



**INTERNATIONAL
COFFEE
ORGANIZATION**

PR 323/22

14 February 2022
English only

E

PRESS RELEASE

Vanúsia Maria Carneiro Nogueira first woman to be appointed as Executive Director of the ICO

ICO's new Executive Director Vanúsia Maria Carneiro Nogueira

London, 14 February 2022 - The International Coffee Council appointed Mrs Vanúsia Maria Carneiro Nogueira, from Brazil, as the new Executive Director of the International Coffee Organization as of 1 May 2022. With more than twenty years of professional experience in the coffee sector, Mrs Nogueira is the first woman to be elected to the position in ICO's history, setting a milestone also in terms of recognition of the leading role played by women in the entire coffee value chain.

The successor of Mr José Sette hails from a fifth-generation Brazilian coffee family and has worked in Argentina, Brazil, Chile, Colombia, and the United States. In addition to holding the position of Executive-Director of the Brazil Specialty Coffee Association (BSCA) since 2007, the new ED of the ICO has also been a board member of the National Coffee Council (CNC), the Rainforest Alliance, and the Alliance for Coffee Excellence, as well as an advisory council member of the Specialty Coffee Association (SCA).

During the Special Session of the Council held on 9 and 10 February, Members of the Organization expressed their high appreciation also for the Vietnamese candidate, Mr Tran Kim Long, recognizing his solid professional experience in the field of international development and valuing the commitment of the Vietnamese government with the Organization.

Mrs Nogueira's vision for the future of the ICO will focus on strengthening the sector coordination and partnerships to tackle priority issues such as ensuring a living and prosperous income for all farmers and market transparency, implementing global policies and financing mechanisms, increasing the sustainability of production and supply processes, as well as expanding consumption.

Mrs Nogueira's CV is attached to this press release for your perusal.

END

...

NOTES TO EDITORS

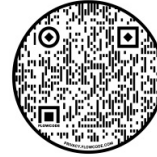
International Coffee Organization (ICO)

The International Coffee Organization (ICO) is a multilateral organization supporting exporting and importing countries to improve the sustainability of the coffee sector. It provides a high-level forum for all public and private stakeholders in the sector; official statistics on coffee production, trade and consumption; and support for the development and funding of technical cooperation projects and public-private partnerships.

More information

press@ico.org and/or follow our social media: [Facebook](#), [Instagram](#), [Linkedin](#), and [Twitter](#).

VANUSIA Maria Carneiro NOGUEIRA



[REDACTED]
Brazil

SENIOR EXECUTIVE: Doctorate in Business Administration with an emphasis in Marketing; Master's Degree in Management and Advanced Project Management, specialization in Governmental and Institutional Relations, Information Technology, Finance and Customer Relations Management, with broad experience in the coffee agribusiness.

ACADEMIC EDUCATION

- 2017 **Universidad Nacional de Rosario, Argentina**
PhD in Business Administration, with a focus in Marketing
- "Comparative analysis of the strategic positioning of Argentine and Chilean wines versus the competitive positioning of Brazilian coffees in the 21st century."
- 2010 **Fundação Getulio Vargas (FGV), Rio de Janeiro, Brazil**
Post-MBA Specialization in Advanced Project Management.
- 2007 **Fundação Getulio Vargas (FGV), Rio de Janeiro, Brazil**
Master's Degree in Business Administration (MBA).
- 1989 **Pontifícia Universidade Católica (PUC), Rio de Janeiro, Brazil**
Bachelor's Degree in Business Administration.
- 1982 **Pontifícia Universidade Católica (PUC), Rio de Janeiro, Brazil**
Bachelor's Degree in Information Technology.

PROFESSIONAL EXPERIENCE

- 2007 – present **BSCA – Brazil Specialty Coffee Association**
Executive Director (consultant on special promotion projects: 2007-08)
CEO of the organization, formulates and executes strategic policies and management. Manages relations with federal, state, and municipal government bodies and with the private sector of the global coffee production

chain, organized the 2nd World Coffee Producers Forum in Brazil, manages relations with Brazilian and international press and manages the human, financial, equipment and technological resources of the institution.

