

CURRICULUM VITAE

1. **Family name:** Leeters
2. **First names:** Josephus Mathias Johannes Maria
3. **Date of birth:** 22-01-1961
4. **Nationality:** Dutch
5. **Civil status:** Married, 2 children
6. **Education:**



DATE (FROM – TO)	INSTITUTION	DEGREE(S) OR DIPLOMA(S) OBTAINED:
1973 – 1979	Philips van Horne, Weert, NL	Atheneum-B
1979 – 1986	Wageningen University & Research	MSc (Ir.) Horticultural Science

7. Language skills: Indicate competence on a scale of 1 to 5 (1 – excellent; 5 – basic)

LANGUAGE	READING	SPEAKING	WRITING
Dutch		mother tongue	
English	1	1	1
German	2	4	4
French	2	4	4

8. Other skills: (e.g. computer literacy, etc.):

- Didactical and training skills in international settings
- Financial and business administration knowledge and skills
- Strategic, tactical and operational management skills

9. Present position:

- Owner of and consultant in Bureau Leeters (www.bureauleeters.nl)
- Partner in HollandDoor (www.hollanddoor.nl)

10. **Years within the firm:** 16 (Bureau Leeters) resp. 7 (HollandDoor)

11. Key qualifications:

Agribusiness / horticulture

- Broad, international experience in production and postharvest of fruits, vegetables and ornamental products in open field and protected cultivation
- Broad international experience in logistics / distribution and trade of horticultural products
- Experienced in value chain and feasibility studies
- Experienced in (worldwide) trade promotion of fresh and processed agricultural / horticultural products
- Experienced in organising study tours, training programs and business matchmaking in agriculture / horticulture
- International network with technical and knowledge suppliers, service providers and traders in international horticulture
- Experienced in working with the private and the public sector

Personal and management

- Analytical, helicopter view, pragmatic, problem solving and action oriented
- Reliable, loyal, responsible team worker, able to operate under stress and to work with deadlines, excellent reporting skills

12. Regional experience:

COUNTRY	FROM – TO	COUNTRY	FROM – TO
Central America	2003 to 2016	Palestinian Territories	2010 to 2016
Africa (various countries)	2005 to 2008	Georgia	2010 to present
Egypt	2005 to 2008 and 2018	Brazil	2014 to 2015
Jordan	2005 to 2008 and 2016 to present	Sri Lanka	2015 to 2017
China	2005 to 2015	Lebanon	2016 and 2018
Vietnam	2005 to present	Uzbekistan and Turkey	2017 and 2018
Indonesia	2007 and 2017	Myanmar	2017 to 2018
Moldova	2010 to 2014 and 2017 to 2018	Suriname	2018 to present

