



## Promoting regional trade and agribusiness development in the Pacific 2<sup>nd</sup> PACIFIC AGRIBUSINESS FORUM

### LINKING THE AGRIFOOD SECTOR TO THE LOCAL MARKETS FOR ECONOMIC GROWTH AND IMPROVED FOOD AND NUTRITION SECURITY

Organised by PIPISO, CTA, IFAD, SPC and SPTO

Tanoa Tusitala Hotel, Apia, Samoa, 29<sup>th</sup> August - 1<sup>st</sup> September 2016

#### BIODATA OF THE SPEAKERS

##### **Chris Addison – Regional Coordinator for the Pacific, Senior Programme Coordinator, Senior Coordinator Data4Ag, 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.

##### **Howard Aru – Director General of Agriculture, Ministry of Agriculture, Vanuatu**

Howard Aru currently serves as Director General for the Ministry of Agriculture, Livestock, Forestry, Fisheries and Biosecurity (MALFFB) in Vanuatu. He was former Director General of Vanuatu's Ministry of Health. He holds a dual Master of Public Policy (specialising in international policy) and Diplomacy and a Post-graduate Diploma in Public Administration from the Australian National University (ANU). He also holds a BA in Geography and Management from the University of the South Pacific (USP). Howard founded and became the first CEO of the Vanuatu Investment Promotion Authority (VIPA) from 1998-2003 as part of the country's comprehensive reform program with the ADB. He has also served as Sub regional Head of

the ACP/EU Centre for the Development of Enterprise for six years after having represented CDE as Country Rep from 1996-2006. Howard is passionate about development (notably rural development) and the dire need to address the dual issues of poverty alleviation and health (notably NCDs).

**Napoliom Batimala – Chief Executive Office, Merchant Finance Limited, Fiji**

Mr. Napoliom Batimala was appointed as Chief Executive Officer for Merchant Finance Limited in November 2015. Mr. Batimala has been with FHL Group for the past 7 years and has held various senior positions within the Group as well as General Manager for Merchant Finance for the past 4 years. He is a Chartered Accountant and holds a Masters of Applied Finance from KAPLAN Professional, a Graduate Diploma in Applied Finance from KAPLAN Professional, Graduate Certificate in Applied Finance from FINSIA and a Bachelor of Arts in Accounting and Finance from the University of the South Pacific. He is also a graduate of Australian Institute of Directors and is a member of Fiji Institute of Accountants, Tax Agent (Fiji), CPA Associate Member (Australia), License Investment Adviser (Fiji) and a member of the Institute of Internal Auditors. Prior to joining FHL Group, Mr. Batimala was a Manager at Price Waterhouse Coopers.

**Isolina Boto – Manager, CTA Brussels Office, and Project Leader on Regional Trade, CTA**

Isolina has more than 25 years of experience in development. She worked for the European Commission, various ACP embassies and NGOs on food security, rural development and trade. Within CTA, she worked in various positions at headquarters, in the Netherlands, especially on co-funded technical programmes on Agriculture and Rural Development implemented at regional level. Since 2004 she heads the CTA Brussels Office, dealing with policy issues related to the ACP-EU cooperation in the field of agrifood systems and rural development and leads CTA policy group on regional trade and agribusiness, which includes agritourism. She coordinates and organizes the regular Brussels Development Briefings on topical and emerging development policy issues. The office produces a daily news service on key policy areas of ACP-EU cooperation on trade, fisheries, climate change, food security and development policy.

**Michael Finau Brown – Chief Executive Officer of Nature’s Way Cooperative (Fiji) Limited**

Michael Finau Brown is the Chief Executive Officer of Nature’s Way Cooperative (Fiji) Limited, a company that undertake mandatory quarantine treatment on behalf of Fiji’s fresh fruit and vegetable export industry at Nadi Airport. He has been with Nature’s Way since 2009. Mr. Brown has worked for the Ministry of Agriculture and the private sector in Fiji for well over 40 years. He has a Bachelor’s degree in agriculture from USP and a Master’s Degree in Management from the University of the Sunshine Coast in Queensland Australia. Mr. Brown is also a part-time lecturer in Management and Marketing at the Fiji National University.

