

As at 1 February 2010

WORLD COFFEE CONFERENCE 2010

BIOGRAPHIES OF SPEAKERS

Eduardo Delgado Assad
Researcher and Coordinator of Climate Change Studies
Embrapa Informática Agropecuária
Brazil



Eduardo Delgado Assad graduated in rural engineering from the Federal University of Viçosa in 1979. He obtained his MSc and PhD in Montpellier, France between 1982 to 1987 at the hydrology and mathematics laboratory of the University of Montpellier II. At that time, he worked in the remote sensing and agro climatology laboratory of the National Institute of Agronomy Research (INRA) in Avignon, France, and for the Department of Water Management of the International Center of Research and Development Agriculture (CIRAD) in Montpellier. He attended a specialized course in remote sensing at the National Centre of Spatial Studies (CNES) in Toulouse, in 1982. He has been an Embrapa researcher since 1987, working initially at the Research Centre of Agricultural Cerrados (CPAC), where he created the Environmental Biophysics Laboratory. He was the coordinator of Embrapa-CPAC's Natural Resources Area, Executive Secretary of Embrapa's Natural Resources Programme and Director of the Research and Development programme at Embrapa Cerrados. From 1993 to 2006 he was the technical and scientific coordinator of the National Agricultural Climate Risks Zoning of the Ministry of Agriculture and he currently leads the national network of climate change and agriculture team at the Science and Technology Ministry. He coordinates several projects in the area of climate change and its impact on agriculture and has published several articles in journals, chapters of books and abstracts for national and international conferences. In addition, he has published a Geographic Information System and two Agroclimatology books.

Peter Baker
Project Development Coordinator
CABI Bioscience
United Kingdom



Dr Baker has 30 years experience in research, training and consultancy in the broad area of science for development with particular experience in coffee, including sustainable pest control, farmer participatory approaches, biodiversity, coffee quality and smallholder farmer issues. He has extensive field experience with a total of 16 years lived in the tropics. He has written over 60 research articles, reviews and books.

Enzo Barattini
Chief Negotiator for Commodities and Commodity Agreements
Directorate General for Development and Relations with African
Caribbean and Pacific (ACP) Group of States
Commission of the European Union



Enzo Barattini graduated in law from Rome University and also holds a Diploma in Foreign Trade from L.U.I.S.S. University in Rome. Before joining the European Commission – now Commission of the EU – he practiced as a solicitor in the Italian Courts. He was subsequently recruited by the Italian Institute of Foreign Trade and by a Banking Institution in the Foreign Affairs Department. He was appointed in January 1975 as an official at the Commission of the EU following an open competition among Member States. In the 1970s and 1980s he covered a large number of activities in the field of the Customs Law as legal adviser

including GSP and textiles agreements. He was appointed as Chairman of the Customs Nomenclature Committee and was responsible for the Customs Law Bulletin. In 1987 he joined the the Directorate General for Development, dealing with commodities, international multilateral organizations and international negotiations. Since 1997 he has been responsible for all tropical agricultural commodities and international related agreements, including the Common Fund for Commodities. He represents the EU in international fora as EU spokesperson. Mr Barattini was also for many years the spokesperson for Consumers in the International Coffee Organization. Former Deputy Head of Unit, he is currently Chief Negotiator for Commodities and Commodity Agreements. In addition to Italian, he speaks French, English, Spanish and has a working knowledge of German.

Manoel Vicente Fernandes Bertone
National Secretary for Production and Agroenergy
Ministry for Agriculture, Livestock and Food Supplies
Brazil



Manoel Bertone is responsible for agricultural policies relating to coffee, sugar cane, sugar, ethanol and biodiesel and has considerable international experience in matters related to coffee and agroenergy. He graduated from the São Paulo School of Business Management. From 1991-2005 he was the Director of the National Coffee Council, the representative body of Brazilian coffee producers. He was the President of the Council from 1993-95, and represented it on the ICO Private Sector Consultative Board from 2001-2003. He was a member of the Deliberative Coffee Policy Council (CDPC) until August 2001, and an alternate member from 2001 to 2005. He has also been a

member of both the Technical Committee of the National Coffee Research and Development Programme coordinated by the Brazilian Agricultural Research Agency (Embrapa), and the Brazilian team responsible for negotiating the establishment of the Association of Coffee Producing Countries (ACPC). He has acted as a consultant to agricultural and livestock companies, specializing in the coffee, sugar cane, sugar, ethanol and livestock sectors and has participated in the main working groups established by the Government in the last 20 years to study the development of coffee policies, including: management policies for strategic government stocks; financial planning for coffee growers; International Coffee Agreements and crop planning and current policies. He also represented Brazilian coffee producers in discussions on the Common Code for the Coffee Community (4C).

Bui Ba Bong
Deputy Minister
Ministry of Agriculture and Rural Development
Vietnam



Dr Bui Ba Bong is Deputy Minister at the Ministry of Agriculture and Rural Development in Vietnam. Born in 1953, he holds a doctorate in agriculture. From 1971 to 1977 he studied agriculture and forestry at Ho Chi Minh University and subsequently became a researcher at the O Mon Rice Science Institute from 1977 to 1986. He undertook post-graduate studies at the Indian Agriculture Institute from 1986 until 1991, and in 1992 became Director of Science Division at the O Mon Rice Institute, where he was appointed as Vice-Director in 1995, and Director in 1999. He became the Deputy Minister for the Ministry of Agriculture and Rural Development in 2001.

