



REGIONAL DEVELOPMENT BRIEFING N° 2

Caribbean Rural Development Briefings: A series of meetings on ACP development issues

Strengthening the Caribbean agri-food private sector: competing in a globalised world to foster rural development

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Biodata of speakers

Carlos Enrique Arce – The World Bank

Carlos Enrique Arce is a Senior Economist at the Agricultural Risk management Team of the Agriculture and Rural Development Department of the World Bank. Trained as a lawyer and economist, Dr. Arce has 18 years of experience working in issues related to agricultural policy, agricultural productivity issues, and agricultural risk management, working for various international organizations prior to joining the World Bank 10 years ago. Lately, Dr. Arce work has focused exclusively in the area of Agricultural Risk Management, providing policy advise and technical support to public and private sectors mostly in the Latin American & Caribbean region.

Dr. Ballayram – Caribbean Food and Nutrition Institute (CFNI)

Dr. Ballayram is a food economist. He holds a PhD from the University of Florida in Resource Economics, with specialization in three fields (Environmental Economics; Agricultural Economics; and Trade and Development). He also possesses a Master's degree from the University of Notre Dame in Economics (with specializations in Development Economics and International Trade). Dr. Ballayram has 14 years of university teaching and research experience. For the past ten years he has been the Head of the Food Security Unit at the Caribbean Food and Nutrition Institute, Pan American Health Organization, with responsibility for the Institute's technical cooperation activities/programs in Food and Nutrition Security in 18 member countries. His technical and research interests are in costing nutrition-related diseases, food and nutrition security assessments, poverty assessments, food insecurity and vulnerability profiling, food policy and national plans of action in nutrition, and agricultural production, trade and nutrition.

Heiko Bammann – FAO

Heiko Bammann is an Agricultural Economist and a national of Germany. He has been working for FAO since 1994 first recruited as a Farming Systems Development and Marketing Officer in the FAO Sub-Regional Office for the Pacific. From 1997 to 2007, he was based in Apia, Samoa, where he gained extensive experiences on improved farm productivity, small farmers' access to markets and for sustainable improvements of livelihoods. He has been working closely with Government agencies, NGO's and private sector companies. Since October 2007, he is Enterprise Development Officer with the Market Linkages and Value Chains Group (MLVC) and is again based with the Rural Infrastructure and Agro-Industries Division (AGS) at FAO headquarters in Rome. He currently provides technical support to, and is responsible for a number of sub-regional and national projects working on linking small farmers to modern markets, through the application of value chain as well as business model approaches in the Pacific and in the Caribbean Island region.

Nigel Durrant – CARICOM

Mr. Nigel Durrant is the Agricultural Trade Specialist, and Head of the Agricultural Trade Unit in the Office of Trade Negotiation (OTN) of the CARICOM Secretariat, formerly the Caribbean Regional Negotiating Machinery (CRNM). Mr. Durrant, who holds a B.Sc. in economics from the University of the West Indies (UWI), and a Masters of Philosophy (M.Phil.) degree from the University of Ife, Nigeria, has been involved in development work for most of his career, primarily relating to agriculture and rural development. He has worked with both the Jamaican and Guyanese governments in the area of agricultural planning and policy. As head of the CRNM's agricultural programme, and as a member of the region's FTAA College of Negotiators, Mr. Durrant has participated in most major meetings of the FTAA, several negotiating meetings at the World Trade Organization (WTO), and has been closely involved in the preparatory work for the EU/CARIFORUM Economic Partnership Agreement (EPA) negotiations. He served as an Alternate Lead Negotiator for Market Access, with responsibility for Agriculture in the EPA negotiations, which were completed in December 2007. Since joining the CRNM in 2002.

Melvin Edwards – Caribbean Confederation of Credit Units (CCCU)

Melvin Edwards is a member of the World Council of Credit Unions (WOCCU) Board of Directors. Since 1998, he represents the Caribbean Confederation of Credit Unions (CCCU) at the global level. A specialist in development finance and project management, he pursued undergraduate studies at the University of the West Indies and graduate studies at the University of Wales, U.K. He also took post-graduate courses in France, the US and Canada. He has held chief-of-party positions with regional and international development organizations, including the USAID Small Enterprise Assistance Project, implemented in 8 countries with the Caribbean Association of Industry and Commerce; the Eastern Caribbean Economic Management Program, co-funded by CIDA, the Eastern Caribbean Central Bank; and recently, the Caribbean Regional Human Resource Development Program for Economic Competitiveness, a \$25 Million CIDA-funded program contracted to Bearing Point LP (formerly KPMG Consulting) which has strengthened the Caribbean's human capital and institutional capacity across 6 economic sectors, including tourism, financial services, agribusiness and construction in 15 countries supported by the Caribbean Community Secretariat, an organization that promotes free trade. From 2005 to 2007, Mr. Edwards served IICA as its Agribusiness Specialist for the Caribbean.

