

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 Sciences |

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:

- Didactical and training skills
- Financial and business administration skills
- Strategic, tactical and operational management skills

9. Present position:

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

10. **Years within the firm:** 20 (Bureau Leeters) resp. 11 (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 | (occupied) Palestinian Territories | 2010 to 2016 and 2019 to present |
| Uganda, Kenya, Zambia | 2005 to 2008 | | |
| Mali, Senegal | 2005 to 2008 | Brazil | 2014 to 2015 |
| Egypt | 2005 to 2008 and 2018 to present | Sri Lanka | 2015 to 2017 and 2020 to 2021 |
| Jordan | 2005 to 2008 and 2016 to 2021 | Lebanon | 2016 and 2018 |
| China | 2005 to 2015 | Uzbekistan and Turkey | 2017 to 2018 |
| Vietnam | 2005 to present | Myanmar | 2017 to 2018 |
| Indonesia | 2007 and 2017 | Suriname | 2018 |
| Moldova | 2010 to 2014 and 2017 to 2018 | Kazakhstan | 2018 to 2019 |
| Georgia | 2010 to 2018 and 2021 to present | Ghana | 2019 to 2022 |

13. Professional experience

| | DATE FROM TO | LOCATION | COMPANY / COMMISSIONER | POSITION | DESCRIPTION |
|-----|-------------------------|-------------------------|---|---|---|
| 1. | 07/2022 to 11/2022 | Georgia | Eastern European Centre for Multiparty Democracy (EECMD) https://eecmd.org/ | Consultant, researcher | <ul style="list-style-type: none"> Scoping mission in Tsalenjikha, Samegrelo-Zemo Svaneti region, West Georgia in order to identify strategic options to develop the agribusiness sector; with Wageningen University & Research https://www.wur.nl/en/location/field-crops-lelystad.htm |
| 2. | Since 05/2022 - ongoing | Georgia | Horticulture Training and Demonstration Center https://www.htdc.edu.ge/ under the umbrella of Imereti Agro Zone www.iaz.ge . | Consultant, trainer | <ul style="list-style-type: none"> Advisory services and developing trainings for HTDC under the framework of the greenhouse cluster development project in Imereti, in cooperation with HAS University https://www.hasuniversity.nl/ and local stakeholders |
| 3. | 05/2022 to 04/2026 | Palestinian Territories | Netherlands Enterprise Agency / SDGP Partnership https://english.rvo.nl/subsidies-programmes/sdgp | Project manager, consultant | <ul style="list-style-type: none"> Strengthening the value chain of Palestinian olives in 6 northern Governorates of the West Bank through innovations at farmer-, miller-, processor- and marketing-level |
| 4. | 03/2022 to 04/2022 | ACP countries | Profound www.thisisprofound.org , commissioned by COLEACP https://www.coleacp.org/ | Trainer, coach | <ul style="list-style-type: none"> Conducting online training and coaching sessions for exporters in ACP countries (mainly East Africa) on trade fair preparation for Fruit Logistica 2022 (Berlin) and Macfrut 2022 (Rimini) |
| 5. | 01/2021 to 03/2022 | Georgia | Netherlands Enterprise Agency (RVO) http://english.rvo.nl ; | Consultant, researcher, matchmaker | <ul style="list-style-type: none"> Identification of business opportunities for Dutch private and public organisations in the horticultural sector in Georgia Organising a seminar and matchmaking event for Dutch horticultural stakeholders |
| 6. | 10/2020 to 06/2021 | Sri Lanka | Import Promotion Desk www.importpromotiondesk.de | Consultant, researcher | <ul style="list-style-type: none"> Identification of the potential of Sri Lankan fresh fruit and vegetables exports to EU markets |
| 7. | 09/2020 to 03/2023 | Vietnam | HAS University https://www.hasuniversity.nl/ and Nuffic https://www.nuffic.nl/en/subjects/institutional-collaboration-projects/ | Consultant, trainer, coach, team leader | <ul style="list-style-type: none"> Institutional cooperation between Dutch and Vietnamese knowledge institutions in order to contribute to climate resilient aquaculture and horticulture in the Mekong Delta Training and coaching Vietnamese teachers, trainers and public servants in climate smart agriculture and efficient water management practices |
| 8. | 09/2020 to 12/2022 | Egypt | Aeres University https://www.aeresuas.com/ and Nuffic https://www.nuffic.nl/en/subjects/orange-knowledge-programme/group-training-orange-knowledge-programme | Project manager, trainer, coach | <ul style="list-style-type: none"> Capacity building in modern irrigation, water reuse and climate smart practices for stakeholders in the Egyptian agriculture and education sector Training and coaching Egyptian teachers, trainers, researchers and the private sector |
| 9. | 09/2020 to 08/2024 | Vietnam | Netherlands Enterprise Agency (RVO) / Impact Cluster https://english.rvo.nl/pib , with MCNV (https://mcnv.org/) | Consultant, project coordinator | <ul style="list-style-type: none"> Strengthening the dragon fruit, pomelo and mango value chains in four southern provinces in Vietnam, in cooperation with the Vietnam Farmer's Union and Dutch private companies with products and services in sustainable fruit cultivation, postharvest, distribution and trade |
| 10. | 02/2020 to 04/2022 | Various countries | Import Promotion Desk www.importpromotiondesk.de | Consultant, trainer | <ul style="list-style-type: none"> Conducting Export Marketing Orientation Missions (on-site and online) for exporters in Ghana, Ivory Coast, Egypt and Ukraine within IPD's export promotion programs in order to acquaint exporters with EU market developments and requirements |
| 11. | 01/2020 to 01/2021 | Vietnam | Netherlands Enterprise Agency (RVO) / Partners for Water https://www.rvo.nl/subsidie-en-financieringswijzer/partners-voor-water-pvw | Consultant, project manager | <ul style="list-style-type: none"> Improving water availability and safety through irrigation water recycling: feasibility study in Lam Dong Province on the use of water recycling methods in the greenhouse vegetables sector |