Carlos Brando
Director
P&A International Marketing
Brazil



Carlos Henrique Jorge Brando is an engineer with graduate work in planning and business at the Massachusetts Institute of Technology (MIT). He was a manager and a director of leading Brazilian coffee machinery maker Pinhalense for over ten years. He is now a director and a partner of a coffee consulting, marketing and trading company, P&A International Marketing, which exports Pinhalense coffee machinery and consults for the International Coffee Organization (ICO), the World Bank and companies and institutions in Brazil and other countries on matters as diverse as technology, quality, marketing and promotion of consumption. Carlos has visited over 60 producing and consuming countries and coordinated coffee projects in over 70 countries on the 5 continents. Recent P&A projects are the definition of strategic guidelines to promote coffee consumption in India, México, El Salvador, Colombia and Costa Rica, the development of a social network – the CoffeeClub Network – for the ICO, and the development of a Strategic Agenda for the Brazilian Coffee Business. Carlos Brando, who contributed coffee processing

chapters to books published in the US and Germany recently, is a frequent speaker in international and national coffee events, a member of the board of UTZ Certified and a councillor of Embrapa's Brazilian Coffee Research Programme.

David Browning
Director
TechnoServe
United States of America



David Browning is head of TechnoServe's global coffee practice and directs TechnoServe's coffee initiative funded by the Bill and Melinda Gates Foundation. TechnoServe is a non-profit organization focused on solving poverty in developing countries. David previously served as TechnoServe's Regional Director for Latin America and Vice-President for Business Development. Prior to joining TechnoServe in 2003, David worked for McKinsey and Company, a management consulting firm. Before McKinsey, David held a range of managerial positions in the manufacturing, petroleum, and retail industries. David holds an MBA from Yale University, as well as a Bachelor's degree in Marketing, and a

Master's degree in Advanced Finance from the University of New South Wales in Sydney, Australia.

Judith Ganes-Chase
Founder and President
J. Ganes Consulting LLC
United States of America



Judith Ganes-Chase, founder and president of J. Ganes Consulting, LLC – the leading, independent commodities research and consulting services company – is a world-renown soft commodities and futures analyst with over 25 years experience in the food and agricultural industries. Judy is well-known for her unique ability to not only gather, synthesize and interpret data in both an historical and present-day context, but also for the way she clearly and concisely articulates her findings and insightful opinions. Prior to starting J. Ganes Consulting in 2001, Ms Ganes-Chase was Director of News and Research at InterCommercial Markets, but spent most of her career on Wall Street working for major brokerage houses Merrill Lynch (now part of Bank of America) and Shearson Lehman as a Senior Softs Analysts for their many institutional and retail clients. In addition to writing her Exclusive Market Reports and providing Advisory Services to numerous corporations, organizations and investment groups, Judy regularly contributes articles to industry publications, and authors major

independent studies. Ms Ganes-Chase also speaks to standing room-only crowds at global industry conferences,

conducts educational seminars on futures and options, and has been interviewed and quoted countless times in the major print, online and broadcast media outlets worldwide. Ms Ganes-Chase is a contributing member of several financial and research industry consulting associations including the Gerson Lehrman Groups Council, Elliott Associates and Coleman Research Group. She is an active member of many industry associations including the Specialty Coffee Association of America (SCAA), National Coffee Association (NCA) and is on the SCAA statistical committee. Ms Ganes-Chase is currently serving as Vice-President on the Board of Directors of the International Women's Coffee Alliance (IWCA) and will be its next President starting May 2010.

Fernando Gast
Director
National Coffee Research Centre (Cenicafé) of the
National Federation of Coffee Growers of Colombia
Colombia



Dr. Fernando Gast is a biologist, with a degree from the *Universidad de los Andes* (Colombia) and studies in Environmental Assessment at the University of Saarland (Germany) where he obtained a doctorate *magna cum laude* in Biogeography. From 1996 to 2000 Dr Gast was Coordinator of Biodiversity Inventories at the Alexander von Humboldt Biological Resources Research Institute. From 2001 to 2008 he was Director General of that Institute, which is internationally recognized for promoting and coordinating research for the conservation and development of Colombia's rich natural resources, focussing on the development of regional Bio-Commerce. As a United Nations Development Programme (UNDP) consultant, from 1993 to 1996 he was Scientific Coordinator of the Bio-Pacific Project developed by the Colombian Ministry of the Environment, responsible for conservation of biological diversity in seven departments of Colombia's Pacific region covering an area of 10 million hectares. He also provided professional services to Interconexión Eléctrica, working as a biologist in the Ecological Department from 1984 to 1993. He worked as an author for the publication of the environmental yearbook which the *Banco de Occidente* sent to its clients at the end of 2009 and also as a Consultant to the Netherlands Embassy in Colombia on matters related to bio-diversity. In November 2009 he took up the post of Director of the National Coffee Research Centre of the National Federation of Coffee Growers of Colombia.

