



**INTERNATIONAL
COFFEE
ORGANIZATION**

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International Coffee Council
130th Session
9 and 10 September 2021
London, United Kingdom

**Nomination for the post of
Executive Director**

**Mr Tran Kim Long
Endorsed by the Government Vietnam**

Background

1. In accordance with the procedures for the appointment of the Executive Director which were approved by the Council at its 129th Session on 15 and 16 April 2021 (see documents [ICC-129-6](#) and [ICC-129-9](#)), the Government of Vietnam has submitted the attached proposal for the appointment to the position of Executive Director of Mr Tran Kim Long, including his curriculum vitae and a letter of motivation from the candidate.
2. The procedures provide that the Finance and Administration Committee (FAC) will check that the candidates meet the Terms of Reference. Following this, the Council will then review the candidates.

Action

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



BỘ NÔNG NGHIỆP VÀ PHÁT TRIỂN NÔNG THÔN VIỆT NAM
MINISTRY OF AGRICULTURE AND RURAL DEVELOPMENT OF S.R.V

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Ref: 108 /ICD-MARD/2021

Ha Noi, 16 July 2021

The International Coffee Council
International Coffee Organization
222 Gray's Inn Road
London WC1X 8HB
United Kingdom

Dear Sir/Madam,

Subject: Nomination for the post of Executive Director

The Ministry of Agriculture and Rural Development of Vietnam (MARD) presents its compliments to the Secretariat of the International Coffee Organization (ICO) and has the honor to refer to the procedures for the election of the next Executive Director (ED) of the ICO which are the object of document ICC-129-6 and of the Note Rebraslon-036/2021.

Further to the note referred to above, the curriculum vitae and motivation letter of the candidate nominated by the Viet Nam Government, Mr Tran Kim Long, are attached to this note. With these documents, the procedures for the official nomination of the Viet Nam candidate are thus completed.

We at MARD are truly grateful for your efforts on our behalf and believe the nomination will help strengthen our alliance and improve the cooperative spirit between ICO and MARD.

Once again, thank you for your kind support

Yours sincerely,

Le Quoc Doanh
Vice Minister

Cc: Ministry of Foreign Affairs
The Embassy of S.R. Vietnam in the UK

C U R R I C U L A V I T A E

M R . T R A N K I M L O N G

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Nationality Vietnamese

Date of Birth 29 July 1959

Marital Status Married, Daughter born 1997 and Son born 2004

Education Master of Science in Tropical Forestry and Management, TU Dresden, Germany

1995-1997 **TU Dresden, Germany**
Institute of International Forestry and Forest Products, Tharandt
MSc. in Tropical Forestry and Management, Graduating thesis: “Analysis of Agroforestry Systems in Lien Son Village, Thuong Long Commune, Vinh Phu Province, Vietnam”.

1992-1993 **Hanoi National University of Education**
Bachelor of English

1983-1988 **Xuan Mai National Forestry University**
Forest Engineer in forestry economics. Graduating thesis: “The assignment of quotas to the workers either in groups or individually, with appropriate incentives on a workshop scale at the Viet Tri Forest Products Processing Enterprise”.

Languages Vietnamese (mother tongue), Excellency in English, Good in German

Principal Fields Development economics; participatory monitoring and evaluation; agricultural development; projects implementation and management; institutional and policy development; projects planning, accounting, training; state management in value chains, market development for agricultural products.

Specific Sectors International integration, trade and investment promotion in agriculture; rural development, agricultural sector, International cooperation, including ODA, NGOs, FDI;

Summary of Experience 40 years working experience:
- 10 years in the Viet Tri Forest Products Processing Enterprise - forest products value chains (processing enterprise);
- 10 years in the National Forest Seed and Planting Material Company (NFS&PMC), working with a role of planning, producing and selling forest tree seeds and seedlings

from the company own nurseries; part-time consultant to INGOs as an expert, one year in a line management position at Management Board for Forestry Foreign Aided Projects (MBFP);

- 19 years in the Department of International Cooperation (ICD), Ministry of Agriculture and Rural Development (MARD): Dealing with state management function and an advisory/assisting role to the MARD's Minister, including development and monitoring of related strategies, policies, institutions, regulations, economic and technical norms, etc., in close cooperation with line Ministries headed by the Government Office, and with MARD belonging Departments/Institutions as well as with provinces through vertical management systems;

State management in international cooperation for market access negotiations, international trade and FDI promotion in agriculture, forestry and fisheries sectors.

