



Promoting regional trade and agribusiness development in the Pacific

AGRIBUSINESS FORUM: LINKING THE AGRIFOOD SECTOR TO THE TOURISM-RELATED MARKETS

Organised by CTA, PIPSO and SPC
Hotel Sofitel Denarau Island, Fiji, 1-3 July 2015

BIODATA OF SPEAKERS

Chris Addison – Senior Programme Coordinator, Knowledge Management, CTA

Chris Addison is Senior Coordinator for Knowledge Management (KM) at the ACP-EU Technical Centre for Agriculture and Rural Development (CTA). He has worked in the ICT and knowledge management for development sector for the last 18 years and as director of the non-profit One World Europe. He has worked with a range of development organisations with their online KM needs. He contributed to the OpenAire Open Data report as joint author of the Agriculture chapter. Whilst at IFPRI, he commissioned the conversion of the Global Hunger Index data to linked open data and is currently working on a project to publish the CTA archive as a linked open dataset. He is currently running a series of CTA activities to support better use of data for agriculture and nutrition through the Data Revolution for Agriculture project.

Terry Adlington, Managing Director, Tanna Coffee, Vanuatu

Terry's initial background is in building construction and civil and structural engineering which progressed to heavy industry raw production and mining development. His work involves now Estimating, quantity surveying commercial coffee farming and rural industry development. Terry worked in the Australian coffee industry establishment and promotion and focused on Vanuatu coffee industry revival and establishment. He manages the Tanna Coffee Development Company.

Adela Aru – Principal Product Development Officer, Manager of Vanuatu Tourism

Adela is the National Coordinator at the Vanuatu Tourism Ambassador Programme 2013 to 2015. She managed the Pilot Project funded by NZ Aid Programme with linkage to transport and handicraft industry. Some elements of the programme covered value addition on agro tourism products with the aim of improving quality of visitor experiences and income profitability of participating businesses.

Adela has also been the Principal Product Development Officer at the Department of Tourism from 2008 to 2015. She managed a portfolio for developing the destination as a competitive tourism destination by developing a range of tourism products and services that

will contribute to provide a diverse range of experiences for the tourist. This involves working with Department of Industry for developing linkages between tourism and agriculture. Previously, she was the Strategic Skills Development Manager- TVET Program 2012 to 2013, an Australian funded program focused on skills development with the aim for developing skills for economic development. Priority programs on tourism, agriculture and industries. In her capacity of Tourism Community Training Officer- 2004 to 2008, she managed the training division of the office by designing awareness materials on how to increase ni-vanuatu participation into the tourism sector.

Jennifer Boggiss – CEO and Co Founder, Heilala Vanilla

Previously a qualified Accountant in private practice, she co- founded Heilala Vanilla in 2008. Heilala Vanilla grows Vanilla in the Kingdom of Tonga, starting as an aid project after a cyclone and now partnering with a wider group of growers. The Vanilla Beans are exported to New Zealand where a range of value added products are manufactured and exported to 8 countries around the world. In 2014 Heilala partnered with TNYC and now markets and distributes Virgin coconut oil under the Heilala brand.

Ena Harvey – IICA Representative, Barbados & Management Coordinator

Ena Harvey is passionate about linking agriculture with tourism and over the past 12 years, she has been spearheading IICA's initiative in Agrotourism linkages while serving as the Representative, IICA Office in Barbados and Hemispheric Specialist in Agrotourism, and Management Coordinator for the 14 IICA offices in the Caribbean. Her work has included strengthening of the institutional framework for linkages, sharing of best practices and success stories, and diagnostic assessments for investments in rural tourism. She has delivered numerous feature addresses and lead papers on agrotourism at national, regional and international meetings, and currently serves as IICA's representative on the Board of Directors, and the Sustainable Tourism Committee of the Caribbean Tourism Organisation. Ena holds an 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. She has over 20 years' experience and has completed some 60 consultancy projects in development of the agro-industrial sector in the Caribbean.

Wilco Liebrechts – Founder The Crab Company of (Fiji) Limited

Wilco Liebrechts has a Masters in Agricultural Science from Wageningen Agricultural University, The Netherlands. He has worked in the Pacific since 1984, and since 1996 resides permanently in Fiji. He is a founder of The Crab Company of (Fiji) Limited, which he believes can combine profitability with environmental protection and sustainability. Mr. Liebrechts is in overall charge of the day-to-day management of the company.

Amiaifolau Afamasaga Lutua – Samoa Tourism Authority

Ami is presently managing the "Enhancing the resilience of tourism reliant communities to climate change risks" project funded by GEF/LDCF through UNDP and implemented by the Samoa Tourism Authority. More than ten years of combined experience in Tourism and Community development planning and climate change adaptation in Samoa Studied Community Development in USP and a current student of its Post Graduate Diploma in Climate Change programme.