Daniele Giovannucci
Co-founder
Committee on Sustainability Assessment
United States of America



Daniele Giovannucci, is the co-founder of the Committee on Sustainability Assessment (COSA), formed by a global consortium of more than 20 institutions and UN agencies. COSA has pioneered innovative ways to measure sustainability and the actual impacts of many ecological and social standards such as Organics and Fair Trade. Since 1992, as an adviser to international agencies and governments, he has conducted research on markets and trade competitiveness in more than 30 countries and is a former Senior Consultant to the World Bank Group. He has received several international awards for his pioneering work in coffee and sustainability. In both 2008 and 2009, Mr Giovannucci's new published work ranked in the top 1% of more than 118,000 professional authors of The Social Science Research Network, the largest web repository in the field. His work on markets and agro-enterprise has been translated into a number of languages and his newest book: *Guide to Geographical Indications - Linking Products and their Origins* was launched by the United Nations International Trade Centre in late 2009. Born in rural Italy, he resides primarily in the US and his webpage is: www.DGiovannucci.net

Dantes Hurtado Junior
President
Coffee and Tea Brazil
Sara Lee Brazil



Dantes graduated in Business Administration from *Fundação Getúlio Vargas* (FGV), São Paulo, with several courses abroad. He began his career at Gessy Lever – Unilever where he worked for 21 years, starting as Product Manager Assistant in 1974, and has held several roles in general management, marketing and sales. In 1995 he occupied the position of Group Categories Director – Food. In 1996, he became General Manager of Philip Morris Tobacco, then moved to *KraftLactaSuchard* at the same group. In 1999 he was the President of *Refinações de Milho* and after the acquisition of this company by Unilever in 2000 he became Chairman of Unilever Bestfoods. He has been the President of Sara Lee – Brazil since 2003. Dantes is from São Paulo, is married and has two children.

Andrea Illy
Chairman and CEO
Illycaffè SPA
Italy



Andrea Illy is Chairman and CEO of Illycaffè SPA, a family business started in Trieste in 1933. In 1990 he joined the family business as supervisor of the quality control department, where he started a control and quality programme (*F.A.I. Qualità*). Thanks to his efforts, Illycaffè is at present one of the few food processing businesses at world level to have been awarded two quality certifications: one assigned by *Qualité France* and the ISO 9001 process. After being Director of production and quality control, Andrea Illy was appointed CEO in 1994. In 1995 he released with Academic Press *Espresso Coffee: the Chemistry of Quality*, a book co-written with other experts and insiders that deals with all the scientific-technological aspects of coffee, from agronomics to product processing, from roasting and grinding to packaging and percolation techniques. In 2005 he released the second edition. In 1999 he assumed the presidency of the Association for Science and Information on Coffee (ASIC) and organized the *XIX Colloque International sur la Science du Café* in Trieste. He is currently its president. Since 1999 he has been a member of the Executive Board of Altagamma, the

Associazione Italiana delle Industrie di Alta Gamma, and since 2003 a member of the Advisory Board of SDA Bocconi. In July 2007 he was appointed Vice-president of Altagamma. In 2004 he was awarded the title of Businessman of the Year by Ernst & Young Italia. After over 10 years under his direction, focused on the commitment to excellence and ethics the Illy brand is well-known all over the world as one of the symbols of the best made in Italy. Andrea Illy was born in Trieste in 1964, graduated in Chemistry from the University of Trieste and subsequently obtained a Master Executive at SDA-Bocconi in Milan.

Taye Kufa
Senior Researcher (Coffee agronomist/ecophysiologicalist)
Jimma Agricultural Research Centre
Ethiopia



Dr Taye Kufa is from Ethiopia. He was educated at Alemaya University of Agriculture (now Harromaya University) where he was awarded a BSc (Plant Sciences) in 1990 and MSc (Agronomy) in 1998. He obtained his PhD degree in 2006 from Bonn University in Germany. Since 1990, he has been employed by the Institute of Agricultural Research (now EIAR) and works with the Jimma Agricultural Research Centre as a senior researcher (coffee agronomist and ecophysiologicalist). He offers courses on coffee production and management at universities, where he also serves

as advisor for postgraduate students. Dr Taye has acquired several trainings and has an accumulated research

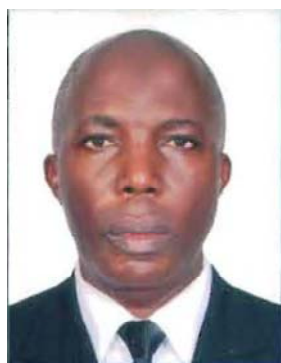
and teaching experiences. He holds several technical and administrative leadership roles in promoting the coffee sector in Ethiopia and is the national coffee, tea and spices crops research co-coordinator in the country. He is also a coordinator for the research component of the coffee improvement program (CIP-IV), which is sponsored by the EU. He is an active member of several scientific societies, has participated and presented research findings in various national and international fora and is author and co-author of over 50 scientific publications.

Kwaku Owusu Baah
Director of Economic Studies
InterAfrican Coffee Organisation (IACO)



Kwaku Owusu Baah is Director of Economic Studies at the InterAfrican Coffee Organisation (IACO). He trained as an Agricultural Economist at the University of Alberta, Canada and his previous posts include Senior Lecturer in the Agricultural Economics Department at the University of Ghana and Chief Executive Officer of the Ghana Association of Consultants. From 2002 to 2007 he was the Chief Director (Permanent Secretary) of the Ministry for Food and Agriculture of Ghana where he was both the Technical and Administrative Head of the Ministry with additional responsibility as the Chief Advisor to the Minister. During his professional career he has consulted widely for bilateral and multilateral organizations including the Canadian International Development Agency (CIDA), Japan International Cooperation Agency (JICA), Department for International Development (DfID), United States Agency for International Development (USAID), Danish International Development Agency (DANIDA), FAO, World Bank, UNDP and International Fund for Agricultural Development (IFAD). His special interests include project design and implementation, agricultural marketing and rural finance. He is married with four children.