**Ian Buck – Facility Manager, ADB Samoa AgriBusiness Project**

Ian Buck is an agribusiness specialist with a sound understanding of the complexities and current issues of the sector from the family business to multi-national corporations. With his extensive practical and professional history in Agribusiness in Australia and the Pacific region, covering Project Implementation and Management, Banking and Finance and as a qualified Financial Adviser, he has a unique understanding of the economic and financial issues of the agribusiness sector, which enables him to engage immediately and directly with clients to provide holistic, strategic practical advice. Ian holds a Bachelor of Agricultural Science Degree from the University of Queensland, Post-Graduate qualifications in Agricultural Economics from the University of New England (NSW), a Diploma of Financial Services (Financial Planning), and the Company Director’s Course Diploma. He is a Fellow of the Australian Institute of Company Directors, and a Fellow of the Australian Institute of Management. Ian is currently the Facility Manager engaged to implement the Samoa Agribusiness Support Project, which is a 7 year project established from an initiative of the Asian Development Bank and the Government of Samoa, to stimulate commercial development in the agriculture and agro-processing sector to increase the sectors contribution to economic growth.

**Api Cegumalua – Consultant, Fiji**

Graduate with a Degree in Applied Science in Food Technology from University of Queensland Gatton College. and Diploma in Tropical Agriculture from Fiji College of Agriculture Fiji. Over 30 years of work

experience on Senior Management Position as a Quality Assurance Officer with Fiji's Dairy Company then managing 3 Government Subsidiary Agri-Business companies for 13 years which add values to local produces and exported to Japan, Europe, USA, Canada, Australia and New Zealand. A Fellow in Admin and Training at the Commercial arm of the University of the South Pacific, The Institute of Applied Science before joining the Pacific Community as Export Processing Officer for the two EU funded projects FACT and IACT. Currently an independent consultant in Food Technology and a trainer and HACCP Auditor under SCI QUAL International in Queensland, Australia.

#### **Asif Chida – Inclusive Growth and Private Sector Specialist, UNDP Pacific Centre**

Dr Asif Chida has more than twenty years' experience in 30 Small Islands Developing States in the Caribbean and the Pacific. A pro poor business expert Dr Chida focuses on development of knowledge products to support policy analysis and advisory services for job creation and poverty reduction. Dr Asif Chida holds a Masters of Commerce in International Trade and Banking, Masters of Phil. (Commerce) with specialization in Rural Banking and Local Economic Development and Ph. D (Commerce) with specialization in Economics and Corporate Governance. In the Pacific, Dr Chida's major contributions have been in the establishment of Pacific Islands Private Sector Organisation (PIPSO), Introduction of entrepreneurship and financial education in the school's curriculum in Samoa which is now being expanded as a Pacific wide initiative after being endorsed by Pacific Countries Education Ministers. Mr Chida previously held the post of Regional Private Sector Advisor with the Forum Secretariat as well as numerous international consultancies.

#### **Colin Chung – Chef**

Trained in hotel management, Colin has a wealth of experience in all aspects of hospitality. His career has taken him around the globe. Moving to New Zealand from his homeland Hawaii in the 1980s, Colin settled in Raglan on New Zealand's West Coast. From there, he has run several successful cafe's and bars - including the legendary Vinnies in Raglan - while travelling frequently to the Pacific Islands as a hospitality consultant. Throughout his career, Colin has assisted many of the world's most famous hotel brands with their operations, whilst cooking for some of the globe's most famous names - think Nicole Kidman, The Rolling Stones and Justin Timberlake. Whatever the assignment, Colin takes it all in his stride, bringing his trademark Pan-Asian flavours and the gracious hospitality of his Hawaiian heritage to everything he does.