Tevita Madigibuli, General Manager relationship and Sales, Fiji Development Bank

Tevita has a diploma in Agriculture and a Bachelor Degree in business studies/Masters in Business Administration from the University of the South Pacific. He has been a development banker for 32 years and currently manages the entire network in Fiji in terms of lending operations. He has attended numerous trainings and workshops both

locally in Fiji and internationally. He also attended the International Conference on Fin4Ag in Nairobi, Kenya, in July 2014 invited by CTA.

Karen Mapusua – Coordinator POETCom

Karen is the Coordinating Officer for the Pacific Organic and Ethical Trade Community (POETCom) based in the Secretariat of the Pacific Community, Suva Fiji. For the past 10 years she has been engaged in the Pacific organic movement. Initially through her role with Women in Business Development in Samoa and then POETCom. Her work has included managing organic programmes, developing organic certification systems relevant to the region, provision of organic certification training, advocacy and strategic development for the organic movement. She was involved in developing the Pacific Organic Standard and the Strategy for Organic Development in the Pacific Islands region and has lobbied successfully for organic agriculture to be prioritised in the agricultural agenda of the Pacific Island states. She has contributed to the International Task Force for Harmonisation and Equivalence in Organic Standards, had served on the Executive Committee of the Fair Trade Association of Australia and New Zealand (FTAANZ) and currently serves Board Member of FairTrade Australia New Zealand (FANZ). Karen also contributes a chapter each year to the international publication "The World of Organic Agriculture".

Karen's background includes teaching, NGO management and capacity building, media relations and peace keeping. She has completed university studies in Australia and post graduate studies through New Zealand. Karen has worked in Australia, Tonga, Croatia, Bosnia Hercegovina, Samoa and now Fiji but calls Samoa home.

Guy Pierre Morel – Management and Marketing Consultant (MSc MBA)

Guy is an Agronomist and Management Professional with 23 years of corporate experience at leadership level in profit driven and non-profit driven organisations, spanning Agriculture, Telecommunications, Insurance, Airline, Beverage and Tertiary Education industries. Guy is an Associate Lecturer at University of Seychelles and Principal Consultant at SGM and Partners Consulting, a Strategic Network of Consultants in the fields of Management, Environment and Agriculture.

Shailesh Naidu – Executive Chef – Outrigger Fiji Beach Resort

He's the first and only Fijian-born, 5-star executive chef in Fiji and is the nation's most decorated chef. After starting his career at a few Denarau 5 stars, Shailesh moved to Outrigger on the Lagoon Fiji in 2001 as an Executive Sous Chef and after successfully working under 3 expatriate chefs; he was promoted to Executive Chef.

He has national and international awards under his belt, key one being 2 time 'Fiji Chef of the Year', Gold medalist 'Oceania Chef of the Year' plus winning the 'One World Culinary Competition' in Johannesburg South Africa while representing Australasia.

His signature restaurant at Outrigger 'IVI' won 'Aon Excellence Awards Restaurant of the Year' in 2006 and 2012. Shailesh was also named the 'Front-liner of the Year in Tourism'.

A few years back Shailesh was voted as the President of Fiji Chefs Association with main event been the 'Moffat Salon Culinaire', Fiji's largest chef's competition to date, 360 entries for 3 ½ days of competition.

Shailesh has been working closely with culinary schools and gives opportunities to students from all over Fiji to get their industrial kitchen training completed. Shailesh has groomed many young upcoming chefs who now trade their talent worldwide.

Shailesh was also the brain behind to execute his dream project the 'School Chef Challenge' for high school students with over 100 students competing and the winners walking away with their respective medals, certificates and lucrative prizes.

Last year Shailesh got invited as a guest chef by the Crystal Cruises for their 2 week 'Food & Wine Festival'. A cruise through the Pacific Ocean did master class and gala dinner showcasing 'Island cuisine' in their cruise ship the 'Crystal Symphony'.

Escipi3n Oliveira – Deputy Executive Director, Caribbean Export Development Agency

Mr. Oliveira is a national of the Dominican Republic (DR) with 25 years of experience in drafting, managing, supervising, and evaluating multi-donor programs and projects for the creation and strengthening of Small and Medium Sized Enterprises (SMEs) and Intermediary Organisations (IOs) in the six ACP regions at national, regional and all-ACP levels.

Cate Pleass – Marketing Director, Pleass Global Limited

Cate has held senior management roles - Operations Manager, Regulatory Affairs Manager, Human Resources Manager, Marketing Manager, General Manager, Export Manager, Marketing Director across the following sectors spanning 30 years -Nursing,Pharmaceuticals, Beverage Equipment, FMCG, Aviation, Beverages,Tourism and Organics.

Cate is an Australian who has resided and worked in Fiji for 20 years with some absences abroad for family reasons.