Ishak Kasule Lukenge
Managing Director
KDS Coffee Ltd.
Uganda



Ishak Kasule Lukenge is vertically integrated in the coffee industry, an exporter with a coffee farm of about 120 acres of Robusta coffee with an outgrowers scheme of about 600 farmers and a founder member/director of Star Café Ltd., the first Ugandan company to pack instant coffee for domestic, regional and international markets. He has vast experience in commodity business trade, marketing promotion, product enhancement, risk management, policy advocacy, networking, negotiations and sector representations on national, regional and international bodies. He has a Masters Degree in Industrial and Civil Construction from the Kiev Institute of Civil Engineering, Ukraine and Certificates in International Soft Commodity Trade (London – UK) and Export Marketing Programme for Africa (Osaka – Japan). He started working with Universal Clay Works as a Project Engineer in 1983 where he was in charge of setting up a clay bricks and tiles factory. In 1995 he joined the coffee exports with local Ugandan partners to set up Kampala Domestic Store Ltd. In 2001 Ishak cofounded Star Café Ltd, a coffee roasting and packaging company both for roast and ground and instant coffee. He was the Interim Chairman at the formation of East African Fine Coffees Association (EAFCA) in 2000-2001 and is currently the Managing Director of Kampala Domestic Store Ltd., a local coffee export company, specializing in natural and semi-washed Robustas. He is also a Director of Star Café Ltd., a Board Member of EAFCA and a Director of the Africa Coffee Academy.

Aleksandr Malchik
Chairman of the Board of the
Organization of Coffee Manufacturers in Russia
President and CEO
Montana Coffee Holding Ltd.



Aleksandr Malchik, born in Russia and a US citizen, is the founder, President and CEO of Montana Coffee Holding Ltd., the first private roasting company in Russia and the specialty coffee industry leader in the country. The business has expanded from 6 people and a turnover of US\$12,000 in 1992 to a well-known company with 150 staff and a turnover of over US\$7 million in 2008 which delivers coffee over 10 time zones to more than 90 cities in the country. In 2000, with Russian General Managers of Nestlé, Kraft, Tchibo and Paulig he established the Organization of Coffee Manufacturers in Russia and was elected as Chairman of the Board. The Organization

has helped to establish new government/industry standards for soluble and roast and ground coffee and has participated four times in the ICO Coffee and Health Programme (and was acknowledged on each occasion as the best of the six country programmes). Mr Malchik is also Deputy Chairman of the Board of RusBrand, the association of branded goods manufacturers in Russia which has over 50 members, including Coca-Cola, Kraft, Proctor and Gamble and Unilever. In 2001 he helped to establish the only Russian industry magazine 'Coffee and Tea in Russia' and is on its editorial Board. He joined the Cup of Excellence International Jury team in 2004 and was elected to the Board of Directors of the Alliance for Coffee Excellence in 2006. He also organized the publication in Russian of 'Uncommon Grounds' by Mark Prendergast, and wrote the introduction to the translation. He was a moderator at the 1st Moscow International Forum in 2008 and has spoken four times at the Russian Food and Beverage Forum (Food and Beverage Innovation Summit).

Ambassador Ali Mchumo
Managing Director
Common Fund for Commodities (CFC)



Ambassador Ali Mchumo, a national of the United Republic of Tanzania, is currently the Managing Director of the Common Fund for Commodities, an intergovernmental financial institution, based in Amsterdam, The Netherlands. Between 1983 and 2002, Ambassador Mchumo held career ambassadorial positions in Mozambique, Japan, United Kingdom and the UN at Geneva; and between 1975 and 1983, he was respectively a Member of Parliament, Junior Minister within the Prime Minister's Office, Deputy Minister for Home Affairs and Minister of Trade in the Government of Tanzania. Ambassador Mchumo previously also served as Chairman of several international organizations like the General Council of the World Trade Federation (WTO), the United Nations Refugee Agency (UNHCR), the Governing Council of CFC, ILEAP (an international legal and economic NGO) and President of the Trade Development Board of the United Nations Conference on Trade and Development (UNCTAD). Ambassador Mchumo holds a masters degree in Political Economy from the University of London and Bachelor of Laws from the University of East Africa in Dar es Salaam. Ambassador Mchumo joined the Common Fund on 1 September 2004 and started his second term of office in September 2008. Prior to joining the Common Fund, Ambassador Mchumo was the Deputy Secretary General for Finance and Administration in the East African Community in Arusha, Tanzania.

Sunalini Menon
Founder
Coffeelab Private Ltd
India



Sunalini Menon is a postgraduate of the University of Madras, India. In 1972, she joined the Coffee Board of India, ultimately becoming Director of Quality Control, and in 1997, established her own company, Coffeelab Private Limited, in Bangalore, India. Coffeelab was the first of its kind to be established in the private sector and provides comprehensive quality related services for the Indian coffee industry. The lab is staffed with women, with the sensitive and critical steps in quality evaluation, such as green coffee evaluation; roasting and tasting being handled by them. Sunalini has promoted the concept of quality in coffee over many years and her skill in quality evaluation is recognized worldwide, with many producing and consuming origins seeking her expertise for independent quality evaluation of their coffees. She is the Quality Ombudsman of the Speciality Coffee Association of India (SCAI) and was a Member of the