P R O F E S S I O N A L E X P E R I E N C E

2019 to
present

Retirement, National expert

UNIDO: Part-time job as a National expert, Project "GQSP - Vietnam (Increasing quality and standards compliance capacity of Mango value chain in Mekong River Delta)"

IFC: Short-term consultant as a local expert, Project "Vietnam Agribusiness Competitiveness" - in the aspect of development of (Vietnam Agricultural Export Strategy and Action Plan towards 2030)

Korea Support: Part-time job as a local expert, Project "Upgrading Rice Value Chain in Red River Delta of Viet Nam"

2003-2019

Ministry of Agriculture and Rural Development, International Cooperation Department,

Deputy Director General (24/12/2003-30/01/2013), Acting Director General (01/02/2013-15/10/2013) and Director General (16/10/2013-31/07/2019):

Overall leading the ICD, which is the advisory and management unit to the MARD's Minister on matters of International cooperation and International economic integration in the Agriculture and Rural Development Sector. Facilitate provinces' agriculture development, in general and value chains of agricultural products, export promotion to international markets, in particular.

In the 2003-2019 period, my further knowledge/expertise and experience were strengthened and gained through the following activities:

- Working with international partners to negotiate ODA projects to support agriculture sector's development, then appraise the project documents for implementation. During the period 2003-2019, agriculture sector, through ICD led by myself, attracted 500 million USD for the sector annually.

- Organizing the propagation and dissemination of international treaties and agreements, the international regulations, market access information to the provincial, agricultural associations and enterprises;

- Advising the Minister to decide and taking lead to organize international or regional conferences and seminars (International Ministerial Conference on Animal and Pandemic Influenza and Beyond; Global Conference on Agriculture, Food Security and Climate Change; ASEAN Meeting of Ministers on Agriculture and Forestry; APEC High-level

Conference on Food Security; FAO Regional Conference for Asia and the Pacific; Alliance for Climate-Smart Agriculture/CSA,...); Chairing international or regional conferences and seminars on behalf of the Minister;

- Managing (i) the National Inquiry Point Office for Food Hygiene and Safety, Animal and Plant Quarantine (Vietnam SPS Office); (ii) the Public-Private Partnership for Sustainable Agriculture in Viet Nam (PSAV); (iii) International Support Group (ISG)

- Advising the Minister on the plan of agro-trade promotion activities under the Ministry management to international markets; In charge of or coordinating with related agencies and units in implementing the plans after approvals.

- Participating and coordinating with relevant agencies and units in preparing, developing, evaluating, approving and negotiating basic investigating programs, schemes and projects assigned by the Minister.

Member of the National Trade Negotiation Team, in charge of advising to MARD leader scenarios in agriculture, forestry and fisheries for FTA negotiations, market accesses and commitments (ATIGA, WTO, CPTPP, EVFTA, RCEP...).

Drafting Board on strategies:

- Policies and list of priority projects to attract foreign direct investment in agriculture and rural development sectors of Viet Nam in the period 2016-2020;

- Strategies on international economic integration in agriculture and rural development till 2030;

- Restructuring action plan towards greater added value and sustainable development;

- The impacts of joining WTO on agriculture sector;

- Collaborated with OECD, policies on Viet Nam's agriculture sector, etc.

Publications:

- Manual on International Economic Integration Commitments of Agricultural and Rural Development Sectors;

- Questions - Answers on the WTO Agreement;

- Viet Nam's Commitments to WTO in Agricultural Sector

- AEC and Its Impacts to Agricultural Sector.

2000-2003

**Ministry of Agriculture and Rural Development,
International Cooperation Department:**

Official in charge of forestry-based projects funded by ADB, WB, KFW, GTZ/GIZ, NGOs and some projects funded by UNDP in term of state management; synthesizing and doing general reports.

Project on the Sector Study on Agriculture and Rural Development in Vietnam, Funded by the Japanese Bank for international and Cooperation (JBIC), 2003;

National consultant of farm organizations and marketing of the Sector Study;

Conducted the national survey related to cooperatives, enterprises, NGOs, international organizations and government offices such as MARD, MPI and MOT (Ministry of Trade), DOT and DARD in the country.

Research team: Trade liberalization, agricultural export and gender in rural areas for Project on APEC Regional Study on Globalization, Gender in Agriculture, Funded by

APEC Secretariat, Researcher/Program Officer of the APEC Country, 2003- 2004;

National Expert: To Strengthen Competitive Capacity on Agro-products of Vietnam in ASEAN, Project TCT 8521/VIE, Funded by FAO.

1999-2000 **Management Board for Forestry Foreign Aided Projects (MBFP)
Vietnam Forestry Sector Project - ADB:**

Assistant to Project Director, and in his absence for the Project. Responsible for assisting the Project Director with all aspects of project management and planning.