Gilbert Port Louis – Director Extension Service of the Seychelles Agricultural Agency

Gilbert is an agronomist with 20 years experience as a field technician and five years at the Executive level with the Seychelles Ministry of Agriculture and Fisheries.

Gilbert has strong technical background in plant protection and extension services. He leads a team of 21 member staff responsible for extension services and administer the supply of inputs for farmers.

Kevon Rhiney – Lecturer University of the West Indies

Kevon currently lectures in the Department of Geography and Geology at the Mona Campus, University of the West Indies, located in Kingston, Jamaica. Kevon holds a PhD. in Geography and his dissertation examined the evolution and nature of existing market linkages between tourism and agriculture in Jamaica. He is a past president of the Jamaican Geographical Society, a former Commonwealth Fellow, and Visiting Academic at the Kellogg College, University of Oxford. His research interests span the rural-urban nexus and include issues surrounding agricultural change and rural development, agritourism, market liberalization and food security, climate change adaptation and mitigation, and sustainable development.

Dane Saddler – Executive Chef, Caribbean Villa Chefs, Barbados

Dane Saddler is a national award winning chef with over 15 years experience in fine dining cuisine under his belt throughout the Caribbean. He is the founder of Caribbean Villa Chefs, a company offering private chefs for villas, private homes and businesses in the Caribbean region. They are now contracted by major hospitality companies in 3 continents and their cuisine and flair are a hit with locals as well.

Dane has appeared and hosted several cooking shows in Barbados and has auditioned for The Food Network in the USA.

He has now recently partnered to form Nutritiously Inspired, a healthy cuisine line focused on offering healthy convenient options to the health conscious market. He works with the Heart and stroke Foundation, the council for Non Communicable Diseases and the Ministry of Health in Barbados to promote and educate the public on making food choices beneficial to their health and in doing this has partnered with the OGCA (The organic growers and consumers association) to promote organic produce.

Faumuina F. Tafunai – Media Specialist, WIBDI

Faumuina Felolini Tafuna'i has 20 years of media and communications experience that includes stints in New Zealand, England and Samoa. Currently she is the media specialist at Women in Business Development. In 2012, she won the CTA international journalism award for agricultural value chains. Prior to that, she was part of Te Rūnanga o Ngai Tahu's communications team, former deputy editor of the Samoa Observer, an artist and curator. She has a Bachelor of Communications Studies from AUT, NZ.

Henry Sanday – Private Sector Development Advisor, MSG Secretariat

Henry has more than 20 years of work experience on private sector development at the sub-national, national and regional levels, with the Fiji Trade and Investment Board, Pacific Islands Forum Secretariat and the Pacific Islands Private Sector Organisation. He is currently the Private Sector Development Adviser for the Melanesian Spearhead Group Secretariat based in Port Vila, Vanuatu. This position is funded by the European Union through the Pacific Integration Technical Assistance Project.

Erik Rotsaert – Expert Fisheries

Erik Rotsaert has a master of management degree. He worked for over 35 years in the fishing and aquaculture. From 1978 to 1992 he successively worked in the private sector maritime transport, fishing and the hotel industry in the Comoros archipelago (14 years). From 1992 to 2001 he was associated expert of the Centre for Development of Enterprise (CDE) in Brussels where he had to put in place the fishery and aquaculture sector. From 2002 to 2009 he became CDE officer and was in charge of the Fishery, Tourism and Agro-Industry sectors. In 2010 he was the Director of the SFP program for its last year.

Since 2011 he is working as a fish and aquaculture expert in various countries for the private as for the public sector.

Lamon Rutten – Manager of the Policies, Markets and ICT Programmes CTA

Since July 2012, Lamon Rutten is Manager of the Policies, Markets and ICT programme of CTA, an international organization in Wageningen. Until June 2012, he was the Managing Director and Chief Executive Officer of the Multi Commodity Exchange of India (MCX). Under his management, MCX became the world's second largest commodity exchange, with in 2011 a notional trading value of 2.9 trillion US\$ (as compared to US 1.24 trillion in 2009), a corporate valuation of well over US\$ 1 billion, and over 280 staff. Before joining MCX in June 2006, Lamon was Chief, Finance, Risk Management and Information in the Commodities Branch of the United Nations Conference on Trade and Development (UNCTAD), Geneva. He joined UNCTAD in 1990, after working on grain trade and collateralized grain finance in Mali. He initiated and then managed UNCTAD's work on commodity risk management and structured finance; except for an interruption in 2000-2001, when he worked as Senior Advisor with the International Task Force on Commodity Price Risk Management of the World Bank. He has been on the Board or Advisory Board of organizations in Africa, Asia, Europe and the Americas; taught for five years at the Institute of Banking and Financial Management of the École des Hautes Études Commerciales, Lausanne, Switzerland; was one of the main drivers for the creation of the Global Network of Export-Import Banks and Development Finance Institutions, G-NEXID; and in 2010, was elected among 'The World's Most Influential People in International Financial Centres'. Lamon holds a M.A. degree, with honours, in International Economic Management from Tilburg University, The Netherlands.