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| 12. 09/2019 to 12/2019 | Palestinian Territories | Project Planning & Management (PPM) http://ppm.bg/en/ | Team leader, consultant | <ul style="list-style-type: none"> Identification and formulation of a EU (EUROPEAID) trade program, aiming to support the Palestinian Authority with promoting West Bank and Gaza trade |
| 13. 01/2019 to 12/2021 | Vietnam | HAS University https://www.hasuniversity.nl/ and Nuffic https://www.nuffic.nl/en/subjects/institutional-collaboration-projects/ | Consultant | <ul style="list-style-type: none"> Institutional collaboration between Vietnam National University of Agriculture in Hanoi and Dutch partners: enhancing the performance of the horticultural sector in North and Central Vietnam Training, coaching and curriculum development |
| 14. 01/2019 to 12/2022 | Ghana | Import Promotion Desk www.importpromotiondesk.de | Consultant, trainer | <ul style="list-style-type: none"> Sourcing missions in Ghana for identification of exporters of fruit and/or vegetables with the potential to increase exports to Europe Training of Ghanaian exporters associations in developing sustainable service delivery to their members, in particular market intelligence |
| 15. 11/2018 to 12/2019 | Kazakhstan | DAL Holding Investment Co. http://www.dalholding.com.tr/ | Consultant, researcher | <ul style="list-style-type: none"> Feasibility study and design of a large scale agro park concept with greenhouse vegetables production in the southern region Turkestan in Kazakhstan, in cooperation with Dutch Greenhouse Delta https://www.dutchgreenhousedelta.com/ |
| 16. 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 |
| 17. 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 |
| 18. 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' |
| 19. 01/2018 to 06-2018 | Egypt | Netherlands Enterprise Agency (RVO) http://english.rvo.nl | Consultant | <ul style="list-style-type: none"> Matchmaking for producer/exporter 'Gouda for Agricultural products'; conducting a business search and business matchmaking program in the Netherlands |
| 20. 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 |
| 21. 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 |
| 22. 09/2017 to 04/2018 | Myanmar | HollandDoor www.hollanddoor.nl and Nuffic https://www.nuffic.nl/en/subjects/group-training-orange-knowledge-programme/ | 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 |
| 23. 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 |
| 24. 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 |
| 25. 03/2017 to 10/2017 | Georgia | Chemonics on behalf of USAID (Zrda project) | Consultant | <ul style="list-style-type: none"> Identification of pathways to implement Good Agricultural Practices and preparing a GAP training cycle, in cooperation with the Georgian Farmers Association (GFA) https://qfa.org.ge/en/ |