1989-1999 **National Forest Seed and Planting Material Company (1995-1998: studied in
Germany),
Sales and Planning Department - Official:**

Responsible for planning, implementing and managing various forestry projects; in charge of trade and contractual agreements; forestry consultants. Advising the operation of Indochina Forest Tree Seed Program funded by Danida. Part-time forestry consultant to WWF Indochina.

Economic Planning Department: Responsible for accounting and financial statements of the Hanoi Head Office and seven forest seed centers throughout Vietnam; Responsible for economic planning and overseeing forest seed company inventories.

Chief Accountant (1994-1995) for a project under the Government's 327 Program aimed at alleviating poverty through forest afforestation and allocation.

1979-1989 **Viet Tri Forest Products Processing Enterprise (1983-1988: Studied at National
Forestry University – In-service)**

Technical Assistant: Working with German Chief Technical Advisor in developing forest products value chain, installing of wood processing machines for a chipboard workshop. Production Supervisor for the main chipboard workshop of the Enterprise.

**Other
activities**

1992-1995 Vice-Chairman of Forestry Trade Union Branch of the National Forest Seed and Material Company.

1993-1995 Member of the Forestry Professional Development Support Association of the Ministry of Forestry.

2010-2019 National Project Director of several projects (ICD is Project Owner)
SOM leader, AMAF

2014 Chairman of International Pepper Community

Personality Sociable, dynamic, confident, disciplined, diligent, accurate and patient.

Interest Nature, travels and sports

**Medals,
awards** 2 Commemorative Medals - one from the President and one from Prime Minister;
7 Ministerial Commemorative Awards, from different Ministries, Vietnam Trade Unions, Vietnam Farmers Unions and Ministry of Agriculture and Forestry of Lao PDR.

Dear Members of the International Coffee Organization,

*Subject: Letter of Motivation for the post of Executive Director of
the International Coffee Organization*

With this personal letter of motivation, I hereby apply for the post of Executive Director of the International Coffee Organization (ICO). Leading an international organization such as the ICO has been a long-term goal of mine, and I have strived throughout my career to combine work and study to be well prepared and equipped with related practical knowledge, skills and experience for such a position.

I believe that my qualifications including a four-year degree in Forestry Economics Engineering, a Bachelor of English and an MSc. in Tropical Forestry and Management, combined with more than 40 years of professional and management experience in the field of agriculture, including 15 years as a leader of the International Cooperation Department of the Ministry of Agriculture and Rural Development of the Socialist Republic of Viet Nam, mean that I am well qualified for the position of Executive Director of the ICO.

I was born in a rural area but grew up in Germany. I always say so because I had a beautiful and meaningful time living and studying in Germany while completing a three-year vocational course in the late 1970s. I gained valuable knowledge and experience on an international working and studying style and my way of thinking and love of working in the agriculture sector were forged at that time.

I returned to my home country when I was only twenty years old. I could have chosen a relaxed and comfortable life based on my family's good reputation and background. My parents and grandparents were very successful in doing businesses with French and Dutch traders on agricultural products during the early twentieth century, thus joining the middle class. They wanted me to just stay at home with them and enjoy life. Though I have respected and admired them very much, and even inherited invaluable experience from them, I have never regretted my decision to continue studying and working to become an expert and leader in the agricultural sector.

Like many others I faced many challenges, especially during the 1980s when Vietnam faced many hardships. However, with my continuous efforts and support from my family and colleagues, I overcame those difficulties, taking initiative to managing myself and pushing harder in every task until I reached success at every position, and was thereby able to become a valued civil servant and leader.

With my basic knowledge of German, I started my professional career as an interpreter cum assistant to a German Chief Technical Advisor working at a forest products processing enterprise for three years. Thereafter, I worked for this enterprise for a further seven years, applying myself and learning a lot about the core nature of business and value chains of products. While working at the enterprise, I took a 4-year university course to obtain my first level-university degree as a Forestry Economics Engineer. My practical experience, working skills and education led to being selected as an official working for a commercial company specialized in forest tree seeds and planting material. Again, during the busy time of working and contributing effectively to the company, I gained further university qualifications including

a Bachelor of English and an MSc. in Tropical Forestry and Management. Pursuing my philosophy of combining work and study, including learning by doing, helped me very much in my subsequent professional career when I devoted myself to working for the Central Government. During this period, beside carrying out the role of state management functions for the country, I also worked and interacted actively with many international and intergovernmental organizations, the private sector, NGOs, etc., as an active member of several important multidisciplinary forums of the agriculture sector.