Alberta Malielegaoi Vitale – Associate Director, Women in Business Development Inc (WIBDI), Samoa

Associate Director Alberta Malielegaoi oversees all of Women in Business Development Inc's operations, which includes the organic programme, finance, media and communications, donor projects and human resources. She currently sits on National Advisory Organic Steering Committee, the Private Sector Support Facility, the Samoa National Tripartite Committee, Samoa National Codex Committee, and Trade Commerce and Manufacturing Sector Plan Steering Committee. She holds a Bachelor of Commerce and Administration with a major in marketing and management from the Victoria University of Wellington, New Zealand.

Mereia Volavola – Chief Executive Officer, Pacific Island Private Sector Organisation

Mereia Volavola has been the Chief Executive Officer of PIPSO since 2010. She has vast knowledge and experience in the area of Finance and Banking. Prior to joining PIPSO, Ms Volavola held the position of CEO of the Capital Markets Development Authority in Fiji. She has also worked for the Reserve Bank of Fiji, HFC Finance Ltd and Housing Authority. Mereia Volavola holds an MBA in Banking and Finance with a Distinction from the University of Wales, UK and a Bachelor of Arts Degree from the University of the South Pacific in Economics and Business Management. She is also a Board Member of Merchant Finance.

Colin Shelley-Executive director, The Crab Company of Fiji Ltd.

Colin Shelley is the co-founder and executive director of The Crab Company of Fiji. He has worked primarily in tropical aquaculture for the last 20 years, after starting out his career in marine biology and fisheries. He has worked in Papua New Guinea, and Ireland, in addition to his efforts in Australia and has consulted in Asia and the Pacific. His most recent accomplishments in the R&D arena have been as the principal investigator in an FRDC funded project, commercializing mud crab aquaculture in Australia, as co-developer of a GIS system incorporating fuzzy logic for aquaculture site identification, and in describing the sea fishery in the Northern Territory utilizing a novel spatial-temporal method. In his current post he has the challenge of 'opening the doors' to more aquaculture development in Queensland.

Klaus Stunzner, Chairman, PIPSO

Klaus Stunzner is the Chairman of PIPSO, the Managing Director of Samoa Spare Parts & Accessories and is an Executive Member of the Samoa Chamber of Commerce & Industry. He served on a number of statutory Boards and Committees in Samoa which includes the Central Bank of Samoa, Samoa Institute of Accountants, Samoa Post and Samoa Trust Estates Corporation, amongst others. He also served as the President Samoa Chamber of Commerce & Industry from 2006-2007 and served in the PIPSO Council during those years. He is a chartered accountant by profession.

Raymond F. Trotz – Secretary, Guyana Agri-Business Association, CABA

Raymond Trotz is co-founder of Phoenix Enterprises Guyana, a pioneering business engaged in the bottling of all natural coconut water in Guyana. He is currently working on expansion of his business to move it from the micro end of the MSME scale to the medium level in response to a growing demand for raw, packaged coconut water by the container-load. This expansion is being facilitated by the Caribbean Agri-Business Association (CABA) of which he is Secretary of the Guyana Chapter, GABA. Raymond also serves as Secretary of the Guyana Agro-Processors Association which seeks to advocate for agro-processors in the areas of Finance, Training, Marketing and Networking. More recently, he was elected Chairman of the National Stakeholder's Platform for the Guyana chapter of an emerging Caribbean Coconut Industry Development Project jointly administered by the International Trade Centre (ITC) of Geneva and the Caribbean Agricultural Research & Development Institute (CARDI). Raymond holds a BSc. Degree in Agriculture (UWI) and B.A. & M.A degrees in English (University of Guyana). He has previously worked as a professional at middle and senior management levels in the field of Agricultural Extension with the Government of Guyana, and has taught English at the University of Guyana and in secondary schools of the Caribbean.

Cornelia Wylli – Director, Vanuatu Direct

Cornelia is the Managing director of Vanuatu Direct Ltd 2006-2015 - promoting nutraceutical values of food.Contract grower scheme. Previously she held various positions such as curator of Rainbow Botanic Gardens from 1992 to 2009; Manager of Sovalait Dairy Company (Vanuatu) exporting camembert to Noumea.

She also lectured at Rotorua PolyTech "Profit from Small Holdings" and was the Export Pack house supervisor of White Goose Orchard - Blue berries to Europe and USA.
He also owned and managed Idyll Ark Orchard NZ, introducing new crops, growing systems and marketing to North Island.