13. Professional experience

	DATE FROM –TO	LOCATION	COMPANY / COMMISSIONER	POSITION	DESCRIPTION
1.	08/2018 to 12/2018	Suriname	FAO (Food and Agriculture Organization of the United Nations) www.fao.org/home/en	Consultant, researcher	<ul style="list-style-type: none"> Value chain analysis and end-market studies for fruit and vegetables from Suriname within the Suriname Agriculture Market Access Project (SAMAP); identification of market opportunities in Europe, USA and CARICOM
2.	04/2018 to 10/2018	Lebanon	CBI (Centre for the Promotion of Imports from developing countries) www.cbi.eu	Consultant, researcher	<ul style="list-style-type: none"> Value chain analysis and identification of potential product - export market combinations for fresh fruit and vegetables from Lebanon Strategic conference with Lebanese stakeholders in the fresh fruit and vegetables sector
3.	04/2018 to 06/2018	Georgia	Embassy of the Kingdom of the Netherlands in Tbilisi, Georgia	Consultant, trainer	<ul style="list-style-type: none"> Consultancy and training for Georgian stakeholders in the floriculture industry on 'Modern Dutch Flower Growing and Trading Technologies'
4.	01/2018 to 06/2018	Central America	Profound www.thisisprofound.org , commissioned by CBI www.cbi.eu	Consultant	<ul style="list-style-type: none"> Value chain analysis fresh fruit and vegetables in Central America (focus Guatemala, Costa Rica) as a preparatory step before starting an export promotion intervention
5.	10/2017 to 01/2018	Moldova	Chemonics on behalf of USAID	Consultant	<ul style="list-style-type: none"> Assessment of the feasibility to modernize the Horticulture Center of Excellence (CEHTA) in Taul, Donduseni District, Moldova
6.	09/2017 to 04/2018	Myanmar	HollandDoor www.hollanddoor.nl in cooperation with Nuffic https://www.nuffic.nl/en/global-development/orange-knowledge-programme/tailor-made-training-tmt	Trainer	<ul style="list-style-type: none"> Training 'Enhancing the competencies in teaching and research methodology in the agribusiness sector in Myanmar' for research and teaching staff of Yezin Agricultural University, Myanmar
7.	05/2017 to 11/2017	Indonesia	Profound www.thisisprofound.org , commissioned by the World Bank	Consultant	<ul style="list-style-type: none"> Agro-logistics study to provide a better understanding of key agro-logistical constraints for domestic and international trade of fresh fruits and vegetables from Eastern Indonesia
8.	05-2017 and 03/2018	Uzbekistan and Turkey	Asian Development Bank and CAREC Institute	Consultant, resource person	<ul style="list-style-type: none"> Participation in the value chain development conference in Tashkent, Uzbekistan (2017) and study tour & value chain workshop in Antalya, Turkey (2018), aiming to develop strategies for horticultural trade within the CAREC region and beyond
9.	03/2017 to 10/2017	Georgia	Chemonics on behalf of USAID	Consultant	<ul style="list-style-type: none"> Identification of pathways in Georgia to implement Good Agricultural Practices for the Zrda project (USAID) and preparing the Scope of Work for a GAP training cycle, in cooperation with the Georgian Farmers Association
10.	01/2017 to 12/2019	Jordan	ECO Consult www.ecoconsult.jo and World Bank - Trade & Competitiveness Global Practice (T&C)	Consultant, researcher	<ul style="list-style-type: none"> Business development and humanitarian aid in the Jordanian horticulture sector to ensure food security and create employment opportunities for the Syrian refugees and Jordanians in hydroponic agriculture by improving the value chain -cultivation, postharvest, logistics- and enhancing partnerships between Dutch and Jordanian business; in cooperation with Wageningen University & Research, HollandDoor and the Dutch horticultural sector (2017-2019) Market research 'Opportunities in GCC markets for Jordanian horticulture', commissioned by the Trade & Competitiveness Global Practice section of the World Bank (2017)
11.	09/2016 to 04/2017	Vietnam	HollandDoor www.hollanddoor.nl in cooperation with Nuffic https://www.nuffic.nl/en/global-development/orange-knowledge-programme/tailor-made-training-tmt	Consultant, trainer	<ul style="list-style-type: none"> Training 'Enhancing the capabilities of Vietnamese key-trainers in protected horticulture in the south of Vietnam' for Nong Lam University Ho Chi Minh City in cooperation with Agricultural High Tech Park (AHTP) - HCMC, Cu Chi District, Dong Nai Center for Applied Biotechnology (DNCAB) and Department of Agriculture and Rural Development (DARD) - HCMC