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| 26. 01/2017 – 12/2021 | Jordan | ECO Consult www.ecoconsult.io and World Bank - Trade & Competitiveness Global Practice (T&C) | Consultant, researcher | <ul style="list-style-type: none"> Business development in the Jordanian horticulture sector by improving the value chain and enhancing partnerships between Dutch and Jordanian businesses in cooperation with WUR, HollandDoor and the Dutch horticultural sector (2017-2021) Market research 'Opportunities in GCC markets for Jordanian horticulture', commissioned by the Trade & Competitiveness Global Practice section of the World Bank (2017) |
| 27. 09/2016 to 04/2017 | Vietnam | HollandDoor www.hollanddoor.nl and Nuffic https://www.nuffic.nl/en/subjects/group-training-orange-knowledge-programme/ | 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) in Cu Chi District, Dong Nai Center for Applied Biotechnology (DNCAB) and Department of Agriculture and Rural Development (DARD) |
| 28. 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 |
| 29. 01/2016 to 09/2017 | 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 Developing a national sector export marketing strategy in the fruit & vegetables sector, in cooperation with JEPFA (Jordan Exporters and Producers Association for Fruit and Vegetables) and the Directorate of Marketing in the Ministry of Agriculture in Jordan |
| 30. 11/2015 to 06/2017 | 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 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 Sri Lankan horticultural businesses (2016) |
| 31. 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 |
| 32. 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 |
| 33. 09/2014 to 06/2016 | Georgia | HollandDoor www.hollanddoor.nl in cooperation with Nuffic https://www.nuffic.nl/en/subjects/group-training-orange-knowledge-programme/ | Trainer, consultant | <ul style="list-style-type: none"> Training 'Enhancing entrepreneurship in Georgian agribusiness, based on the value chain approach' for NGO GREEN and the Georgian-European Higher Education Institution (GEU) Training and consultancy 'Enhancing entrepreneurship and advocacy in Georgian agribusiness' for GFA https://gfa.org.ge/en/ |
| 34. 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 |
| 35. 07/2012 to 12/2016 | 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 and bilateral partnerships between knowledge institutions) in order to develop a sustainable market position for NethWork, a cluster of Dutch suppliers in Latin America |
| 36. 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) Project 'Accelerating the development of a modern greenhouse vegetable production sector in Da Lat, Lam Dong, Vietnam'; knowledge development, in cooperation between HAS University of Applied Sciences and Da Lat University (2012-2015) |

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|-----------------------------|---|---|--|---|
| 37. 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, with ProFound Evaluation of the 2008-2012 GLOBAL G.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) |
| 38. Since 01/2011 - ongoing | 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 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 |
| 39. 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)) |
| 40. 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 Kiev, Ukraine for producers, manufacturers, exporters of fresh and/or processed fruit 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 (2010-2012) |
| 41. 03/2010 to 07/2018 | The Netherlands | Matchmaking Facility of RVO Fout! De hyperlinkverwijzing is ongeldig. | 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, Egypt) on behalf of the Matchmaking Facility of the Dutch Enterprise Agency (RVO) |
| 42. 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) |
| 43. 08/2003 to 03/2013 | 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 |
| 44. 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 |
| 45. Since 01/2003 - ongoing | Netherlands | Bureau Leeters www.bureauleeters.nl | Entrepreneur | <ul style="list-style-type: none"> Consultancy, training, coaching, market research, value chain analysis, export development, trade promotion, project management in international horticulture |

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| 46. 09/1999 to 12/2002 | 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) |
| 47. 02/1991 to 08/1999 | Netherlands | Flower Auction East Netherlands (now Plantion https://www.plantion.nl/en/) | 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 |
| 48. 05/1988 to 01/1991 | Netherlands | Flower Auction Westland (now Flower Auction Royal Flora Holland https://www.royalfloraholland.com/en) | Staff member marketing | <ul style="list-style-type: none"> Market research Developing new marketing strategies and new business |
| 49. 01/1987 to 04/1988 | Netherlands | Dutch army | Officer | <ul style="list-style-type: none"> 16 months service |

14. Other relevant information:

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