#### **Chris Cocker – CEO, South Pacific Tourism Organization**

Mr. Christopher Cocker is a Tongan national and is the CEO of the South Pacific Tourism Organisation. He has over 20 years' experience and expertise in Pacific trade, investment global tourism marketing and promotion. Before joining SPTO in June 2016, he was a short term consultant with the Secretariat of the Pacific Community (SPC) based in Suva, Fiji, the Project Manager for the EU-funded Pacific Regional Tourism Capacity Building Programme (PRTCBP) administered by the SPTO (2013-2015) and prior to SPTO, he was the Marketing Officer for the EU-funded Increasing Commodity Agriculture Trade (IACT) project administered by SPC. His previous work posts based in Auckland, New Zealand, include Trade Commissioner of Pacific Trade & Invest (PT&I) and Senior Programme Manager, Pacific Cooperation Foundation (PCF). Earlier in his career he was the Marketing & Memberships Services Manager at SPTO promoting regional tourism in global markets.

#### **Carolyn Ernst – Yo Ku Farm Rentaboa, Chair Livestock Working Group, Vanuatu Chamber of Commerce & Industry**

The life experiences Carolyn Margaret Ernst and those of my husband Joe have gone into creating what is Yo Ku Farm and Eden on the River. While they have had assistance the basic work from concept to creation has been done by us and our local staff. Carolyn is an avid believer of training and up-skilling and every one of Yo Ku Farm's staff is given the opportunity to perform to the best of their ability. She also believes in participation and the theory of giving back and to this end, she represents Tourism on the Vanuatu Chamber of Commerce. Notably, she is the Chairperson of the "Livestock Industry Working Group" set up to represent the Livestock Industry, as well as being the Livestock representative on the Vanuatu Pacific Horticultural Market Access group (PHAMA). Carolyn Ernst is also the treasurer on the VTOA- Vanuatu

Tour Operators Association. While not being a fan of organics she believes in a Clean and Green concept and using local wherever possible

**Dawn Gibson – Senior Lecturer Tourism and Hospitality, School of Tourism and Hospitality, USP**

Dawn Gibson is a Senior Lecturer of Tourism and Hospitality in the School of Tourism and Hospitality Management. She spent many years overseas living and working in London, New York and Los Angeles, and returned home to Fiji in 1991. She has been fortunate to have travelled extensively from childhood, hence her keen interest in tourism and hospitality. She has a Bachelor of Arts in Tourism Studies and Management and Public Administration, a Post Graduate Diploma in Tourism Studies, a Master of Arts in Tourism and Hospitality, and a PhD in Tourism Studies which were all awarded by The University of the South Pacific. Her PhD was concerned with the challenges indigenous owned businesses face delivering consistent quality services in the backpacker/budget accommodation sector in the Yasawas Islands in Fiji. She also has a Postgraduate Certificate in Online and Distance Education of the Open University in the United Kingdom. She was responsible for the development of the B.Com. in Hotel Management degree programme and courses, and more recently new courses for the M.Com Tourism and Hospitality. She is also responsible for the development of print materials for Tourism and Hospitality courses and is currently working with colleagues to convert all tourism and hospitality courses to blended/online mode.

**Ena Harvey – Expert in Agritourism, IICA, Caribbean**

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.

**Ross Hopkins – Principal, TRIP Consultants**

Ross Hopkins is the Principal of TRIP Consultants and is a recognized expert in sustainable tourism planning and development, with over 30 years international experience in sustainable tourism sector planning and sector management in developing countries. Ross has extensive experience in both the development of Tourism Sector Plans as well as design of donor support programmes to support tourism sector development. Ross has specific experience in Agritourism sector planning and programme design in the Pacific; he has prepared the current tourism sector plans for the Solomon Islands, PNG, Kiribati, Tonga and Samoa. As well as the Pacific Regional Tourism Strategy for the South Pacific Tourism Organisation (SPTO), Vanuatu (supporting role), 17 Pacific countries. Ross is currently working for MFAT to assist Vanuatu with the development of their Agritourism Strategic Action Plan and programme design.