As a leader for more than 15 years at the International Cooperation Department (ICD) - one of the important think-tank Departments of the Ministry of Agriculture and Rural Development (MARD), from the outset together, with other leaders of the Department, we successfully introduced new work methods and cooperation mechanisms, whereby all staff members could work collectively and effectively, and interact with each other efficiently and comfortably. This International standards-based model is still working very well with only minor modifications.

Working in this Department until retirement, I gained considerable personnel and financial management experience as well as problem solving skills. The Department had up to 53 staff and 5 Functional Divisions (General Affairs, Bilateral, Multilateral, Global Integration and Foreign Investment) as well as the SPS Office, together with other personnel working in various project management units belonging to the Department. I always viewed all my staff as valuable assets, inspiring and encouraging them to promote their best abilities and capabilities to fulfill common tasks and responsibilities assigned to the Department.

During this period, I had many opportunities to work and interact with with numerous bilateral, multilateral, international and regional organizations in the agriculture sector, such as FAO, WFP, UNICEF, WEF, WTO, WB, ADB, ASEAN, EU, APEC, ICO, IPC, GRA, etc., and bilateral cooperation with more than 100 countries and territories. These international partners provided tremendous support for our agriculture sector through technical assistance and investment projects as well as introduction of new approaches, techniques, expertise and so on. As the leader of the Department responsible for International cooperation activities of the Ministry in terms of state management functions, I took the lead in fund mobilization, negotiation, development and appraisal of related projects, research proposals, memoranda of understanding and agreements for implementation; thereafter the Department monitored the follow-up implementation processes and also directly implemented technical assistance projects. Under my leadership during the period 2010-2019, the agriculture sector, mobilization of ODA activities attracted an average of USD 500 million for the sector annually. Those practical activities and networks helped me a lot in gathering and extending my broad experience and knowledge and understanding of other sectors and related International organizations serving the achievement of the MDGs/SDGs.

Regarding my personal statement on motivation to work for ICO: through my previous work, I am well aware of the important stature and role of ICO as the leading intergovernmental organization for coffee, with Member Governments representing 98% of world coffee production and 67% of world consumption (ICO's source). ICO has rich expertise and experience with a long historical background - its length is comparable to my age; there is no reason, therefore, that we should not continue to promote and follow up the ways conducted for current great achievements and steps taken toward motivating and building up the team for

excellence by ICO. Although ICO was established to serve the coffee sector, its mission covers the main aspects of the overall agriculture sector. More interestingly and even coincidentally, it is found that our ICD to some extent is compatible to ICO's Secretariat, looking like a small picture of it, where both entities have their functional divisions and large numbers of professional staff members as well as their similar working modalities.

Based on my long experience working in a coffee producing, exporting, consuming and partially importing country, I fully understand the sector as well as the important role of the sector leader - a strategic thinker, who has to interact with many social-economic, political and environmental matters. Vietnam has been actively contributing to the course of ICO's development, and fully participating in and implementing various activities led and instructed by ICO including sustainable coffee economy, new ICA development and implementation, domestic coffee consumption promotion, etc. Furthermore, coffee is an important cash crop, whose plants have the nature of perennial trees or trees. Therefore, in order to ensure the sustainability of the coffee sector, we must bear in mind that strategical protection and sustainable development of this species are essential, i.e., we need to have appropriate development programs for protection, preservation and industrialization and appropriate supporting programs for education, training and extension as well as for polies and institutional set up, which we used to do for our successful forestry sector in the 1990s.

I also wish to emphasize that the critical role of the Executive Director is to duly provide administrative support to the International Coffee Council as well as to carry out the activities guided by the International Coffee Council in order to efficiently achieve the objectives of the International Coffee Agreement. Besides, the ICO's Secretariat, which is the second important body after the International Coffee Council - one out of the two bodies in the Organization, whose functions in both working and advisory levels are very essential.

I am confident that with my valuable accumulated knowledge, management experience, skills and leadership capacity mentioned above together with support of ICO staff members, I am able to continually update my skills, knowledge and familiarity with the ICO to fulfil my role in the position of Executive Director. This job would help me lead young motivated professionals, just like I had great mentors when I was starting my career. Besides, I am passionate about working with businesses and associations, and would feel excited every day to work with such important partners around the world. I will dedicate myself to the evolution of the ICO, building on the values of partnership, transparency, equity and member-driven initiatives as well as building a friendly, multi-cultural and professional working environment for the ICO to complete its mandate, contributing to the ICO's reputation and unique identity globally.

Please kindly review my enclosed Curriculum Vitae and supporting documents for additional details. You are also welcome to circulate this personal letter of motivation and my Curriculum Vitae to the Organization's Members and post them on the ICO website.

Thank you very much.

Yours sincerely,



Tran Kim Long