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12. 06/2016 to 12/2016	Lebanon	CBI (Centre for the Promotion of Imports from developing countries) www.cbi.eu	Consultant	<ul style="list-style-type: none"> • Identification of relevant value chains in the Lebanese horticulture with potential for exports to high end markets, in particular the EU, followed by deeper value chain analysis for potato, table grapes, citrus and avocado
13. 01/2016 to present	Jordan	Netherlands Enterprise Agency (RVO) http://english.rvo.nl , CBI www.cbi.eu and Embassy of the Kingdom of the Netherlands in Amman, Jordan	Researcher, consultant	<ul style="list-style-type: none"> • Export value chain analysis of the fruit and vegetables sector in Jordan, aiming to find solutions for the difficulties of Jordan to export its fresh produce, due to the regional crisis in Syria and Iraq • Developing a sector export marketing plan (national export strategy) in the fruit & vegetables sector in Jordan, in cooperation with JEPA (Jordan Exporters and Producers Association for Fruit and Vegetables) and the Directorate of Marketing in the Ministry of Agriculture in Jordan
14. 11/2015 to present	Sri Lanka	Netherlands Enterprise Agency (RVO) http://english.rvo.nl and Embassy of the Kingdom of the Netherlands in Colombo, Sri Lanka	Researcher, consultant	<ul style="list-style-type: none"> • Matchmaking in the Netherlands for Hayleys Quality Seeds & Flowers (http://hayleysqualityseeds.com/) (2016) • Sector study to identify opportunities for the Dutch horticultural industry in Sri Lanka, in cooperation with the University of Peradeniya (2016) • Support in organizing an incoming mission of horticultural businesses from Sri Lanka to the Netherlands (2016)
15. 09/2015 to 10/2017	Vietnam	Vietrade www.vietrade.gov.vn/en	Marketing consultant	<ul style="list-style-type: none"> • Increasing the export competitiveness for small and medium enterprises in the fresh fruit sector in South-West Vietnam
16. 09/2015 to 12/2015	Netherlands	Profound www.thisisprofound.org in cooperation with CBI and IPD	Market researcher	<ul style="list-style-type: none"> • Market research / developing product fact sheets to support the export of beans & peas, fresh herbs and baby vegetables from developing countries to the German market
17. 09/2014 to 06/2016	Georgia	HollandDoor www.hollanddoor.nl in cooperation with Nuffic https://www.nuffic.nl/en/capacity-building/nfp-tmt-tailor-made-training-programme	Trainer, consultant	<ul style="list-style-type: none"> • Training 'Enhancing entrepreneurship in Georgian agribusiness, based on the value chain approach' for the NGO Georgian Rural Education and Entrepreneurship Network (GREEN) and Georgian-European Higher Education Institution (GEU) in Tbilisi, Georgia • Training and consultancy 'Enhancing entrepreneurship and advocacy in Georgian agribusiness' for the Georgian Farmers' Association (GFA) (http://infogfa.wix.com/gfassociation)
18. 09/2013 to 07/2015	Brazil	KasTec	Coordinator	<ul style="list-style-type: none"> • Support the cluster of Dutch suppliers in Brazil KasTec in their market development in the Brazilian horticultural sector
19. 07/2012 to 12/2016	Central / Latin America	NethWork in cooperation with HAS University of Applied Sciences www.hasinternational.nl	Coordinator, project manager	<ul style="list-style-type: none"> • Various trade promotion activities (trade missions, workshops, roadshows, demonstrations and bilateral partnerships between knowledge institutions) in order to develop a sustainable market position for NethWork, a cluster of Dutch suppliers in Latin America
20. 05/2012 to 12/2017	Vietnam	Fresh Studio www.freshstudio.vn and RVO http://english.rvo.nl in cooperation with HAS University of Applied Sciences www.hasinternational.nl	Consultant, trainer, project manager	<ul style="list-style-type: none"> • Project 'Fresh Academy; development of a demo and training centre in the Vietnamese horticultural sector (2014-2017)'; responsible for the overall project management and partnership between Dutch and Vietnamese knowledge institutions and the private sector • Project 'Accelerating the development of a modern greenhouse vegetable production sector in Da Lat, Lam Dong, Vietnam'; responsible for the knowledge development module within the project, in cooperation between HAS University of Applied Sciences and Da Lat University (2012-2015)

