



**INTERNATIONAL
COFFEE
ORGANIZATION**

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PRESS RELEASE

New ICO Executive Director

LONDON, 17 March 2017 — The International Coffee Council met in London at the headquarters of the International Coffee Organization from 13 to 17 March 2017 and decided by consensus to appoint Mr José Dauster Sette as Executive Director of the International Coffee Organization for a five-year term.

Mr Sette is currently the Executive Director of the International Cotton Advisory Committee. A copy of his curriculum vitae is attached.

Council Members congratulated the government of the other candidates who had presented their applications for the role and who were distinguished by the excellence of their qualifications and experience. Finally, Members expressed their warm appreciation to all the Governments to enable a consensus decision to be taken.

About the International Coffee Organization

Founded in 1963, the International Coffee Organization (ICO) is the main intergovernmental organization for coffee, bringing together exporting and importing governments to tackle the challenges facing the world coffee sector through international cooperation. Its Member governments include 43 coffee producing countries and 34 coffee consuming countries. Learn more at www.ico.org.

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JOSÉ DAUSTER SETTE

Nationality: Brazilian

Core Skills

- More than 15 years of experience at senior management level in international commodity bodies and trade associations.
- More than 30 years of experience in international trade.
- Execution, analysis and supervision of economic studies, especially of agricultural commodity markets.
- Supervision, including fundraising, of international development projects.
- Organization of conferences, fairs and seminars in the Americas, Asia, Africa and Europe.
- Speaker at international conferences in more than 20 countries.
- Management experience in complex multicultural organizations.
- Skills in selecting, motivating and forming teams.
- Languages: Fluent in English and Portuguese, advanced skills in Spanish and French

Work Experience

International Cotton Advisory Committee (ICAC) (Washington, USA)

The ICAC is the designated international commodity body for cotton.

- Position: Executive Director
- Period: Jan/2013-present
- Duties include:
 - ❖ Chief Executive Officer of the organization;
 - ❖ Formulation of policies and strategic management;
 - ❖ Supervision of the Secretariat;
 - ❖ Contacts with government authorities in member and non-member countries, as well as with representatives of other international organizations, non-governmental organizations and the private sector;
 - ❖ Organization of meetings of the organization, including Plenary Meetings in Greece (2014), India (2015) and Pakistan (2016);
 - ❖ Drafting and editing of ICAC documents;
 - ❖ Press relations;
 - ❖ Management of personnel;
 - ❖ Financial management, including preparation and execution of budgets; and
 - ❖ Coordination of information technology matters, including supervision of website.

International Coffee Organization (ICO) (London, UK)

The ICO is the designated international commodity body for coffee.

- Position: Executive Director *ad interim* (Nov/2010-Oct/2011) and Head of Operations (Nov/2007-Oct/2010; Nov/2011-Dec/2012)
- Period: 2007-2012
- Duties include:
 - ❖ Coordination and supervision of the work of the Operations Division, namely the Council Secretariat, Economic Studies and Projects, Statistics, Information Services and Documents Sections;
 - ❖ Formulation of policies and strategic management;
 - ❖ Organization of conferences, seminars and special events, including the 2010 World Coffee Conference;
 - ❖ Contacts with government authorities in member and non-member countries, as well as with representatives of other international organizations, non-governmental organizations and the private sector;
 - ❖ Support to the Executive Director at meetings of ICO bodies, such as the Council, Executive Board and specialized committees;
 - ❖ Supervision of economic development projects;
 - ❖ Supervision of consultants and other service providers;
 - ❖ Legal depositary of the 2007 International Coffee Agreement;
 - ❖ Drafting and editing of ICO documents;
 - ❖ Press relations;
 - ❖ Supervision of human resources;
 - ❖ Assisting in the preparation of annual budget; and
 - ❖ Coordination of procurement of hardware and software and subsequent integration in the Organization.

JS Radial Consultoria e Assessoria Ltda. (Rio de Janeiro, RJ, Brazil)

Consultancy specialized in providing services to trade associations and in matters relating to international trade.

- Position: Managing partner.
- Period: 2005-2007
- Projects include:
 - ❖ Technical consultant to the Coffee Intelligence Center, an advisory body to the Department of Agriculture of the State of Minas Gerais. Tasks include design and management of databases, management of information channels (website and weekly bulletin), organization and execution of special studies and events. Period: 2005-07.
 - ❖ *Rapporteur* (preparation of final conclusions, translation of documents etc.) to the 2nd World Coffee Conference and meeting of the Council of the International Coffee Organization, held in Salvador, BA, Brazil. Period: 2005.

