, AgricTrail, Nigeria



Ganiu Ademola Okeowo is the Founder and CEO of AgricTrail, a digital agricultural ecosystem infrastructure company focused on connecting farmers, agribusinesses and other actors through digital tools and services. He brings over 25 years of experience across public- and private-sector agriculture, including agricultural extension, farm management, agribusiness operations, cooperative development and food systems. Through AgricTrail, he works on digital agriculture infrastructure, farmer data, market access, traceability, finance readiness and ecosystem coordination, with a focus on practical solutions for African agriculture.

Alioune Ndaon, CEO, Casa Fruit, Senegal



Alioune Ndao is the Managing Director of La Casà Fruits, a Senegalese company based in Ziguinchor, specialising in the production and export of Kent mangoes, with a packing station in Sangalkam. Operating in Casamance and the Niayes region, the company exports fresh mangoes by sea and air and also develops products based on dried mango and cashew. Certified organic and GLOBALG.A.P., La Casà Fruits has developed AgriYoon an in-house digital traceability platform that tracks mangoes from the orchard to shipment and is currently being transformed into a SaaS solution accessible to SMEs and multi-sector cooperatives.

Silvia SORESCU, Trade Policy Analyst at the OECD



Silvia Sorescu is Head of the Trade Facilitation Team at the OECD, where she leads work on trade facilitation, including the OECD Trade Facilitation Indicators and their links with digital trade and other policy areas. She has extensive experience in international trade and agricultural policy, with a particular focus on digitalisation and cross-border trade. Her work has covered issues related to supply chains, perishable agro-food products and the digitalisation of trade processes, including the role of data and interoperability. She has also contributed to recent OECD work examining the links between traceability, digital systems and international trade, and how these can support more efficient and transparent supply chains. She holds a master's degree in international economics from Sciences Po Paris.

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.



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