



## NEW OPPORTUNITIES IN THE AGRITOURISM SECTOR IN THE PACIFIC

Wednesday 18<sup>th</sup> October 2017, 14h00-17h30

**Melanesian Hotel, Room The Melanesian, Port Vila, Vanuatu  
In the context of the 1<sup>st</sup> Pacific Week of Agriculture**

**Organised by the Vanuatu Government, PIPSO, SPTO, IFAD and CTA**

### BIODATA OF SPEAKERS

14:00-14:20 **Introductory remarks:** *Benjamin Shing, Acting Director General for Agriculture, Vanuatu Ministry of Agriculture; Alisi Tuqa, Acting CEO, PIPSO; Chris Cocker, CEO, South Pacific Tourism Organisation (SPTO); Ron Hartman, Country Director, IFAD South East Asia and the Pacific Sub-Regional Office; Michael Hailu, Director, CTA.*

#### **Terry Adlington, Private sector cluster, Vanuatu**

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

#### **Chris Cocker, CEO, South Pacific Tourism Organisation (SPTO)**

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.

#### **Michael Hailu – Director, Technical Centre for Agricultural and Rural Cooperation (CTA)**

Michael Hailu, an Ethiopian national, is the Director of the Technical Centre for Agricultural and Rural Cooperation (CTA) based in the Netherlands. CTA is a joint institution of the African, Caribbean and Pacific 2 Group of States and the European Union working under the Cotonou Partnership Agreement. Mr. Hailu has over 25 years of professional experience in agricultural research and development in Africa and Asia. Prior to joining CTA in mid-2010, he held senior leadership positions at the World Agroforestry Centre (ICRAF) based in Nairobi, Kenya and at the Centre for International Forestry Research (CIFOR) in Indonesia. Mr. Hailu has led the development and implementation of CTA's 2011-2015 strategic plan refocusing the Centre's work on three priority themes—supporting agricultural policies and strategies; enhancing inclusive value chains; and strengthening capacities of ARD institutions and networks in knowledge management and ICTs. He has degrees from the University of Pittsburgh and Addis

Ababa University. He has also been trained in strategic leadership at the Stanford University Graduate School of Business.

**Chef Horace Evans, Samoan Culinary Association, Owner of Home Café, Samoa**

Born and raised in Samoa, Chef Evans lived and cooked in Sydney Australia for over 20 years. He was the Executive Chef for the legendary Aggie Greys Beach Resort from 2010-2014 (longest serving chef for the resort) and is now the owner of Home Café.

Initiated the Oka Festival, which is now run by the Samoa Chefs Association (SCA) filmed by Fresh TV(NZ) also now an annual event for the Samoa Tourism Calendar of Events.

He is member of the Samoa Culinary Association and is actively involved in the Samoa Chefs Training and has also been training chefs this week at PWA in Vanuatu with the aim to promote the region cuisine and support the local producers.. He cooks for celebrities latest being Hawaii singer Jack Johnson. His café and restaurant is rated amongst the top in the country

Find out more info on Home Cafe #homecafesamoa

**Tilafono David Hunter – Chief Executive Officer, Ministry of Agriculture**

Mr Hunter is Chief Executive Officer for the Ministry of Agriculture and Fisheries, having been appointed in November 2016. Tilafono previously held the position of C.E.O. for the Scientific Research Organisation of Samoa, and prior to this he held various senior lecturer positions at the University of the South Pacific (USP) Alafua Campus in the School of Agriculture and Food Technology, including Acting Head of School from January 2006-December 2009. Tilafono has a comprehensive background and wealth of experience in Agriculture and related research and allied subject areas, holding a MSc (Distinction) in Crop Science from Wageningen Agricultural University, Netherlands and MAgr in Soil Science, USP Alafua Campus.

**Alberta Vitale – Associate Director, Women in Business Dev. (WIBDI),**

Alberta Vitale 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 chaired by Samoa's Prime Minister, 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 Victoria University of Wellington, New Zealand.

**Alisi Tuqa – Acting CEO, 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 is Acting CEO of PIPSO. 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 – Agribusiness Expert**

Mereia Volavola has been the Chief Executive Officer of PIPSO from 2010 to 2017. She has vast knowledge and experience in the area of Finance and Banking as well as private sector development. Under her leadership agribusiness and agrotourism sectors were developed as priority areas for PIPSO and strategic partnerships established. 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.

**Vili Caniogo – Team leader, Intra-ACP Pacific Agriculture Policy Project (PAPP)**

Vili is the team leader of the EU supported SPC Intra-ACP Pacific Agriculture Policy Project (PAPP) hosted by SPC.