

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 / trainer in Bureau Leeters (www.bureauleeters.nl)
- Partner and consultant / trainer in HollandDoor (www.hollanddoor.nl)

10. **Years within the firm:** 21 (Bureau Leeters) resp. 12 (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	Sri Lanka	2015 to 2017; 2020 to 2021
Brazil	2014 to 2015	Egypt	2005 to 2008; 2018 to 2022
Suriname	2018; 2023 to present	Jordan	2005 to 2008; 2016 to 2021
Uganda, Kenya, Zambia	2005 to 2008	Palestinian Territories	2010 to 2016; 2019 to present
Mali, Senegal	2005 to 2008	Lebanon	2016 and 2018
Ghana	2019 to 2022	Moldova	2010 to 2018; 2023 to present
China	2005 to 2015	Georgia	2010 to 2018; 2021 to present
Vietnam	2005 to present	Bulgaria	2024 to present
Cambodia	2022; 2023 to present	Uzbekistan and Turkey	2017 to 2018
Indonesia	2007 and 2017	Kazakhstan	2018 to 2019
Myanmar	2017 to 2018		

13. Professional experience

	DATE FROM TO	LOCATION	COMPANY / COMMISSIONER	POSITION	DESCRIPTION
1.	04/2024 to 04/2027	Bulgaria	Cluster of Dutch horticulture companies, with co-financing from Partners in International Business	Coordinator, advisor	<ul style="list-style-type: none"> Coordinating the joint effort of a cluster of Dutch horticulture companies to collectively develop the market in Bulgaria for their products and services and supporting Bulgaria to develop towards self-sufficiency in vegetables production
2.	04/2024 to 05/2025	Cambodia	Cowater International / CAPRED , the Cambodia Australia Partnership for Resilient Economic Development	Project lead, consultant, trainer	<ul style="list-style-type: none"> Building export readiness of 10 Cambodian agri-business SMEs in cashew nuts, rice, spices and dried fruits for high-end markets in Australia and Europe, With ProFound Advisers, Export Connect and local expert Youseye Lak
3.	09/2023 to 08/2024	Suriname	FAO (Food and Agriculture Organization of the United Nations) www.fao.org/home/en	Consultant, researcher	<ul style="list-style-type: none"> Supporting Value Chain Platforms in establishing sustainable market linkages and B2B relationships within the Suriname Agriculture Market Access Project (SAMAP); focus on markets in Europe and CARICOM
4.	09/2023 to 02/2024	Moldova	Rural Competitiveness and Resilience Activity (RCRA), implemented by Chemonics International	Consultant, project manager	<ul style="list-style-type: none"> Preparing and conducting two study visits to the Netherlands for Moldovan private and public sector delegations; one on establishing a Center of Excellence in Smart Agriculture and one on establishing a Horticulture Office
5.	09/2023 to present	Georgia	International Training and Demonstration Center (ITDC) https://www.itdcentre.org/	Consultant, advisor	<ul style="list-style-type: none"> Advisory services for ITDC
6.	08/2023 to 09/2025	Palestinian Territories	Netherlands Enterprise Agency (RVO) http://english.rvo.nl/ ;	Project lead, consultant, trainer	<ul style="list-style-type: none"> Improving cold storage and postharvest management in the West Bank and Gaza by providing training and advisory services to owners and operators of postharvest facilities (cooperatives, wholesale markets and businesses)
7.	02/2023 to 05/2023	Georgia	Export Development Association https://eda.org.ge/en/	Trainer, consultant	<ul style="list-style-type: none"> Providing an "Export Facilitation" training for (M)SMEs producers, exporters and processors of fruits and vegetables Advising in export logistics of perishables to GCC and European countries
8.	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
9.	06/2022 to 11/2022	Cambodia	Cambodia-Australia Agricultural Value Chain Program and Cambodia Agriculture Sector Diversification Project	Consultant, project manager	<ul style="list-style-type: none"> Preparing and conducting two study visits to the Netherlands for Cambodian private and public sector delegations; one on the functioning of Agro-food Industrial Parks and one on linkages between agricultural cooperatives and the market
10.	05/2022 to 06/2023	Georgia	Horticulture Training and Demonstration Center https://www.htdc.edu.ge/	Consultant, trainer	<ul style="list-style-type: none"> Advisory services for HTDC under the framework of the greenhouse cluster development project Imereti Agro Zone www.iaz.ge
11.	05/2022 to 04/2026	Palestinian Territories	RVO / 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
12.	03/2022 to 04/2022	ACP countries	Profound www.thisisprofound.org , commissioned by COLEAD https://www.colead.link/	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)
13.	01/2021 to 03/2022	Georgia	Netherlands Enterprise Agency (RVO) http://english.rvo.nl/ ;	Researcher, matchmaker	<ul style="list-style-type: none"> Identification of business opportunities for Dutch organisations in the horticultural sector in Georgia by means of sector studies, seminars and matchmaking events

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14. 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
15. 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
16. 09/2020 to 12/2022	Egypt	Aeres University https://www.aeresuas.com/ and Nuffic https://www.nuffic.nl/en/subjects/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
17. 09/2020 to 08/2024	Vietnam	RVO / Impact Cluster https://english.rvo.nl/pib , with MCNV (https://mcnv.org/)	Consultant, project coordinator	<ul style="list-style-type: none"> • Strengthening 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 a stake in sustainable fruit cultivation, postharvest, distribution and trade
18. 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
19. 01/2020 to 01/2021	Vietnam	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
20. 09/2019 to 12/2019	Palestinian Territories	Project Planning & Management (PPM) http://ppm.bq/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
21. 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
22. 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 plus training of Ghanaian exporters associations in developing sustainable service delivery to their members
23. 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/
24. 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
25. 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
26. 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'

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27. 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
28. 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
29. 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
30. 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
31. 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
32. 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
33. 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://gfa.org.ge/en/
34. 01/2017 to 12/2021	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 in the Jordanian horticulture sector by improving the value chain and enhancing partnerships between Dutch and Jordanian businesses (2017-2021) Market research 'Opportunities in GCC markets for Jordanian horticulture', commissioned by the Trade & Competitiveness Global Practice section of the World Bank (2017)
35. 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)
36. 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
37. 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 JEPA (Jordan Exporters and Producers Association for Fruit and Vegetables) and the Directorate of Marketing in the Ministry of Agriculture in Jordan
38. 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)
39. 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
40. 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

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41. 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/
42. 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
43. 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
44. 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)
45. 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 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)
46. 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 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
47. 07/2010 to 12/2012	Vietnam	Fresh Studio www.freshstudio.vn , RVO http://english.rvo.nl	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))
48. 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)
49. 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)

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50. 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 on access requirements, logistics and trade
51. 08/2003 to 03/2013	Netherlands	Van Hall Larenstein University of Applied Sciences www.vhluniversity.com	Consultant, project manager	<ul style="list-style-type: none"> Teaching and student coaching (marketing, organization & quality management) Developing student exchange programs with partner universities in the Far East
52. 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
53. 01/2003 to present	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
54. 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)
55. 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
56. 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
57. 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)
- Board member (treasurer) of service club Kiwanis Doetinchem De Graafschap (www.kiwanis.nl/doetinchem)