Began work at a critical moment for the institution, which had lost members, suffered a decrease in revenue and had accountability problems with agreements with the federal government. Executed a strategy for BSCA to leverage its framework, from 24 member producers and insufficient financial resources at the time to currently 260 members in all links in the coffee value chain, representing around 70,000 producers, and an annual budget comparable to that of the International Coffee Organization (ICO), 14 professionals working directly for the Association, as well as several third-party partners, and established cash reserves to cover one year of fixed costs.

Reestablished the partnership between BSCA and the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), which since then, together with funding from the private sector, has been responsible for promoting Brazilian coffees globally and involves executing international promotion activities around the world, holding several coffee quality competitions, including the main one in the world, the Cup of Excellence, as well as barista championships, bringing three world championships to Brazil in 2018.

Established partnerships with the Specialty Coffee Association (SCA), Coffee Quality Institute (CQI), International Trade Center (ITC) and World Coffee Events (WCE) to hold educational programs, evaluate and certify coffee quality for both specialty and commodity coffees, and carry out events (championships) to recognize and publicize the work of professional roasters and baristas. Continued the activities initiated in Brazil, in 1999, through the Gourmet Coffee Project, which gave rise to the most recognized coffee quality competition in the world, the Cup of Excellence, and established partnerships with industries Três Corações (Strauss Group) and Nestlé to encourage quality improvements in the production of arabica and robusta coffees, in addition to specific projects with indigenous communities and women producers. Also partnered with the company Yara, in 2020, to support improvements in production quality.

In 2013, contributed to holding International Coffee Week, the largest coffee fair in Latin America, in Belo Horizonte, Minas Gerais, Brazil, which received the 111th Session of the International Coffee Council and the round of meetings in celebration of the International Coffee Organization's 50th anniversary. Since 2018, a member of the Brazilian delegation during meetings of the international body in London and, since April 2020, in virtual meetings.

Involved since the initial conception of the World Coffee Producers Forum (WCPF); was a speaker in the first edition, held in 2017 in the city of Medellin, Colombia, and was elected by the Brazilian public/private representation as the country's representative to the WCPF Committee. Responsible for planning, organizing, and executing the second edition of the World Forum, in Campinas, Brazil, in 2019, as well as organizing and managing the fundraising procedures necessary to hold the event.

Member of official Brazilian delegations, accompanying ministers of state as a representative from the coffee sector, participated in 2017 and 2019 in meetings with high-level representatives from the governments of Asian countries, including Japan, South Korea, China and Hong Kong.

Currently participating in the task of writing and revising the 2021 edition of the ITC Coffee Exporter's Guide.

2013 –
present

Conselho Nacional do Café (CNC)

Associate member

As BSCA executive, since 2013 is a member of the Council, actively working on matters related to environmental and social sustainability, prosperity for members and promoting consumption of coffee in Brazil and internationally. Represented CNC in the Executive Committee for Promotion and Marketing of the Coffee Policy Deliberative Council (CDPC) from 2013 to 2019, when the forum underwent restructuring.

1983 -
present

Teaching Career

Since 1983, teaches classes in disciplines related to requirement analysis, management, marketing, and entrepreneurship in undergraduate and graduate courses in Information Technology, Rural Administration and

Agribusiness Administration in diverse educational institutions.

2006 – 2012 **Centro de Excelência do Café do Sul de Minas (Machado, MG)**

Executive Director

The Center of Excellence has a physical infrastructure of 2000 square meters and was created by the Minas Gerais state government together with the Machado city hall to promote professionalization and quality improvement for producers in the south of Minas Gerais, the largest coffee producing region in Brazil. While still in the construction phase, the main responsibilities were to idealize the governance structure of the enterprise, create an entity to run it, its mission, vision, objectives, and activities. Negotiated and constituted a non-profit, private sector association to manage CEC Sul de Minas, with the support of all coffee cooperatives, exporters and research institutions involved with the sector in the region.