Federation of Trade of the State of Rio de Janeiro – Fecomércio-RJ (Rio de Janeiro, RJ, Brazil)

Trade association representing the trade of goods and services in the State of Rio de Janeiro with 62 member associations.

- Position: Superintendent for Development.
- Period: 2003-2005
- Main duties: preparation of strategic planning cycle; supervision of Economic and Legal departments; organization of meetings (Board of Directors and Annual General Meeting) and special events; representation of the association before government authorities (at the federal, state and municipal levels), international organizations and other trade associations; supervision of information channels (monthly magazine, bulletin and website); and press relations.

JS Radial Consultoria e Assessoria Ltda. (Rio de Janeiro, RJ)

Consultancy specialized in providing services to trade associations and in matters relating to international trade.

- Position: Managing partner.
- Period: 2000-2003
- Projects include:
 - ❖ Technical assistance to trade associations of the coffee sector (Brazilian Coffee Industry Association (ABIC), Santos Commercial Association (ACS) and Association of Coffee Growers of the State of Rio de Janeiro (ASCARJ)), including participation in the elaboration and execution of the Cafés do Brasil program, the official marketing program for Brazilian coffee, and other campaigns for the generic promotion of coffee. Period: 2000-03.
 - ❖ Preparation of the “Profile of the Brazilian green coffee export sector”, commissioned by the Brazilian Coffee Exporters Council (Cecafé). Period: 2002.

Brazilian Association of Coffee Exporters (Santos, SP, Brazil)

Trade association representing the Brazilian green coffee export sector.

- Position: Secretary General.
- Period: 1996-1999
- Main duties: management of the association; representation of the sector before government, international organizations and other trade associations; press relations; management of website; private sector observer and member of the Brazilian delegation to meetings of the International Coffee Organization; and preparation of studies and statistics of the coffee sector.

Inter-Continental de Café S/A (Rio de Janeiro, RJ)

Exporter of green and industrialized coffee.

- Position: Head of Economic Research Department and coffee trader.
- Period: 1987-1996.

- Main duties: formulation of commercial policy; sales of green and soluble coffee to the international market; representation of the company before government agencies; private sector observer and member of the Brazilian delegation to meetings of the International Coffee Organization; fundamental and technical analysis of the coffee market; preparation of weekly market bulletin; and preparation of studies and statistics of the coffee and financial sectors.

Inter-American Development Bank (Washington, DC, USA)

Multilateral development bank.

- Position: Researcher in the International Economics Division, Economic and Social Studies Department.
- Period: 1982-1986.
- Main duties: preparation of statistics and texts for bank publications; and maintenance of database on balance of payments and international trade of the Americas.

Instituto Brasileiro de Café (IBC) (Rio de Janeiro, RJ, Brazil)

Government agency responsible for regulating the Brazilian coffee sector.

- Position: Head of International Treaties Division, Department of Studies in Coffee Economics.
- Period: 1979-1982.
- Main duties: management of relations between the IBC and the International Coffee Organization (ICO); control of use of certificates of origin and export stamps; and member of the Brazilian delegation to meetings of the ICO.

Academic background

- Master's degree in Business Administration (MBA), major in Finance
American University - Washington, DC, USA, (1986)
- Bachelor of Arts degree (BA), major in Administrative Science
Yale University - New Haven, CT, USA, (1978)

Other

- Languages:
 - ❖ Portuguese: Native
 - ❖ English: Fluent (speaking, reading, writing)
 - ❖ Spanish: Fluent (reading), intermediate (speaking), basic (writing)
 - ❖ French: Fluent (reading), intermediate (speaking), basic (writing)
 - ❖ Translator English<>Portuguese, specialized in coffee-related matters. Works includes: bulletins; folders and other promotional material; websites; machinery manuals; presentations; and codes of conduct, guides, protocols and other materials related to the certification of

coffee. Translator of the English text of the book *Retrospectiva 50 anos de Café e Brasil: produção, comércio, indústria, consumo – 1950-2000*.

- Computer literacy:
 - ❖ Mac OS X and Microsoft Windows
 - ❖ Proficient in MS Office (Word, Excel, PowerPoint) and other software applications

- Main speaking engagements:
 - ❖ Presentations at coffee events in Belgium, Brazil, Colombia, United Arab Emirates, Ethiopia, Finland, Gabon, Germany, Indonesia, Jamaica, Netherlands, Nicaragua, Tanzania, Uganda, United Kingdom and Vietnam.
 - ❖ Presentations at cotton events in Belgium, Brazil, Colombia, United Arab Emirates, Germany, India, Turkey, United Kingdom and Uzbekistan.
 - ❖ Presentations events organized by international organizations, including the World Trade Organization, World Bank, United Nations and the United Nations Conference on Trade and Development.