**Papalii Matatamalii Sonja Hunter – Chair Lady, South Pacific Tourism Organisation**

Sonja Hunter is the Chief Executive Officer of the Samoa Tourism Authority and the Chairperson of the South Pacific Tourism Organisation. She has a Master in Business Administration from the University of the South Pacific and is a graduate of the Rhema Bible Training Centre, South Pacific. Sonja Hunter has been working in Travel and Tourism for more than 25 years.

**Alatina loelu**

Alatina loelu is the Chief Executive Officer of the Small Business Enterprise Centre (SBEC) Samoa. He has worked for the private sector for more than thirteen years. He currently sits on the Trade Commerce and Manufacturing Sector Steering Committee, the Agriculture Steering Committee, Samoa Tourism Training Working Committee and the Ministry of Women Community and Social Development Youth

Steering Committee. He holds a Bachelor of Arts in Economics and Development Studies from the University of the South Pacific.

#### **Pesetā Desmond Lee-Hang – National University of Samoa**

Pesetā Desmond Lee-Hang is the Deputy Vice Chancellor for Academic & Research at the National University of Samoa. Pesetā is a science educator with a passion for promoting Science, Technology, Engineering and Maths (STEM) subjects. He is also an advocate for building local capacity to drive relevant and practical Science, Technology and Innovation research to address key national developmental issues. As the project manager for the CTA-funded Samoa Rapid Scan project on Building the Evidence Base for the Agriculture Nutrition Nexus, Pesetā will be speaking on the findings from this project.

#### **H.E Dr Pa'olelei Luteru – Ambassador of Samoa, Coordinator of the ACP SIDS**

H.E. Fatumanava Dr Pa'olelei H Luteru is the Ambassador of Samoa in Brussels since April 2012. He was previously Consul (Commercial), Samoa Trade Commissioner to New Zealand and RSE Representative and Director of Oceancrest Consultancy Ltd in Fiji. From 2005 to 2009, he was inaugural Dean, Faculty of Islands and Oceans and Director of Alafua Campus (Samoa), University of the South Pacific, Fiji Islands. From 2000 to 2005 he was Assistant Secretary-General of the ACP Group, Political Affairs and Human Development in Brussels, Belgium. Dr Luteru hold various positions leading PacificEU matters in the design and facilitation of projects for Pacific ACP member states under the Lome IV Convention. The value of these projects was in excess of ECU 40 million. He holds several academic positions in the University of South Pacific such as Director of Planning and Development. Dr Luteru is Doctor of Philosophy (Flinders University, Australia) and specialised on development economics, strategic planning, management and aid policies. Flinders University, Australia. He has extensively written on the Relationship between the Development Needs of Pacific Island Countries and Donor Aid Policies and is the author of many publications related to development.

#### **Karen Mapusua – Pacific Community**

Karen works for the Pacific Community and is the Team Leader for the EU supported Coconut Industry Development for the Pacific Programme. Previous to this she served as the Coordinating Officer for the Pacific Organic and Ethical Trade Community (POETCom). For the over 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 contribute's a chapter each year to the international publication "The World of Organic Agriculture".