After structuring CEC – Sul de Minas, held workshops, meetings and training sessions with the direct involvement of association members, rural extension courses, such as the use of PPE, crop management, post-harvest processing, mechanical harvesting, introduction to coffee grading and cupping, in partnership with the National Rural Learning Service (Senar), linked to the Confederation of Agriculture and Livestock of Brazil (CNA); postgraduate courses in Coffee Agribusiness Management, in partnership with Illycafe; immersion courses on farm management for “Young Producers,” children of coffee producers, between 17 and 22, seeking to determine their professional futures, in partnership with the Minas Gerais State Organization of Cooperatives (Ocemg). Also established a partnership with BSCA to carry out the Cup of Excellence and other promotional activities.

2002 - 2003 **“Solo Career”**

Developed a project to identify niche markets for Brazilian coffees, seeking to reposition producers from the country in the search for better income for the production chain.

Managed the Sul de Minas Dry Port in Varginha, Minas Gerais, adapting the administrative and business structure, conducted training for in-house professionals, creating more opportunities for them and, consequently,

more responsibilities, as those trained coordinated the Port's main functions for many years.

1987 - 2002 **PricewaterhouseCoopers + Coopers & Lybrand (Rio de Janeiro and São Paulo, Brazil)**

Senior Consultant to Partner

At the consultancy present in 155 countries and in Brazil for over 100 years, implemented diverse projects related to management, finance, information technology, customer relationship management and restructurings following privatization processes in Latin America for the utility, automotive and agroindustry sectors, among others. During 15 years at PwC, resided and took courses in many countries, among them the United States, Colombia, Germany, Spain, Argentina and Chile, fostering networking with CEOs and governing boards of diverse institutions and, also, with consultancy representatives of various nationalities, including performing international recruitment (India and Portugal) for projects in Brazil.

1983 - 1987 **Infraero - Empresa Brasileira de Infraestrutura Aeroportuária**

Systems Analyst (IT)

Coordinated Informational Technology projects in several areas of management, such as Finance, Accounting, the Health Plan and the Pension System.

INTERNATIONAL ORGANIZATIONS

Since 2021 **International Coffee Organization (ICO), London – Coffee Public Private Task Force (CPPTF)**

Active participant in all Technical Workstreams of the Coffee Public-Private Task Force meetings.

Since 2017 **Specialty Coffee Association (SCA) – Santa Ana, CA, USA**

Advisory Sustainability Counselor with very active participation during the merger transition of the two organizations (SCAA – Specialty Coffee Association of America and SCAE – Speciality Coffee Association of Europe)

Since 2017 **World Coffee Producers Forum (WCPF)**

Committee Member as the Brazilian representative with active participation on actions and decisions

Since 2016 **Rainforest Alliance/UTZ certified – New York, NY, USA and Amsterdam, Netherlands**

Board Member

Member of the Finance and Audit committee of UTZ certified during the merger negotiations, and responsible for the final analysis of the Rainforest Alliance due diligence for the merger; member of the merger transition committee; and current member of the Audit & Risk Management and the Program and Finance Committees of Rainforest Alliance.

Since 2014 **Alliance for Coffee Excellence (ACE)/Cup of Excellence (CoE) – Portland, OR, USA**

Board Member of ACE since 2014 and also board member of the CoE organization, which has just been established as organization.

RELEVANT PUBLICATIONS

2014 **Handbook of Coffee Post-Harvest Technology (BORÉM, Flávio Meira)**

Chapter writer of "Coffees of Brazil: Retrospective and Trends"

2020 **Book: Drying and Roasting of Cocoa and Coffee (HII, Ching Lik; BORÉM, Flávio Meira)**

Chapter writer of "Roasting Equipment for Coffee Processing", together with Thomaz Kozirowski

ADDITIONAL INFORMATION

Languages Portuguese (native), Excellence in English and Spanish (reading, writing, and speaking).

Fairtrade Certification For 19 years, responsible for the recognition of Brazil as an origin of Fairtrade products. Continues to the present day supporting the certifications of familial several associations and cooperatives and seeking alternatives for market access.

IWCA Active member in the Brazil chapter, Sul de Minas Gerais subchapter, of the International Women's Coffee Alliance (IWCA).