



Organización Internacional del Café  
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## Appointment of Head of Operations

1. The Executive Director presents his compliments and wishes to inform Members of the Organization that in view of the impending retirement of the present incumbent, Mr. Pablo Dubois, and having undertaken the required procedures, he has decided to appoint Mr. José Dauster Sette as Head of Operations of the Organization.
2. A copy of Mr. Sette's Curriculum Vitae is attached.

## **JOSÉ DAUSTER SETTE**

Nationality: Brazilian

Marital status: Married

Age: 51

- Professional with more than 20 years experience in coffee matters, both in the private and public sectors, including trade associations in the sector.
- Extensive experience of institutional relations in the coffee sector, including with governments, international bodies and trade associations.
- Managerial experience in trade associations, both in the coffee sector and other sectors.
- Detailed knowledge of the work carried out by the International Coffee Organization since 1979.
- Excellent command of English and good knowledge of the other official languages of the International Coffee Organization.
- Considerable experience in the preparation of official correspondence, reports, minutes, bulletins, presentations and other documents in English and Portuguese.
- Ample experience in the application of computer systems to coffee, particularly to coffee statistics.
- Suitable academic qualifications for the post, including graduate and post-graduate studies in the USA.

### **Professional experience**

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

Consultancy specializing in the provision of services to trade associations and in matters related to international trade

- Post: Executive Partner
- Period: 2005-to date
- Main projects:
  - Technical management of the Coffee Intelligence Centre, a body linked to the Secretariat of State for Agriculture, Livestock and Food Supply of the State of Minas Gerais, with responsibilities including: establishment and supervision of three Internet coffee databases; management of information channels (website and information bulletin); organization of events; preparation of study on the coffee trade between producing countries: “*O comércio de café entre países produtores*”. Period: 2005-07.

- Advisory services (preparation of reports and translations) for the 2<sup>nd</sup> World Coffee Conference, held in Salvador, Bahia, Brazil. Period: 2005.
- Editing and revision of manuals, presentations and study programmes for courses on safety at work, the environment and health for Petrobrás. Period: 2005.

***Federação do Comércio do Estado do Rio de Janeiro – Fecomércio-RJ (Rio de Janeiro, RJ) [Trade Federation of the State of Rio de Janeiro]***

Trade association representing the goods and services trade in the State of Rio de Janeiro, with 62 affiliated employers' unions.

- Post: Development Manager
- Period: 2003-2005
- Main responsibilities: Preparation of strategic annual planning; supervision of economic, legal and operational advisory services; institutional relations of the Federation with the municipal, state and federal authorities, international bodies, foreign consulates, Chambers of Foreign Trade, educational institutions and trade associations; supervision of the Federation's information channels (monthly journal, bulletin and website); press relations; and organization of meetings (Directorate and General Assembly) and events.

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

Consultancy specializing in the provision of services to trade associations and in matters related to external trade.

- Post: Executive Partner
- Period: 2000-2003
- Main projects:
  - Technical advisory services to coffee sector trade associations *Associação Comercial de Santos* [Santos Trade Association] and *Associação de Cafeicultores do Estado do Rio de Janeiro* [Coffee Growers Association of the State of Rio de Janeiro], for coffee promotion projects. Period: 2002-03.
  - Preparation of the profile of the green coffee export trade ("*Perfil setorial do comércio exportador de café verde*"), a study carried out by the Conselho de Exportadores de Café do Brasil (CeCafé) [Brazilian Council of Coffee Exporters]. Period: 2002.
  - Establishment of administrative, commercial and financial controls in a project for the export of processed coffee (*Valorização Empresa de Café S/A*). Period: 2001-02.
  - Technical consultancy on a dumping process. Period: 2001.

- Development Manager for Projects in the “*Cafés do Brasil*” Programme, an official programme for the marketing of Brazilian coffee financed by the Ministry of Agriculture and executed by the *Associação Brasileira da Indústria do Café* (ABIC) [Brazilian Coffee Industry Association]. Responsibilities: institutional relations with trade associations and the Federal government; development of projects in the international area, including organization of events and participation in fairs. Period: 2000-2001.
- Technical consultancy on a project for the establishment of the special B2B portal for agricultural and livestock products. Period: 2000.

