



INTERNATIONAL COFFEE ORGANIZATION
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ
ORGANISATION INTERNATIONALE DU CAFÉ

PR 276/11

30 September 2011

E

PRESS RELEASE

New ICO Executive Director

The International Coffee Council met in London at the headquarters of the International Coffee Organization from 26 to 30 September 2011 and decided by acclamation to appoint Mr Robério Oliveira Silva as Executive Director of the International Coffee Organization for a five-year term.

Mr Oliveira Silva is currently the Director of the Coffee Department and Chief of Staff of the Secretariat of Production and Agroenergy at the Ministry of Agriculture, Livestock and Food Supply of Brazil. A copy of his curriculum vitae is attached.

Council Members expressed their warm appreciation to the Governments of India and Mexico, which decided to withdraw their respective candidates, Mr G.V. Krishna Rau and Mr Rodolfo Trampe Taubert, to enable a consensus decision to be taken.

About the ICO: *The International Coffee Organization (ICO) is an intergovernmental organization created under the auspices of the United Nations to serve the international coffee community. Established in 1963, the ICO is unique in bringing producing and consuming countries together to exchange views on coffee matters and market conditions, and address coffee policies. In the last four calendar years, the value of world coffee exports averaged over US\$14 billion. Among the services provided by the ICO are: up-to-date information and statistics; innovative projects to benefit the world coffee economy; coffee market reports and economic studies; a coffee quality improvement programme; consultations on coffee sector finance; developing consumption through market development activities; and conferences and seminars.*

For more information please contact:

José Sette
Executive Director a.i.

Tel.: + 44 (0) 20 7612 0600
Fax: + 44 (0) 20 7612 0630

Email: info@ico.org
Website: www.ico.org

ROBÉRIO OLIVEIRA SILVA

Director of the Coffee Department
Ministry of Agriculture, Livestock and Food Supply
Tel: +55 61 3322-0408; Mob: +55 61 9982-9200
Date of Birth: June 15th, 1963, Pedra Azul, Minas Gerais, Brazil
E-mail: roberio.silva@agricultura.gov.br

SPECIALIST IN FOREIGN TRADE

EDUCATION

B.A. in Economics, 1985 – Universidade Federal de Minas Gerais – UFMG (Federal University of Minas Gerais).

LANGUAGE SKILLS

Fluent in English and Spanish. Good knowledge of French.

PROFESSIONAL PROFILE

- 18 years experience in the international market and seven years in the Federal Government.
- Vast international experience in Europe, dealing with leading consumer goods industries.
- Relations with Foreign Trade Ministers in developing countries in the Americas, Asia and Africa, regarding coordination in the international market.
- Skills in consensus building among international players with diverging interests, with a view to formulating and executing action plans.
- Experience in top positions in the Federal Administration, in the Ministries of Agriculture; Development, Industry and Foreign Trade; Economy; and at the Office of the Presidency of Brazil.
- Guest speaker at various international events on economic globalization, integration between developing countries in the international economy, commodity price stabilization, agribusiness, among others.
- Experience in dealing with national and international media.

MAIN ACCOMPLISHMENTS

- Direction of the Coffee Department of the Ministry of Agriculture, Livestock and Food Supply during an auspicious time for the coffee economy in Brazil, which resulted in a rise in prices in the international market and on new found prestige of Brazilian Coffee among international toasters.