Indian Coffee Board from 2001 to 2003, representing the seat of an 'Eminent Personality in the field of Research/Marketing/ Management/Promotion of Coffee'. She is also a Coffee Corps Volunteer, and has carried out assignments in Zambia and Tanzania. Awards include 'People of the Year Award 2002' by the Tea & Coffee Trade Journal USA for her contribution to the Indian Coffee Industry and the 'Eminent Personality Award for Outstanding contribution to Indian Coffee' by the SCAI in 2005. Sunalini received the IWCA Lifetime Achievement Award in 2005 in recognition of her numerous achievements over more than 30 years, and for her unique leadership in India and to the global coffee community. In 2006, Coffeelab was awarded the 'Hidden Treasure Award' by the Speciality Coffee Association of Europe, for that unrecognized Treasure that has done more than its fair share of promoting quality coffee and to applaud the small entrepreneur that deserves greater recognition for efforts to improve the speciality coffee industry.

Luis Genaro Muñoz
General Manager
National Federation of Coffee Growers of Colombia
Colombia



Luis Genaro Muñoz Ortega is a business manager, who graduated from the *Universidad Jorge Tadeo Lozano*, Bogotá, after completing studies in Project Design and Evaluation and Management Development Programmes. Muñoz Ortega was born in Popayán on 27 February 1960. In 1991, he was appointed Manager of *Almacenes Generales de Depósito de Café, Almacafé S.A.*, in Popayán. In 1997, he became Administrative and Financial Manager of *Almacafé S.A.* in Bogotá, a position in which he contributed to the exchange of technology with the National Federation of Coffee Growers and the design and execution of programmes for reducing costs and restructuring *Almacafé S.A.* In 2004, he was appointed Administrative Manager of the Federation, where he contributed to the restructuring of assets of the National Coffee Fund, carrying out various processes for the disposal of non-strategic assets that were not contributing to the pursuance of the mission of this parafiscal account. As Administrative Manager he was also responsible for coordinating international cooperation relations, including the conclusion and

implementation of investment agreements with the National Government and other bodies such as *Acción Social*, the *Instituto Colombiano de Bienestar Familiar* and the Office of the High Commissioner for Peace. At the same time as carrying out his duties as Administrative Manager, Muñoz Ortega took over the management of *Buencafé-Liofilizado de Colombia*, a position in which he played a leading role in the process of increasing the plant's installed production capacity. In 2009 he was appointed General Manager of the National Federation of Coffee Growers of Colombia.

Samuel Nahmias
Executive Vice-President/Chief Operations Officer
STUDYLOGIC
United States of America



As Chief Operations Officer at STUDYLOGIC, Samuel's responsibilities include managing food and beverage client operations (which in turn includes the elite 'Eye-on competitive retail study' designed to achieve local market share tracking) and brand/category development index (BDI/CDI) tracking across all US DMAs and MSAs. Samuel currently heads up all coffee beverage consumption tracking across all US markets. This includes trends, analysis and share for retail coffee vendors along with categories such as Brewed, Espresso, Blended, Whole Bean etc. Samuel has been an integral member of the STUDYLOGIC Executive Team and has been involved in non-profit research programmes designed for aiding under-developed impoverished markets. Samuel has lectured on Coffee Total US, Local market share and BDI/CDI usage at several NCA events and has presented at franchisee conventions. Samuel's 15 years of research management experience include starting

as an Account Executive/Market Analyst at Frost & Sullivan; Independent Consulting for various companies (such as Philco S.A, and Electro Brand); heading-up market research for CFO Magazine at The Economist Newspaper Group; leading market research at Forbes Inc. (Forbes.com). Prior to joining STUDYLOGIC Samuel assumed an analytical entrepreneur role at Starbucks Coffee Co in educating local marketers on competitive consumption research and market activity. He received his MBA from the Institute of Albert Einstein School of Economics in Mexico City, where his concentration was market research, competitive intelligence and macro-economics.

Wayne R. Nilsestuen
Mission Director
U.S. Agency for International Development (USAID)
Guatemala



Wayne R. Nilsestuen was sworn on July 19, 2006, as Director for the U.S. Agency for International Development (USAID) Mission in Guatemala, Central America. Previously Mr Nilsestuen served as USAID Mission Director in Paraguay and Deputy USAID Mission Director in Honduras and Bolivia. He spent the first two decades of his career working as an Agricultural Development officer in Pakistan, El Salvador and Senegal, as well as in USAID/Washington. Before joining USAID, Mr Nilsestuen served as Peace Corps volunteer in Sierra Leone, West Africa (1968-1970) where he started a vocational agricultural programme at a boys' secondary school. Mr Nilsestuen hails from Wisconsin where he grew up on a dairy and poultry farm. He holds two Masters' degrees from the University of Wisconsin, one in Agricultural Economics and a second in Development Economics/Public Administration.