#### **Robert Oliver – Chef**

Robert Oliver is a New Zealand chef who was raised in Fiji and Samoa. He has developed restaurants in New York, Miami, Las Vegas and Sydney, "farm to table" resorts in the Caribbean and food programs feeding homeless people and African immigrants with AIDS in New York City. Robert returned to the South Pacific from the Caribbean to write his first cookbook with Dr. Tracy Berno and Fijian photographer Shiri Ram. Written with a development mission to connect Pacific agriculture to the regions tourism sector, "Me'a Kai The Food and Flavours of the South Pacific" stunned the food world by winning top prize, "Best Cookbook in the World 2010," at the Gourmand World Cookbook Awards in Paris, considered to be the Oscars of cookbooks, beating the books from NOMA (the world's best restaurant) and The New York Times. In 2015 "Me'a Kai" was deemed by the Frankfurt Bookfair to be the 3rd best cookbook in the world in all categories for the years 1995-2015. In 2013, Robert released "Mea'ai Samoa: Recipes and Stories from the Heart of Polynesia" (Random House). In May 2014, this book won the "Best TV Chef Cookbook in the World 2013" at the Gourmand World Cookbook Awards in Beijing in association with his television series

REAL PASIFIK. REAL PASIFIK is the Pacific's first regional food television series and travels across the Pacific Islands connecting chefs to traditional cuisine and local agriculture. Robert is Chef Ambassador for Le Cordon Bleu and is a judge on the hit prime time cooking show "My Kitchen Rules" and is host for the Maori reality cooking show "Marae Kai Masters".

**Howard Politini – PIPSO Chairperson, and the General Manager Human Resources at Bank South Pacific**

Howard J. Politini is the President of the Fiji Commerce & Employers Federation and the General Manager Human Resources at Bank South Pacific. Alongside his career path in teaching and management in civil aviation security and organisation culture change Howard has had a parallel career in the Royal Fiji Military Territorial and Regular Forces. His private sector experience has been in human resources and rural banking. Howard has also served on numerous state owned enterprises boards and currently on community and private sector boards and trusts. Howard is also a certified Leadership trainer, coach, mentor and speaker on the John Maxwell Team.

**Henry Sanday – Private Sector Development Advisor, MSG**

Henry has more than 20 years of work experience on private sector development at the subnational, 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.

**Rob Erskine Smith – Agribusiness Expert, PGS Project Leader**

Rob is an international consultant with 44 years' experience in 22 developing countries including 16 years in PNG, and on the Solomon Islands and Vanuatu. He established and led some 16 ACIAR Research projects, and the current DFAT supported PGS is a sequel to research he led in Fiji from 2013 in market access for smallholder farmers in high value vegetable markets, several hundreds of thousands of dollars' value have been sold. He has also led many major development projects for World Bank, FAO and ADB, and has lectured at several Australian Universities and is currently an Adjunct Assoc. Professor at Uni Sunshine in Queensland. Apart from base degrees in agriculture, economics and extension, he holds an MBA and has lectured for several years in international management to students in that Masters at Griffith Uni. His PhD from UK is in International Business. His current interest is in extending the PGS marketing model in the Pacific, after establishing over 100 of this model in South Asia, and he has been successful in establishing that system (non-organic quality assurance guarantee) in supplying large amounts of import replacement vegetables to leading resorts since mid-2013. He has also established cottage industry chicken projects which provide economic empowerment for village women in Fiji. "

**Cheryl Thomas – Policy research Officer, Pacific Community (SPC)**

Cheryl is the Policy Research Officer for the European Union-supported Intra-ACP Pacific Agriculture Policy Project (PAPP), being implemented by the Land Resources Division of the Pacific Community (SPC). PAPP focusses on strengthening policy capacity, knowledge management, and farmer-market linkages, with the overall aim of addressing the development needs of smallholder agriculture and eradicating poverty in the region.

**Afamasaga Toleafoa – Chairman, Pacific Islands Farmer Organisations Network (PIFON)**

Afamasaga Toleafoa is a former Diplomat, Member of Parliament, and Editor of the Samoa Observer daily. He currently serves on the Samoa Government Remuneration Tribunal and as a consultant on public policy and governance and more especially the interface between democratic governance and traditional forms of governance. Afamasaga is a regular commentator on economic and political developments in Samoa and the region. He is chairman of Samoa Farmers Association and of PIFON, the Pacific Islands Farmer Organizations Network and a board member of the Vanuatu based Pacific Institute of Public Policy think tank. Having worked as National Advocate for Child Rights under the Pacific Children's Project, Afamasaga is founding Chairman of Samoa Men Against Domestic Violence an advocacy group to engage and engage

men in the fight against violence directed at women and children. Afamasaga was educated at Samoa College and Otago University New Zealand from where he graduated with degrees in economics and trade.

