



**INTERNATIONAL
COFFEE
ORGANIZATION**

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International Coffee Council
119th Session
13 – 17 March 2017
London, United Kingdom

**Nomination for the post of
Executive Director**

**Mr Eduardo Montauban Urriaga
Endorsed by the Government of Peru**

Background

1. In accordance with the procedures for the appointment of the Executive Director which were approved by the Council at its 118th Special Session on 23 January 2017 (see documents [ICC-118-2](#) and [ICC-118-4](#)), the Government of Peru has submitted the attached proposal for the appointment to the position of Executive Director of Mr Eduardo Montauban Urriaga, 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.

Embassy of Peru

Note N° 5-17-H/004

The Embassy of Peru –Permanent Representation to the International Coffee Organization– presents its compliments to the International Coffee Organization –Secretariat– and has the honour to inform the decision taken by the Government of Peru to present the candidacy of Mr Eduardo Montauban Urriaga to the post of Executive Director of the International Coffee Organization.

Mr Montauban currently holds the position of General Manager of the Peruvian Chamber of Coffee and Cocoa, and Chairman of the Peruvian Technical Standards Committee for Coffee and Cocoa at the National Institute of Quality, both entities which have greatly contributed to the success of the Peruvian coffee in the international markets.

Furthermore, Mr Montauban counts with more than forty years of experience in the coffee sector, both in the private and public areas. He possess an academic background in Administration, Business Accounting and Foreign Trade and is fully qualified for the abovementioned position. A detailed resume, together with a personal letter of motivation, are enclosed herewith.

The Embassy of Peru –Permanent Representation to the International Coffee Organization– avails itself of this opportunity to renew to the International Coffee Organization –Secretariat– the assurances of its highest consideration.

London 23rd February, 2017



A handwritten signature in black ink, consisting of a large, stylized 'U' followed by a series of loops and a long, sweeping tail.

To the International Coffee Organization
–Secretariat–
London.-

Eduardo Montauban Urriaga, B.A.A

Parque Dammert #147, apt. 201

San Isidro – Lima 27 – Peru

Phone: +51 01 222 0929 Mobile: +51 999 969 636

Email: eduardomontauban@gmail.com

Languages: Spanish, English and French.

Computer skills: Microsoft Office Suite, Internet, Outlook, Skype.

Education and Training	Coffee Quality Control Certificate Cámara Peruana del Café y Cacao Peru	1998
	Business Accounting Certificate University ESAN (Escuela Superior de Administración de Negocios) Peru	1978
	Foreign Trade Certificate University ESAN (Escuela Superior de Administración de Negocios) Peru	1977
	Bachelor of Administration University of Lima Peru	1975
Professional Experience	Peruvian Chamber of Coffee and Cocoa, Peru (Cámara Peruana del Café y Cacao - CPC) <u>General Manager</u>	1991 to present
	<ul style="list-style-type: none">▪ Develop, coordinate, execute and monitor the action plan with parties involved. Ensure the objectives of the projects are well integrated and understood by all▪ Maintain close and good relations with the Board of Directors, the various stakeholders (Ministries, Associations, Cooperations, etc.) in order to properly manage and carry out projects▪ Manage various projects taking into account the strategic plan of the institution previously approved by the Board of Directors. i.e.: Organic Coffee (GTZ) ; Improvement of Coffee Quality (Kraft, Jacobs Suchard); Coffee and Climate (SECO)▪ Represent the institution in local and international platforms (seminars, conferences, etc.)▪ Manage the budget allocated to each activity	
	National Institute of Quality, Peru (Instituto Nacional de la Calidad - INACAL) <u>Chairman of the Peruvian Technical Standards Committee for Coffee and Cocoa</u>	1998 to present
	<ul style="list-style-type: none">▪ Supervise and participate in meetings involving important decisions about Coffee and Cocoa	

- Approve all technical equipment related to the quality of coffee and cocoa
- Develop and distribute Peruvian Technical Standards for Coffee

National Coffee Council, Peru

Active Member representing the CPC

2002 to present

- Contribute to the updating of any plan or activity that affects the coffee value chain.
- Elaborate and monitor national policies for the coffee market.
- Integrate current market trends and anticipate impact on national strategy and policies.