Keiji Ohta
Chairman
All Japan Coffee Association
Japan



Mr Keiji Ohta, born in 1942, joined Key Coffee Inc. after graduating from Waseda University in 1965. Key Coffee Inc. was founded by his father and is now one of Japan's top roasters with nearly one century history. Mr Ohta has served the coffee industry through various important positions in his company including as a member of Key Coffee's Board of Directors since 1979. After assuming the presidency of the company in 1994, he has been nominated as Chairman since 2002. Furthermore, he has been the Chairman of the All Japan Coffee Association since 2004 and to date, has continuously contributed to the development of the Japanese coffee industry and promotion of coffee consumption

Néstor Osorio
Executive Director
International Coffee Organization



Dr Néstor Osorio graduated as a lawyer from the Universidad del Rosario in Bogotá, Colombia in 1970. In 1974 he obtained the title of Doctor in Administrative Law from the Université de Droit, d'Economie et de Sciences Sociales de Paris and the Diploma in Public Administration from the International Institute of Public Administration in Paris. From 1974 to 1978, he held the posts of Legal Advisor, Secretary-General and Deputy Director at the Colombian Planning Department. Between 1978 and 1994, he was the Permanent Representative of Colombia to the International Coffee Organization (ICO) and the Director of the European Office of the Colombian Coffee Federation in Brussels (1992 to 1994). He also represented Colombia at the International Cocoa and International Sugar Organizations. He has been a member of the Colombian delegation to several Conferences of the United Nations and GATT-WTO. From 1994 to 1999 he was the first Ambassador, Permanent Representative of Colombia to

the World Trade Organization in Geneva. In this capacity, he served as Chairman of the WTO Trade Policy Review Body, of the International Textiles and Clothing Bureau and of the WTO Committee on Agriculture. Between 2000 and 2002 he was Special Advisor of the Colombian Government on coffee and trade affairs. Dr Néstor Osorio has been the Executive Director of the International Coffee Organization since 1 March 2002.

Supachai Panitchpakdi
Secretary-General
UNCTAD



Dr Supachai Panitchpakdi began his four-year term as Secretary-General of UNCTAD on 1 September 2005, following his appointment by the UN General Assembly. Dr Supachai previously served as Director-General of the World Trade Organization (September 2002 to August 2005) and as Thailand's Deputy Prime Minister (November 1992 to May 1995) and Deputy Prime Minister and Minister of Commerce (November 1992 to February 2001). Dr Supachai received his Master's Degree in Econometrics, Development Planning and his PhD in Economic Planning and Development at the Erasmus University in Rotterdam, completing his doctoral dissertation on Human Resource Planning and Development under the supervision of Prof. Jan Tinbergen, the first Nobel laureate in economics. Dr Supachai began his professional career at the

Bank of Thailand in 1974, and in 1986 was elected a member of the Thai Parliament and appointed Deputy Minister of Finance. In 1988, he became Director and Advisor, and subsequently President, of the Thai Military Bank. In 1992, Dr Supachai was appointed Senator, and that same year he became Deputy Prime Minister,

entrusted with oversight of the country's economic and trade policy-making. In this role, he was actively involved in international trade policy and represented Thailand at the signing ceremony in Marrakech of the Uruguay Round Agreement in 1994. He was also active in shaping regional agreements, including Asia Pacific Economic Cooperation (APEC), the Association of Southeast Asian Nations (ASEAN) and the Asia Europe Meeting (ASEM).

Max Quirin
Specialty Coffee Association of America (SCAA) Board Member and
Anacafé's representative to SCAA International Relations Council



Max Quirin has grown coffee all his life on his family's century old farm in Coban, Guatemala. In 1988, the family coffee business was reorganized and he became General Manager. Working not only on the farming side, but also as an exporter, he began to see the importance of developing long-term relationships with importers and roasters. Based on mutual respect, many of these relationships have grown and continue to this day. In 1993, he began working with Anacafé as a member of the Board of Directors then as Vice-President and President. During this time, he represented Anacafé at the International Coffee Organization and the Association of Coffee Producing Countries. During his term at Anacafé, he highlighted the importance of producing coffee quality as a strategy to overcome the coffee crisis and also collaborated with producers, importers, exporters and roasters with the vision to work together as the only way to forge ahead and compete against other beverages. Max has also worked with the International Relations Committee of the Specialty Coffee Association of America (SCAA) from 1995-1997 and currently since 2002. He was elected to the Central Bank Monetary Board as Private Sector Representative for the 1997-1999 term and then continuously since year 2000. In 2005 he was named by the Monetary Board as it's representative to the IGSS (Guatemalan Social Security Institute) Board and became Vice-President of the IGSS Board in October 2006 until January 2009.

Ana Laura Quirós Montoya
President of the *Asociación de Mujeres Organizadas de Biolley*
(Organized Women's Association of Biolley) (ASOMOBI)
Costa Rica



Doña Laura is the current President of ASOMOBI; she was a founding member of the Association in 1997 when it all began as a dream, which became a reality thanks to the ingenuity and dedication of a group of 15 women. In 1999, the groundwork was laid for constructing a microprocessor with milling capacity for 2,000 *fanegas* of coffee, a project in which Doña Laura was the leading promoter. In 2002, contacts began with Deli-Café and the Lomas al Rio Coffee Mill, which provided training in processing and marketing the crop, and in that year the Association also managed to obtain the first certificates for farms in the process of becoming organic. In that same year, the Association installed a gas-fired coffee roaster and cooler and began procedures for registering the *Cerro Biolley* brand, establishing a website on the Internet: www.cafecerrobiolley.com. In 2004, the Association managed to associate itself with the Tourist Board, with the Biolley-La Amistad project, which enabled visitors to learn about coffee activities in the area including production of Cerro Biolley coffee. In December 2006 ASOMOBI received the annual *Medalla al Mérito Cafetalero* prize (Medal for Coffee Merit), awarded by the Coffee Institute of Costa Rica to physical or legal entities which have made valuable contributions to the country's coffee sector. Through her dedication and work in developing ASOMOBI, Mrs Quirós has acquired extensive experience in the processes of production, harvesting, processing roasting and marketing in the coffee industry.