Dr. André Gordon – Technological Solutions Limited (TSL)

Dr. André Gordon is the Managing Director of *Technological Solutions Limited (TSL)*, a company which provides technical services to the manufacturing, distribution, food service, hospitality and export sectors and Chief Executive Officer/Principal Consultant of *TSL Technical Services Limited* a consulting company, both located at The Technology Innovation Centre on the campus of the University of Technology, Jamaica. Dr. Gordon has over 24 years of experience in providing technical assistance to various players in the Food Industry and SME, private sector and support institutions, in Jamaica, the Caribbean, Canada, Southern Africa, the UK and the EU. Dr Gordon is widely recognized as the leading expert in Food Safety and Quality training and implementation in the region by bodies such as the USFDA. While initially specializing in the Food Processing Industry and Agriculture, a major area of expertise is in small business development and work with organizations that support SMEs. For the last 13 years he has worked to improve the sustainable competitiveness of private sector firms in Jamaica and the Caribbean. Dr. Gordon is the author of over 43 scientific publications and the recipient of several awards and honours, including the Shell/Scientific Research Council Young Scientist Award.

Laurence Guigou – AAACP

Ms. Laurence Guigou is a graduate in Business Management and in agro food processing systems. She has over 20 years experience in project administration and management and has successfully managed the 20 million euros EDF programme EBAS – EU/ACP Business Assistance Scheme. She implemented the communication and information strategy of the programme, developed the manual of procedures, assisted several organisations and private firms in the elaboration of their business plan, developed a monitoring and impact assessment system, and coordinated the activities of eight regional offices. During the last ten years, she has managed her own private consulting firm, including the financial aspects of the business. In that capacity, she has also administratively and financially managed several EDF financed projects. Short Term Experts In implementing the Programme, the CU will enlist the services of a limited number of short-term experts. Their selection and mobilization will be guided by EU rules and procedures.

Michael Hailu – CTA

Mr. Michael Hailu, an Ethiopian national, is the new Director of the Technical Centre for Agricultural and Rural Cooperation (CTA). Mr. Hailu has over 25 years of professional experience working in Africa and Asia in communications and knowledge management in agriculture and related areas. Prior to joining CTA at the end of May 2010, Mr. Hailu was Director of Communications and a member of the Senior Leadership Team of the World Agroforestry Centre based in Nairobi, Kenya. From 1999-2007, Mr. Hailu lived and worked in Indonesia as Director of Information at the Centre for International Forestry Research (CIFOR). Mr. Hailu has degrees in Information Sciences and Economics from the University of Pittsburgh in the United States and Addis Ababa University in Ethiopia. He has also been trained in strategic leadership at the Stanford University Graduate School of Business.

Ena Harvey – Inter-American Institute for Cooperation on Agriculture (IICA)

Ena Harvey holds a M.Sc. in Process Engineering and Food & Postharvest Technology from the University of Guelph, Canada, and a B.Sc. First Class (Hons) degree in Tropical Agriculture from the University of the West Indies, Trinidad. From 2002-2008, she spearheaded IICA's initiative in Agrotourism linkages while serving as the Representative, IICA Office in Barbados. Since 2008, as Hemispheric Specialist, she has succeeded in laying the groundwork for an IICA Programme in Agrotourism on policy and institutional framework in support of the two sectors and providing technical assistance to IICA offices in LAC in the development of national and regional initiatives in Agrotourism and Rural Tourism. She currently serves as IICA's representative on the Board of Directors, and the Caribbean Hotel and Tourism Association Advocacy Committee, and is the Vice Chairman of the Sustainable Tourism Committee of the Caribbean Tourism Organisation. She has 20 years' experience and has completed some 60 consultancy projects in development of the agro-industrial sector in the Caribbean, in areas of technology development and application, HACCP systems, diagnostic benchmarking of SMEs to World Class standards, quality management for production and export, agro-tourism linkages...

Percival Marie – CARIFORUM

Mr. Percival Marie, a national of the Commonwealth of Dominica, was trained at the University of the West Indies. He began his career as a public servant with the Government of Dominica. Subsequently Mr. Marie continued his service to the region at the Organization of Eastern Caribbean States (OECS) Economic Affairs Secretariat in Antigua, in the capacity of Chief of Economic Policy, External Economic Relations, Trade and Statistics. Following that period of duty to the OECS Mr. Marie assumed the position of Head of the Programming Unit of The Caribbean Forum of ACP States (CARIFORUM) Secretariat. Mr. Percival Marie is currently the Executive Director of the CARIFORUM Directorate and Executive Director for Resource Mobilisation and Technical Assistance at the CARICOM Secretariat.