- Coordination of measures of the Federal Government in the field of international trade during a period when Brazil experienced a great surplus in its trade balance (2002).
- Redirectioning of finance lines of the Export Finance Program (PROEX) towards preferential lines to small and medium enterprises, and coordination of efforts towards increasing commercial short term lines in a moment of liquidity crisis.
- Head of the Brazilian Mission to the Trade and Investment Fair of the Popular Republic of China (PRC) in September, 2002, when the Brazilian private sector reaffirmed its interest in setting up joint ventures with Chinese companies.
- Negotiation of the international agreement which created the Association of Coffee Producing Countries (ACPC), ratified by 14 countries which represented 85% of world coffee production. The ACPC played an important role in the international market in the discussion formulation of solutions for the grave problems faced by coffee producers at the time (1994/2002).
- Organization and coordination of ethanol acquisition auctions which enabled the recovery of ethanol prices in the internal market and sugar prices in the international market, launching the sugarcane industry into a virtuous cycle (1999).
- Renegotiation of the coffee sector debt with financial institutions, reducing the impact of the fall in prices on Brazilian producers and increasing the competitive capacity in the international market (1999).
- Planning and development of coffee consumption promotion campaigns in China and Russia (1995/96).
- Repositioning of the image of Brazilian Coffee Exporters in the Federal Government and in the international market, resulting in a more technical and less political profile to the issues being negotiated (1989/94).

PROFESSIONAL HISTORY

2/2009 – Present	<p>MINISTRY OF AGRICULTURE, LIVESTOCK AND FOOD SUPPLY. Brasília, Brazil</p> <ul style="list-style-type: none"> ▪ Director of the Coffee Department ▪ Chief of Staff of the Secretariat of Production and Agroenergy ▪ Advisor to the Executive-Secretary (Vice-Minister)
3/2004 - 12/2008	<p>ECONOMIC CONSULTANT TO CLASS ENTITIES AND NATIONAL AND INTERNATIONAL COMPANIES. São Paulo, Brazil, and London, UK</p>
3/2003 - 3/2004	<p>MINISTRY OF AGRICULTURE, LIVESTOCK AND FOOD SUPPLY. Brasília, Brazil</p> <ul style="list-style-type: none"> ▪ Special Advisor for International Agribusiness Marketing
6/2002 – 1/2003	<p>CHAMBER OF FOREIGN TRADE (CAMEX), MINISTRY OF DEVELOPMENT, INDUSTRY AND INTERNATIONAL TRADE. Brasília, Brazil</p>

- Executive-Secretary
 - Parallel functions:
 - President of the Committee on Export Credits (CCEx)
 - Member of the Committee on the Export Guarantee Fund (CFGE)
 - President of the Interministerial Group on Intellectual Property (GIPI)
 - President of the Technical Group on Trade Safeguards (GTDC)
 - President of the Technical Group on Supply (GTAR)

- 5/1994 – 1/2002 **ASSOCIATION OF COFFEE PRODUCING COUNTRIES (ACPC). LONDON, UK**
 - Secretary-General

- 1999 **MINISTRY OF DEVELOPMENT, INDUSTRY AND TRADE. Brasília, Brazil**
 - Secretary of Commodities

- 7/1989 – 4/1994 **BRAZILIAN FEDERATION OF COFFEE EXPORTERS (FEBEC). Brasília, Brazil.**
 - Secretary-General

- 1989 – 1989 **OFFICE OF THE PRESIDENCY OF THE REPUBLIC. Brasília, Brazil**
 - Coordinator of the Subsection for Institutional Affairs

- 3/1986 – 12/1988 **MINISTRY OF INDUSTRY AND TRADE. Brasília, Brazil.**
 - Assistant Secretary-General
 - Chief of Staff
 - Economic Advisor

- 11/1985 – 3/1986 **MINISTRY OF ECONOMY. SPECIAL SECRETARIAT FOR ECONOMIC POLICY. Brasília, Brazil.**
 - Advisor to the Secretary

DECORATIONS

- Order of Rio Branco, Commander (1994).
- National Order of Merit, Côte d'Ivoire (1995).

OTHER ACTIVITIES

- Member of the International Task Force created by the World Bank to formulate solution to commodity price volatility.

- Thesis Examiner of the High Studies Course (CAE) of the Rio Branco Institute, Ministry of External Relations, Brazil.
- Professor of Economics at the Rio Branco Institute, Ministry of External Relations, Brazil.