



INTERNATIONAL COFFEE ORGANIZATION  
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ  
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ  
ORGANISATION INTERNATIONALE DU CAFÉ

**ICC 106-10**

16 March 2011

Original: English/Spanish

**E**

International Coffee Council  
106<sup>th</sup> Session  
28 – 31 March 2011  
London, United Kingdom

**Nomination for the post of  
Executive Director**

**Submitted by Mexico**

## **Background**

1. In accordance with the procedures for the appointment of a permanent Executive Director which were approved by the Council at its 105<sup>th</sup> Session from 21 to 24 September 2010 (see document ICC-105-22), the Government of Mexico has submitted the attached proposal for the appointment to the position of Executive Director of Mr Rodolfo Trampe Taubert, including the curriculum vitae of the candidate.

2. The procedures provide that the Council shall review the list of candidates whose names were submitted by the deadline of 15 March 2011 and, if necessary, may decide to establish a Screening Committee. The Screening Committee shall review the list of candidates and recommend to the Council no more than five candidates to be invited to the September 2011 Council Session in order to make presentations on their candidacy. If the establishment of the Screening Committee is necessary, its report and recommendation shall be distributed to Members no later than 30 June 2011. Members who wish to comment on the recommendations of the Screening Committee shall provide those comments in writing no later than 31 July 2011. Following the presentations by candidates to the Council Session in September 2011, the Council shall consider and decide on the appointment of the Executive Director.

## **Action**

The Council is requested to consider this document.

## EMBASSY OF MEXICO

GBR: 00275

The Embassy of Mexico to the United Kingdom of Great Britain and Northern Ireland presents its compliments to the International Coffee Organization (ICO) and has the honour to refer to the election for appointment to the vacant post of Executive Director, which will be held during the 107<sup>th</sup> Session of the International Coffee Council in the month of September 2011.

In this regard, the Embassy of Mexico has the honour to inform the Organization that the Government of Mexico has decided to nominate Mr Rodolfo Trampe Taubert for the post concerned for the five-year period 2011-2016. Mexico is putting forward this nomination as a demonstration of its commitment to the Organization as an exporting Member since 1963, aware that there is no Mexican national occupying a high-level position in the Organization.

The Embassy of Mexico wishes to point out that the Government is nominating Rodolfo Trampe after having carried out the relevant consultations and in recognition of his acknowledged performance in the national coffee sector, as well as in the work of the International Coffee Organization. A photograph of the candidate, a *curriculum vitae* together with a biographical note in Spanish and English, is attached.

The Embassy of Mexico takes this opportunity to convey to the International Coffee Organization the renewed assurances of its highest consideration.

London, 26 January 2011

International Coffee Organization  
22 Berners Street  
London W1T 3DD

## RODOLFO TRAMPE TAUBERT



Rodolfo Trampe Taubert was born in 1953 in Chiapas, Mexico, as part of the fifth generation of a long line of Mexican coffee growers.

Mr. Trampe holds a Bachelor's Degree in Economics and has a notable record as an entrepreneur, representing the Mexican Coffee sector both in the domestic and the international ground.

Rodolfo Trampe has been an active member of the Mexican Delegations before the International Coffee Organisation (ICO) since 2001, playing a key role in achieving support for major initiatives such as "Resolution 420" regarding coffee quality, the negotiation of the 2007 International Coffee Agreement and, later on, its consequent ratification by the Mexican Government.

Rodolfo Trampe was unanimously appointed President of the International Coffee Council for the 2009/2010 period thanks to his analytical vision from a global perspective, his continued drive for honest and open dialogue between Member States, as well as his permanent interest in promoting and achieving successful agreements.

His experience in the public sector dates from 1975, when he served as advisor for the Mexican Minister of Commerce and Industrial Promotion, taking afterwards various positions in the public finance sector, primarily in credit analysis and project financing.

In 1983, he was appointed President of the Coffee Industry within the National Chamber for the Transformation Industry (CANACINTRA), position he would hold for the following ten years, acting also as representative of the Chamber before the Mexican Coffee Institute (INMECAFE). During this time, he significantly contributed to strengthen the industrial sector as a result of the global economic trends in market deregulations and decentralisation policies.

Rodolfo Trampe is a founding member of the Mexican Coffee Council, national body that represents the industry, becoming a special advisor to its Executive President from where he played a crucial role in designing and implementing financial aid policies throughout the international coffee pricing crisis in 2001.

In 2005, he was part of the group of experts that put together the current coordination mechanisms amongst the different sectors in the value chain, sponsoring the establishment of the National Committee of the Coffee Product System, which remains the main body of all coffee-related policies.

Currently, Rodolfo Trampe acts as Executive Coordinator of the Mexican Coffee Association (AMECAFE), main technical advisor to the Mexican Government regarding public investment programmes. Under his leadership, AMECAFE has fostered transparency and accountability, implementing the National Coffee Census and a technological platform that allows the fiscal proof of all commercial operations within the Mexican coffee market. The Association has also created a trust fund that looks after the savings of more than 300,000 producers all over the country.

Mr. Trampe has been a recognized for his participation as keynote speaker in national forums as well as in international conferences. He has also written numerous articles in specialised publications. In the private sector, he has founded several companies, of which he remains as part of the Board of Directors to date.

Rodolfo Trampe is fluent in English and German, additionally of being native Spanish speaker. He is married and has three children.



# RODOLFO TRAMPE TAUBERT

## GENERAL INFORMATION

Date and place of birth:  
October 20, 1953, Huixtla, Chiapas  
Marital Status: Married with three children  
Degree in Economics (ITAM)  
Diploma in Finance (ITAM)  
Languages: Spanish, English and German



## PROFESSIONAL CARREER:

---

*August 2006 to date*

**MEXICAN COFFEE ASSOCIATION**  
*(Executive Coordinator)*

*2006*

*Adviser to the Secretary of Agriculture*

*2001-2005*

**MEXICAN COFFEE COUNCIL**  
*(Adviser to the CEO)*

*September 2001 to date*

**INTERNATIONAL COFFEE ORGANIZATION (ICO)**

- Chairman of the International Coffee Council (ICC) for the coffee year 2009/2010.
- Delegate of Mexico to the International Coffee Organization (ICO) .
- Representative of the "Other Milds" Group (21 producing countries) in the Quality Committee of ICO.

*2001 – 2004*

**SPECIALTY COFFEE ASSOCIATION (SCAA)**  
*(International Relations Committee Member)*

*1983 – 1993*

**CANACINTRA**  
*(President and Counsellor before INMECAFÉ)*

*1982 – 1983*

**SOFIMEX BANK**  
*(Executive Director)*

*1977 – 1982*

**ARRENDADORA Y MULTIBANCO COMERMEX**  
*(Credit Officer and Corporate Banking)*

*1975 – 1977*

**MINISTRY OF COMMERCE AND INDUSTRIAL PROMOTION**  
*(Economic Analyst)*