G. V. Krishna Rau
Chairman
Coffee Board of India
India



Mr G.V. Krishna Rau is a career civil servant with 27 years standing as a member of the Indian Administrative Service. Coming from an agricultural family and with a postgraduate degree in Geology, he has always been keenly interested in sustainable approaches. Key areas of work have included land tenure management in Delhi, welfare of disadvantaged sections, management of the public distribution systems, management of public health services, community mobilization and sustainable tank-based irrigation systems working closely with the NGOs in Karnataka State. He is also experienced in general administration, rural development and related regulatory functions. During his tenure as Chairman of the Coffee Board of India in the last four and a half years, coffee exports reached an all-time high in terms of both quantity and value. At the same time focus has been brought back to domestic consumption.

Ric Rhinehart
CEO
Specialty Coffee Association of America (SCAA)
United States of America



Ric Rhinehart is currently serving as the Executive Director of the Specialty Coffee Association of America. Prior to taking on this position he was the President of a Los Angeles, California based roaster and retailer. Mr Rhinehart has over the past twenty years held executive positions in several coffee & tea firms. Mr Rhinehart has designed, developed, and produced a wide range of both tea and coffee products and is co-author of Tea Basics a primer on premium tea, published by John Wiley & Sons in 1998. Mr Rhinehart is a frequent presenter and panellist on industry issues and trends at trade shows and symposiums. He has served as a Director and as 2nd Vice-President for the Specialty Coffee Association of America, and has chaired the Training Committee and the Technical Standards Committee. He was a founding member of the American Premium Tea Institute, where he served on the Board of Directors and as President. He and his wife, Wendy Rasmussen, live in Garden Grove, California with their four children.

Luis Fernando Samper
Intellectual Property Director
National Federation of Coffee Growers of Colombia
Colombia



Mr Samper is Director of Intellectual Property for the Federation, and is responsible for all brand and technology protection as well as development of brand-based and technology based ventures. His role includes the development of an Intellectual Property based strategy for marketing and protecting Colombian coffee and Juan Valdez ® coffee applications. In November 2006 he was unanimously elected by agricultural producer representatives from all over the world as President of OriGIn, an NGO established as the worldwide network for the promotion and protection of Geographical Indications. Mr Samper completed his Economics degree – both bachelor and MSC – at the Universidad de Los Andes in Bogotá. During his graduate and undergraduate years, Mr Samper fulfilled parts of his degrees at Georgetown University in Washington D.C. He earned his MSC in Law in Universidad de los Andes and an MBA from Columbia University in New York. In 1988 he joined the Commercial Department of the National Federation of Coffee Growers of Colombia (FNC), one of the largest rural NGOs in the world comprising over 500,000 coffee growers. Mr Samper has been invited to participate as a guest speaker in forums and industry meetings related to Geographical Indications, the Coffee Market in general, Brand Management and the Juan Valdez brand. He is also a co-author of the book ‘Juan Valdez, the strategy behind the brand’.

Karl Schmidt
President
Probat Burns Inc.
United States of America



As President of Probat Burns Inc. since 1989, Karl Schmidt is responsible for all the Company activities in the North American Market. Prior to joining the Probat Group of Companies, Mr Schmidt held the position of Vice-President of a major multinational company in the dairy and food Industry. In this capacity he designed and developed process technologies in the field of extraction of vegetable oils, including refining and deodorization, this application includes the design of fatty acids condensers in the presence of inert gases. He was a major contributor in the design of a continuous fermentation process for the production of ethanol for the bio-fuel industry during his tenure at Alfa Laval in Sweden. His work in the Beverage Industry led to the development on non-alcoholic/low alcohol beer through fermentation and evaporation. His educational background includes a Business and a Master's Degree in engineering from Universities in Germany. Mr Schmidt has presented at seminars and given speeches at various industry organizations such as the National Coffee Association and the Specialty Coffee Association of America. He has also taught accreditation classes at the Roasters Guild and other associations related to the food and chemical industries. During the last few years his emphasis has been addressing the thermal dynamic processes within coffee roasters, the transfer of energy through the beans during the roasting process and the degassing of coffee. Environmentally friendly and energy saving application of new technologies to control pollutants throughout the coffee/cocoa processing stages is also a major area of that focus.

V.G. Siddhartha
Chairman
Café Coffee Day
India



Mr V.G. Siddhartha worked for two years as a Research Analyst with JM Morgan Stanley during 1983-84, following which he started his own investment business doing proprietary investments in equity markets. Companies promoted by Mr Siddhartha include Amalgamated Bean Coffee Trading Company Ltd. (ABC) which was started in the early 90s and is one of the largest coffee companies in Asia. ABC procures, cures, roasts and sells coffee and coffee beverages across multiple channels through a single umbrella brand 'Coffee Day'. Siddhartha expanded the family business of growing coffee from 400 acres in 1984 to 10,000 acres, and is the second largest grower of coffee in India. ABC's retail divisions encompass the entire gamut of coffee retail with branded retail outlets for fresh ground coffee retail outlets; specialty coffee cafés; quick serve F&B kiosks; manufacturing and placement of coffee and tea vending machines in India. Coffee Day is the largest brand in Indian coffee retail industry with Café Coffee Day having more than 875 company owned stores. Coffee Day touches a million customers a day. He also promotes Agri Business (organic farming – controlled greenhouse and open field cultivation of fresh vegetables and horticultural produce and banana project – Focus 100,000 tons per annum for domestic and export); Global Technology Ventures Ltd. which has successfully invested in over 10 technology companies including MindTree Technologies, Ittiam Systems, etc. and non technology investments including Way2Wealth which operates in retail financial services; Tanglin Developments Ltd., an infrastructure development company building and operating large IT and software technology campuses. Mr Siddhartha was awarded 'Entrepreneur of the year' in 2004 by the Economic Times for crafting a successful pan-Indian brand from a commodity business, and giving the Indian consumer a new lifestyle experience within the reach of the common man.