Rufina Paul – WINFA

Rufina Paul More, a national of St. Lucia, was trained at the University of the West Indies and she possesses a Master of Arts in rural planning and development from the University of Guelph Canada. Mrs. Paul has more than a quarter century of working experience in all aspects of agricultural development. Since 2004 she is Member of the Board of Directors of the Windward Islands Farmers Association (WINFA). Previously she worked for the Ministry of Agriculture, Lands, Fisheries, Forestry and Co-operatives, of St. Lucia administering the establishment of the institutional capacity oriented to the provision of appropriate data sets to guide the process of agricultural policy formulation and implementation. For the last ten years Mrs. Paul has been engaged in assignments with FAO, UNDP/OECS, UNIFEM, IICA, CARICOM, EU/Landell Mills Development Consultants, St. Vincent and the Grenadines Social Investment Fund (SIF), OXFAM and WINFA.

Dr. Katharina Plassmann – Federal Research Institute for Rural Areas, Forestry and Fisheries

Dr. Katharina Plassmann is a researcher at the Institute of Agricultural Climate Research of the Federal Research Institute for Rural Areas, Forestry and Fisheries in Germany. She has a special interest in carbon footprinting and carbon labelling and analyses greenhouse gas emissions from food production systems around the world. One particular focus of her current work are developing countries and their regional needs, challenges and trade opportunities, as well issues of land use change. Previously she worked in the Life Cycle Assessment research group at Agroscope (ART) in Zurich, Switzerland, and at Bangor University, UK, where she worked on a range of projects relating to carbon footprinting of agricultural and horticultural products. Her PhD in ecology analysed the effects of grazing management and the increased atmospheric deposition of nitrogen on the vegetation of coastal dune grasslands with the aim of aiding policy makers.

Robert Antonio Reid – IICA

Robert Reid has a Master of Arts in Agriculture and Rural Development Policy from the Institute of Social Studies in The Hague, The Netherlands and a Bachelor of Science in Agriculture; from the University of the West Indies. In addition to Agricultural and Rural Development Policy Analysis, Mr. Reid has expertise in Agribusiness Development Marketing and Trade, Contract Farming, and Supply Chain Management as well as Producer Group and Commodity Value Chain Development. Mr. Reid is the Hemispheric Specialist in Agribusiness at IICA in Trinidad. Previously, he had various other assignments for USAID, the Agribusiness Council of Jamaica, the Jamaica Agricultural Society and the Caribbean Agricultural, Rural Development and Training Services.

Vassel Stewart – Trinidad and Tobago Agri-business Association (TTABA)

Vassel Stewart is an International Agri-business Development and Marketing Specialist with over 20 years of *diversified and practical experience in agri-business development and marketing* in the Caribbean gained through working with national, regional and international public and private sector organizations, as a manager, C.E.O, director, adviser, consultant and investor in CARICOM. He has been engaged in long term and short term assignments and positions in a management or advisory capacity with public and private sector agricultural, food processing and export companies and export development institutions in 14 Caribbean countries. Currently the Chief Executive Officer of the Trinidad and Tobago Agri-business Association (TTABA), which is a “Development Company” involved in agri-business value- chain development and management. Mr Vassel holds an MBA in International Marketing and Entrepreneurship, a Post Graduate Diploma in Food Technology, a B.Sc. in Agriculture and a Certificate in Quality Management.

Guy Stinglhamber – COLEACP/PIP

Guy Stinglhamber is specialised in tropical agronomy. Guy has more than 20 years of professional experience in the production and trade of fruit and vegetable products. In addition to having managed several European Commission development projects that promoted trade from developing countries to European Union markets, Guy Stinglhamber was, for a time, a producer and exporter of fruit and vegetables in Central America. Before becoming the PIP Project Manager, Guy was in charge of the PIP Good Company Practice Component where he developed concrete actions to assist ACP companies.

Maurice Wilson – CARDI

Over 30 years in agri-business analysis, project development and management obtained through involvement in the development of small, medium and large scale projects in all Caricom countries. Additionally, functioned in senior professional and management positions in national and regional organisations whose mandates included *inter alia* loan and equity financing (Agricultural development and Financing institutions nationally and regionally); diversification & planning; technology research, development and transfer; market research and development. Present responsibility with CARDI is the mobilization of resources (regional and international funding sources), planning and the formulation/promotion of project and human resource monitoring and evaluation systems.

Yan Zhang – UNCTAD

Ms. Yan Zhang works as Associate Economic Affairs Officer in the Special Unit on Commodities of UNCTAD. She conducts research and analysis on commodity related development issues and implements technical assistance projects, with a special focus on agricultural commodity financing. She has more than 10 years of working experience in export finance, development assistance and financing investment projects in developing markets. Before joining UNCTAD at the end of 2007, she worked as Deputy Chief of the Branch in the Economic Research Department of the Export-Import Bank of China. She holds a Master Degree in Economics.