National Board of Coffee, Peru

(Junta Nacional del Café - JNC)

Director of JNC

1982 to 1987

Managing Director of JNC

1987 to 1991

- Apply internal policies
- Support the cooperatives and represent them
- Ensure the development and implementation of programs to benefit the coffee market players
- Represent the institution at the various events
- Distribute the export quotas assigned by the ICO
- Managing the National coffee fund of US\$ 27 millions

National Company of Commercialisation of Supplies, Peru

(Empresa Nacional de la Comercialización de Insumos - ENCI)

Coffee Department Manager Assistant

1978 to 1982

Export Manager (Coffee and others)

1982 to 1991

- Counsel the advisory committee on the bidding process for various food products
- Ensure the management of resources (personnel, material and financial)
- Monitor supply and demand changes and market requirements in order to meet the requirements and achieve the objectives

Public Company of Commercialisation of Fish Flour and Oil

(Empresa Pública de Comercialización de Harina y Aceite de Pescado (EPCHAP))

Analyst of Coffee Markets

1976 to 1978

- Present national and international consumption patterns for coffee
- Prepare statistics showing the trends of the coffee market (imports, exports, stocks, losses, etc.)
- Facilitating and participating in coffee events
- Prepare and manage ICO certificates of origin

Extracurricular Experiences

Participation in the following meetings, seminars, specializations and conferences (local and international)

- Organizer of the **National Courses for Evaluation of Coffee Quality**
Lima, Peru **2004 to 2017**
- Founder and organizer of **Expocafé**
Lima, Peru **2005 to 2016**
- Organizer of the **National Coffee Convention**
CPC (Cámara Peruana del Café y Cacao), Lima, Peru **1995 to 2016**
- International Conference: The Vietnamese Coffee Sector (Opportunities and Challenges)**
Hanoi, Vietnam **2003**
- 91st Annual Convention of the National Coffee Association**
Florida, USA **2002**
- Awarded recognition at **NY Board of Trade** (for the removal of discount of Peruvian coffee)
NYBOT, NY, USA **2001**
- SinterCafé Annual Meeting** (International Coffee Week)
Costa Rica **1989, 1990, 1995, 1999, 2000**
- 2nd International Coffee and Tea Exhibition and Symposium**
Vienna, Austria **1997**
- Seminar: Technical Focus on the World Coffee Market**
Merril Lynch, Lima, Peru **1996**
- Seminar: Future Markets and Options for the Protection and Exportation of Coffee**
Lehman Brothers, Lima, Peru **1994**
- Arbitration of Traditional Export Products: Coffee**
Green Coffee Association (USA),
Lima, Peru **1994**
- Seminar: New York Stock Exchange (Usage and Future Options for Coffee and others Food Products)** **1993**
- ICO Meeting**
San José, Costa Rica **1989**
- ICO Meeting**
Santo Domingo, Dominican Republic **1984**

References

References available upon request

Lima – Peru, 15 February 2017

Eduardo Montauban Urriaga
Parque Dammert, 147 app: 201
San Isidro – Lima 27 – Peru

To the attention of the Chief of Administration and Finance
International Coffee Organization (ICO)
22 Berners Street
London W1T 3DD

SUBJECT: Application for the position of Executive Director of the ICO

Dear Sirs,

During my extensive and thorough experience in the coffee industry, I have been privy to the considerable challenge faced by the coffee exporting countries and their main coffee producers, the small and medium farmers. Coffee is recognized as the second most relevant product that drives the world economy, and as such must be closely observed in the years to come in order to ensure fair and sustainable plantations and commerce.

My education and professional experience have permitted me to witness the workings of the international coffee market. With over 40 years of participation in the public-private sector, I have had a privileged platform to measure the importance of the political, climatic and economic challenges, among others. Having actively participated in the creation of the National Coffee Council in 2002, the entity that manages the National Coffee Policies of Peru, I have influenced its strategies throughout the years, successfully achieving changes, as well as optimizing and adapting the coffee value chain in the country.

Personality wise, my peers recognize me as a dynamic, challenge-seeking, flexible and pragmatic partner, with a passion for coffee that has spanned my lifelong career. Moreover, I am a very sociable person and thoroughly enjoy the diplomatic life, mainly thanks to my extensive travels and acquaintances associated to coffee and its related activities.

I am very interested in joining the ICO through the position of Executive Director, as this opportunity would allow me to share the knowledge and experience I have acquired in that field, as well as culminate my professional career at its highest point with the personal achievement of facilitating the integration of several aspects that impact coffee on a global scale. With all my years of experience, I believe I hold the necessary tools to successfully complete this mandate.

I remain at your disposal for any further information you may require.

Best regards,

Eduardo Montauban Urriaga