**Isoa Tubuna – Island Express Limited, Fiji**

Isoa Tubuna has extensive advisory experience in business in the Fiji, having been a freelancing Business Development Service Provider/Consultant for MSME's, Agri/Livestock business and Finance, a Business Advisor for Island Express, a livestock Value Chain Development Manager and Acting Project Operation Manager for International Trade Centre Fiji Project. His previous experience includes been working with QBE Insurance on Risk Management, Fijian Holding Securities Limited covering investment issues, as a Senior Leadership Entrepreneurship Trainer with Centre for Appropriate Technology, and National Centre for Small and Micro Enterprises (NCSMED) focusing on MSME's & Entrepreneurship. Isoa Tununa as worked for the Fiji National University as an Insurance Unit Coordinator and Lecturer in Finance & Economics, the Fiji Development Bank, the International Trade Centre. He is a qualified CEFE Entrepreneurship Business Trainer and holds Bachelor in Commerce from Deakin University Melbourne Australia and a Master in Business Administration – University of South Pacific.

**Sakiusa Tubuna – Sub-Regional Coordinator for the Pacific Asia and the Pacific Division, IFAD**

Agricultural Economist by profession and worked with the Fiji Government for 25 years and his last position was Chief Economist for the Fiji Ministry of Agriculture.

**Alisi Tuqa – Programme Officer, PIPSO**

Ms Tuqa joined PIPSO in 2014 with a vast experience having worked for a number of regional organisations in the areas of infrastructure policy development and corporate-wide strategic planning. Prior to joining PIPSO, Ms Tuqa completed a five year posting with the Secretariat of the Pacific Community (SPC) in Noumea, New Caledonia as a Planning Officer in SPC's Strategic Engagement, Policy and Planning Facility (SEPPF). She has also held posts with the Pacific Islands Telecommunications Association (PITA), Pacific Islands Forum Secretariat, Citizens Constitutional Forum in Fiji, Fiji Media Watch, Fiji Women's Rights Movement and the United Nations Development Programme. She holds a Bachelor of Commerce Degree (Industrial Relations) from the University of Wollongong, Australia and has undertaken numerous courses such as Training of the Trainers, Sexual Harassment and Project Design. Ms Tuqa is also notably very active in the community have volunteered for many projects and initiatives in the areas of education and women's rights. She is also a member of the Rotary Club of Suva Peninsula Sunset.

**Mereia Volavola – CEO, Pacific Islands Private Sector Organisation (PIPISO)**

Mereia Volavola has been the Chief Executive Officer of PIPISO since 2010. She has vast knowledge and experience in the area of Finance and Banking. Prior to joining PIPISO, 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.

**Morag Webb – Policy Advisor, COLEACP**

Morag Webb is Policy Adviser with COLEACP. She was trained in Environmental Science and Integrated Pest Management. Following contracts in the Plant Protection Product industry, Morag spent some years in research in UK and tropical agriculture. She managed projects financed by the UK Department for International Development (DFID) in South America and Africa, with a particular focus on smallholder agriculture, and advised the DFID Crop Protection Programme. Since joining COLEACP in 2003, she has worked in capacity building of value chains in the Africa-Caribbean-Pacific horticultural sector. She leads the Market Access Component of the PIP Programme, addressing market access constraints and opportunities relating to regulations and private standards.

**Bob Wyllie – Vanuatu Direct**

Bob Wyllie is a supporter of women in business, and together with his wife Cornelia Wyllie, they involved

in the development of value adding local foods with high nutraceuticals in Vanuatu. The establishment of a factory in Vanuatu has created a market for growers, with his role being the maintenance of the factory.