



**INTERNATIONAL  
COFFEE  
ORGANIZATION**

**ICC 119-7**

1 March 2017

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International Coffee Council  
119<sup>th</sup> Session  
13 – 17 March 2017  
London, United Kingdom

**Nomination for the post of  
Executive Director**

**Mr José Dauster Sette  
Endorsed by the Government of Brazil**

## **Background**

1. In accordance with the procedures for the appointment of the Executive Director which were approved by the Council at its 118<sup>th</sup> Special Session on 23 January 2017 (see documents [ICC-118-2](#) and [ICC-118-4](#)), the Government of Brazil has submitted the attached proposal for the appointment to the position of Executive Director of Mr José Dauster Sette, including his curriculum vitae and a submission from the candidate.
2. The procedures provide that the Council shall review the list of candidates selected by the Pre-Selection Committee.

## **Action**

The Council is requested to consider this document and, if appropriate, decide upon the appointment of the Executive Director.





PERMANENT REPRESENTATION OF BRAZIL  
TO INTERNATIONAL ORGANIZATIONS IN LONDON

Rebraslon-002/2017

The Permanent Representation of Brazil to International Organizations in London presents its compliments to the Secretariat of the International Coffee Organization (ICO) and, in accordance with the terms of reference set out in Document ICC 118-2, approved by the International Coffee Council at its 118<sup>th</sup> Special Session on 23 January 2017, has the honour to announce the candidacy of Mr José Dauster Sette to the post of Executive Director of the ICO.

Mr Sette graduated from Yale University in the United States with a degree in Administrative Sciences and holds an MBA with a specialization in Finance from the American University. He has over 30 years of experience in international trade, held the post of Head of Operations at the ICO and was its acting Executive Director between November 2010 and October 2011. He currently holds the post of Executive Director of the International Cotton Advisory Committee (ICAC) in Washington. Mr Sette's *curriculum vitae* in Portuguese and English is attached, together with a personal letter of motivation.

The Permanent Representation of Brazil to International Organizations in London takes this opportunity to convey to the Secretariat of the International Coffee Organization renewed assurances of its highest consideration.

 London, 2 February 2017  
The circular seal of the Permanent Representation of Brazil to International Organizations in London (Rebraslon). It features a central globe with the motto 'ORDEM E PROGRESSO' across it. The outer ring contains the text 'R. P. DO BRASIL JUNTO ÀS O. I. EM LONDRES' and 'REBRASLON' at the bottom.

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# JOSÉ DAUSTER SETTE

Nationality: Brazilian  
Contact e-mail: sette007@gmail.com

## 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

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### ***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 2<sup>nd</sup> 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**

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- 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**

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- 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.

Dear members of the International Coffee Organization,

I have the pleasure and honor of applying for the post of Executive Director of the International Coffee Organization, a position that I feel is eminently suited to my background and to the skills that I have acquired during my career.

I have more than fifteen years of experience in management at a senior level in international commodity bodies and trade associations, including the ICO. In my previous spell of five years at the ICO I held the post of Head of Operations, who is second-in-command of the Organization and responsible for its technical output. The Head of Operations is also responsible for the overall management of the Organization in the absence of the Executive Director. I also had the privilege of serving as the ICO's Executive Director for one year. During my time as Executive Director *ad interim* I had the opportunity to broaden my horizons and become even better acquainted with the administrative and financial challenges facing the ICO, including overseeing arrangements during the delicate political process of selection of the new Executive Director and beginning the implementation of a major downsizing of the Organization's premises.

Since leaving the ICO, I have served as the Executive Director of the International Cotton Advisory Committee (ICAC), the equivalent of the ICO for cotton, for just over three years. In addition to overcoming numerous technical challenges, this post gave me more valuable experience in management of personnel in a multicultural environment.

My experience has shown me that coffee faces many challenges: need for adaptation and mitigation to climate change; an on-going transition to sustainable practices throughout the supply chain; lack of financing for development projects; inadequate access to risk management instruments; inefficient value chains; limited empowerment of women; ageing farmers; low value addition in producing countries; insufficient basic and applied research; and so on. To meet these challenges, the ICO must be a vibrant, essential organization that facilitates global cooperation to provide benefits to the coffee value chain and all nations with an interest in coffee. The ICO needs to be cohesive, dynamic and resilient, as well as to provide



a clear value proposition to its members. The basis for the ICO's future work is contained in the recent Strategic Review, which expresses the wishes of the Organization's primary stakeholders, its Members. The ICO is a powerful tool and, if we all work together, much can be done.

With regard to the specific requirements for the post of Executive Director set forward in the vacancy notice, my qualifications (which are presented in greater detail in the attached curriculum vitae) include:

- Professional experience: I have more than thirty years of professional experience, the overwhelming majority of which involving agricultural commodities and international trade.
- Experience in agricultural commodities, especially coffee: I have acquired a strong technical background in agricultural commodities from more than 25 years of work in this field, including work in the private sector (trade, marketing and economic analysis), trade associations (institutional relations and policy-making) and two international commodity bodies.
- Executive managerial experience: I have exercised executive responsibility at a senior level in the ICO and the ICAC, including financial management and fostering team spirit within a staff drawn from diverse national and cultural backgrounds.
- International exposure: as result of working in two international commodity bodies, I have built up a wide range of knowledge and contacts in the policy environment in which these organizations work, such as national governments, Common Fund for Commodities, World Bank, United Nations Conference on Trade and Development, Food and Agriculture Organization of the United Nations, World Trade Organization and voluntary sustainability initiatives. While representing the ICO and the ICAC at events all over the world, I also developed the strong communications skills necessary to promote the messages of the Organization.
- Educational qualifications: I have BA and MBA degrees in Business Administration.
- Full command of the English language: although my native language is Portuguese, I was educated almost entirely in the English language and obtained graduate and post-graduate degrees in leading educational institutions in the USA. As part of my

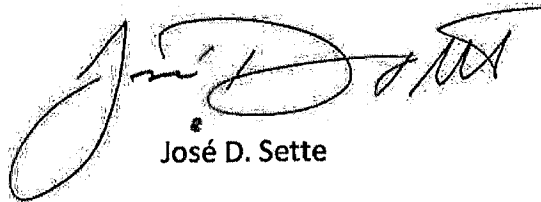
responsibilities, I have developed strong skills in drafting, editing and translating official documents. In addition to fluent English and Portuguese, I have a sound working knowledge of Spanish and French.

- Citizenship of an ICO member country: I am a citizen of Brazil, an ICO member.

Above all, I believe I am a worthy candidate for the post of Executive Director because of my passionate belief in the usefulness of international commodity bodies, and especially the ICO, as a means to promote cooperation, enhance market transparency and disseminate valuable knowledge. I hope to put this passion into practice on behalf of ICO members.

For the purposes of data protection, I consent that my curriculum vitae and this letter are circulated to the Organization's Pre-Selection Committee.

Best regards,

A handwritten signature in black ink, appearing to read 'José D. Sette', with a stylized flourish at the end.

José D. Sette