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21. 02/2012 to 06/2016	Palestinian Territories	Netherlands Representative Office in Ramallah	Marketing consultant	<ul style="list-style-type: none"> Marketing consultancy in the High Value Crops project in Gaza & West Bank (with FAO) Value chain analysis fresh fruits and vegetables on behalf of CBI, in coordination with ProFound Evaluation of the 2008-2012 GLOBALG.A.P. and cash crops projects in the Palestinian horticultural sector on behalf of NRO Ramallah (2012) Marketing research and marketing consultancy for the Gaza cash crops project, implemented by NGO PARC (2012)
22. 01/2011 to present	Netherlands	HollandDoor www.hollanddoor.nl	Consultant, trainer, matchmaker	<ul style="list-style-type: none"> Conducting study tours, training and matchmaking in the Netherlands for private and public actors in the agricultural sector from various countries in order to acquaint them with the Dutch agricultural / horticultural industry (technology, organization, logistics, trade and knowledge infrastructure); focus on groups from China, Vietnam and Eastern Europe
23. 07/2010 to 12/2012	Vietnam	Fresh Studio www.freshstudio.vn and RVO http://english.rvo.nl in cooperation with Van Hall Larenstein University of Applied Sciences www.vhluniversity.com	Consultant, trainer	<ul style="list-style-type: none"> Project 'Adding knowledge, innovations and management skills to the vegetables chain': responsible for the knowledge development module within the project, in cooperation with Da Lat University (2010-2012)
24. 02/2010 to 10/2015	Bosnia & Herzegovina, Georgia, Moldova, Ukraine	CBI (Centre for the Promotion of Imports from developing countries) www.cbi.eu	Consultant, trainer	<ul style="list-style-type: none"> Value chain analysis to identify high-potential export value chains in the agricultural sector in Moldova, Georgia, Armenia (2015) Training on EU market developments and export opportunities in fresh and processed fruit and vegetables in Kiev, Ukraine for producers, manufacturers, exporters of fresh and/or processed fruits and vegetables in Ukraine, Belarus, Moldova, Georgia, Armenia and Azerbaijan (2015) Training 'EU market requirements, certifications, distribution and trade' for Bosnian producers and exporters in Sarajevo, Bosnia & Herzegovina (2011) and Moldovan producers and exporters in Chisinau, Moldova (2014) Needs assessment mission, workshop & training missions and developing a business case within CBI's overall program to strengthen Moldova's export position in agricultural products (2010-2012)
25. 03/2010 to present	The Netherlands	Matchmaking Facility of RVO http://english.rvo.nl	Matchmaker, consultant	<ul style="list-style-type: none"> Business matchmaking in the Netherlands for horticultural companies in developing countries (Georgia, Bosnia & Herzegovina, Angola, Guatemala, Kosovo, Sri Lanka) on behalf of the Matchmaking Facility of the Dutch Enterprise Agency (RVO)
26. 2007	Indonesia	INA / EKONID	Consultant	<ul style="list-style-type: none"> Export promotion for the Indonesian fruit industry: kick-off seminars in Jakarta, Surabaya and Medan for Indonesian stakeholders in order to make them aware of trends and developments in international markets (access requirements, logistics, trade)
27. 08/2003 to 03/2013	Deventer & Wageningen, the Netherlands	Van Hall Larenstein University of Applied Sciences www.vhluniversity.com	Consultant, senior lecturer, project manager (part-time)	<ul style="list-style-type: none"> Teaching (marketing, organization development, quality management) Student coaching Developing student exchange programs with partner universities in China, Vietnam, Thailand & India Curriculum development and capacity building projects in Asia

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28. 03/2003 to 12/2009	Various developing countries	CBI (Centre for the Promotion of Imports from developing countries) www.cbi.eu Several program managers	Consultant, coach	<ul style="list-style-type: none"> Needs assessments, export coaching, trade facilitation, group and individual training, matchmaking (at trade fairs) for companies in the sectors plants, cut flowers and fruit & vegetables in Guatemala, El Salvador, Honduras, Costa Rica, Uganda, Zambia, Kenya, Mali, Senegal, Jordan, Egypt, Indonesia, Vietnam, Madagascar
29. 01/2003 to present	Doetinchem, the Netherlands	Bureau Leeters www.bureauleeters.nl	Independent consultant, entrepreneur	<ul style="list-style-type: none"> Consultancy, training, coaching and project management in international horticulture <ul style="list-style-type: none"> Market research, sector and value chain analyses Strategic export marketing Export development and trade promotion Chain- and quality management Training, education, competence development
30. 09/1999 to 12/2002	Lelystad, the Netherlands	Cooperative Nautilus www.nautilusorganic.nl	Managing director	<ul style="list-style-type: none"> Strategic and operational management in the sourcing and sales of organic fresh produce (fruits, vegetables, mushrooms, potatoes)
31. 02/1991 to 08/1999	Bemmel, the Netherlands	Flower Auction East Netherlands (now Plantion)	Staff member marketing > commercial manager	<ul style="list-style-type: none"> New business development Operational management of the commercial activities (purchase and sales of cut flowers, ornamental plant through various sales methods) Marketing communication and public relations
32. 05/1988 to 01/1991	Naaldwijk, the Netherlands	Flower Auction Westland (now Flower Auction Flora Holland)	Staff member marketing	<ul style="list-style-type: none"> Market research Developing new marketing strategies and new business
33. 01/1987 to 04/1988	The Netherlands	Dutch army	officer	<ul style="list-style-type: none"> 16 months service

14. Other relevant information (e.g. Publications):

- board member of Foundation Doetinchem and Development Cooperation (Doetinchem en OntwikkelingsSamenwerking DOS), running a twinning relationship between Doetinchem, the Netherlands and La Libertad, Nicaragua (www.dos-doetinchem.nl)
- chairman / member of service club Kiwanis Doetinchem De Graafschap (www.kiwanis.nl/doetinchem)