***Associação Brasileira dos Exportadores de Café – Abecafé (Rio de Janeiro, RJ)***  
***[Association of Brazilian Coffee Exporters]***

Trade association representing the green coffee export trade, predecessor of the present *Conselho dos Exportadores de Café do Brasil* (CeCafé) [Council of Brazilian Coffee Exporters].

- Post: General Secretary.
- Period: 1996-1999
- Main responsibilities: organization and administration of the Association, including preparation of documents; institutional relations with the government, international organizations and other trade associations; relations with the media; management of the website; private sector observer and member of the Brazilian delegation at meetings of the International Coffee Organization; preparation and analyses of coffee sector statistics.

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

Green and soluble coffee exporting company

- Post: Head of Economic Research Department and coffee trader.
- Period: 1987 – 1996.
- Main responsibilities: advisor on the formulation of the company’s trade policy; marketing of green and soluble coffee on the international market; establishment of the Department; institutional relations of the company with government bodies and trade associations; private sector observer and member of the Brazilian delegation at meetings of the International Coffee Organization; basic and technical analysis of the coffee market; preparation of the weekly information bulletin in English; preparation of coffee and financial market analyses and statistics.

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

Multilateral development bank

- Post: Researcher in the Division of International Economics, Department of Economic and Social Studies
- Period: 1982-1986
- Main responsibilities: preparation of statistics and reports for the Bank's publications; establishment and maintenance of a database on the Latin American balance of payments and international trade, using a large-scale computer and first-generation micro-computers.

***Instituto Brasileiro de Café (Rio de Janeiro, RJ) [Brazilian Coffee Institute]***

Government autarchy responsible for the regulation of the coffee sector

- Post: Head of International Treaties Division, Office for the Coordination of Studies on the Coffee Economy
- Period: 1979 – 1982.
- Main responsibilities: Management of the IBC's institutional relations with the International Coffee Organization (ICO); preparation of reports; supervision of the issuing of Certificates of Origin and export stamps; member of the Brazilian delegation at meetings of the International Coffee Organization.

**Academic qualifications**

- Master's degree in Business Administration (MBA), specializing in Finance. American University, Washington, DC, USA, 1986.
- BA in Administrative Sciences. Yale University, New Haven, Connecticut, USA, 1978.

**Languages**

- English: Completely fluent, with excellent command of writing skills, including drafting and revision of documents, studies, reports, etc. Education in English from primary school level, except for three years of secondary school education in Portuguese. Bachelor and Master's degrees from universities in the USA.
- Portuguese: Fluent
- Spanish: Good
- French: Reasonable

- Translator into and from English/Portuguese, specializing in coffee matters. Translation work includes: bulletins, promotional material, websites, machine-operating manuals, lectures, rules of procedure, guides, protocols and other materials relating to coffee certification. Translator of the English text of the book “50 Years of Coffee in Brazil: production, trade, industry, consumption – 1950-2000”.

## **Other**

- Presentations:
  - Course on Coffee Derivatives, *Bolsa de Mercadorias e Futuros* (BM&F) [Merchandise and Futures Exchange], Rio de Janeiro, RJ, 2002.
  - RioCafé Project, *Associação de Cafeicultores do Estado do Rio de Janeiro* (Association of Coffee Growers of the State of Rio de Janeiro), Antwerp (Belgium) and London (United Kingdom), 2002.
  - 13<sup>th</sup> Trade Fair and Convention of the Specialty Coffee Association of America, San Francisco (USA), 2000.
  - Annual Convention of the Association of Coffee Exporters of Colombia, Cartagena (Colombia), 1999.
  - Seminar on “Regulation, Operation and Infrastructure of Ports”, Rio de Janeiro, RJ, 1999.
  - 12<sup>th</sup> Santos International Seminar, promoted by the Santos Trade Association, Guarujá, SP, 1998.
- Editor of information bulletins on coffee in English and Portuguese.
- Proficient in the use of text-editing programmes, spreadsheets and database