Robert Simmons
Head of Coffee and Cocoa
LMC International
United Kingdom



Robert Simmons joined LMC in 1994. He is LMC International's Head of Coffee and Cocoa Research, a position he has held since 1998. He learnt about coffee in Papua New Guinea where he worked for the Department of Agriculture in the early 1990s. He is an economist by training and has a Masters Degree from Reading University. LMC International is a leading independent economic and business consultancy providing economic research and consultancy services to a broad range of industries related to agricultural commodities and their end use markets. This includes the coffee industry. Founded in 1980, its headquarters are in the UK, and it has offices in New York, Malaysia and a partner office in Brazil.

Dang Kim Son
Director General
Institute of Policy and Strategy for Agricultural and Rural Development (IPSARD)
Vietnam



Dr Dang Kim Son graduated as an agronomist from Hanoi Agricultural University and obtained his PhD in farming systems research from the Vietnam Agricultural Science Institute. He also has an MA in Development Economics from Stanford University, USA. Since 2006, he has been the Director General of IPSARD at the Ministry of Agriculture and Rural Development in Vietnam. His previous posts at the Ministry have included Director General of the Institute of Agricultural Economics, Director of Information Centre and Deputy Director General of the Agricultural and Rural Development Policy Department. Prior to working for the Ministry he was the Vice-Director of the Technology Transfer Centre at the Cuu Long Delta Rice Research Institute. His areas of expertise include agricultural policy formulation and analysis, international integration policy impact, and poverty evaluation and rural development policy among other topics.

He was a member of the Reviewing Committee for the Vietnam Development Report 2007 and 2008, led by the World Bank, and has published over 20 articles in journals and presented over 20 papers to international workshops and conferences. He has also written three books, on farming systems research, agriculture and industrialization in Vietnam and 'Three mechanisms: the market, the state and the community, application for Vietnam'. Apart from that, he is one of the key people drafting the 'Program: Vietnam agriculture, farmers and rural development' which produced two books 'International experiences related to agriculture, rural development and farmers in the process of industrialization' and 'Agriculture, farmers and rural development in Vietnam – present and future'.

Launtia Taylor
President, Board of Directors
International Women's Coffee Alliance (IWCA)
Vice-President of Marketing and Sales
Probat Burns Inc.
United States of America



Launtia is Vice President of Marketing and Sales for Probat Burns Inc. Specialty Coffee Roasters based in Memphis, TN (USA) and President of the Board of Directors of the International Women's Coffee Alliance (IWCA). The IWCA was set up to assist and empower women in the coffee industry, especially those working on farms in Latin America and Africa, and to promote coffee sustainability. Born in Jamaica and educated in Jamaica, the UK, and Switzerland, Launtia started working as Assistant to the CFO of Jamaica Food Products, later to become Cadbury Foods Jamaica Ltd. She gained further commercial experience in Import and Export working with International Shipping Ltd., a subsidiary company of Grace Kennedy Ltd. Launtia became President of the Taylor Gentles Group (TGG) in 1998, which today is located in Valrico, Florida. TGG undertakes both small and medium sized projects for the

Coffee and Cocoa industries, as well as selected Consulting and Feasibility Studies. TGG was originally set-up in 1992, in Neuchâtel, Switzerland. The company moved to Florida in 1994 and for several years Launtia included the Probat Specialty Coffee Roasters to her portfolio, before joining Probat Burns Inc. She has successfully worked a number of projects requiring either private financing or Development Bank Financing for the Emerging Markets in the Cocoa Industry with the major concentration in the African Region. Launtia has spent many years living in different parts of the world, including Costa Rica, the United Kingdom, Switzerland as well as Jamaica and the United States. In Costa Rica, she was very active within the International Community. In Switzerland, she not only learned French and studied Political Science, but participated in many Commune projects, not least of which was the annual Vendange.

Ricardo Villanueva Carrera
President
Guatemalan National Coffee Association (Anacafé)
Guatemala



Mr Ricardo Villanueva Carrera was elected as President of the Guatemalan National Coffee Association (Anacafé) in November 2009. He was a member of the Board of Directors of Anacafé from 1994 to 1996 and was re-elected in 2004. As Chairman, he is focused on the implementation of the Coffee Sector Competitiveness Plan, basing his priorities on sustainability and coffee quality. Mr Villanueva will support technical assistance for coffee growers and continue with the efforts of promoting Guatemalan coffees in international markets of Europe, North America and Asia. He is a coffee grower from the San Marcos region and is also a lawyer with an MBA. Mr Villanueva has been also an active member of many associations in Guatemala, holding positions such as Chairman of the Private Agricultural Chamber, Member of the Coordinating Committee of the Agricultural, Commercial, Industrial and Financial Sector (CACIF),

and Chairman of the Federation of Private Enterprises (Fedepriacap). He is also dedicated to commercial, professional and agricultural activities.