



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

ICC 106-9

16 March 2011

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

**Nomination for the post of  
Executive Director**

**Submitted by Brazil**

## **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 Brazil has submitted the attached proposal for the appointment to the position of Executive Director of Mr Robério Oliveira Silva, 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.

**PERMANENT REPRESENTATION OF BRAZIL TO  
INTERNATIONAL ORGANIZATIONS WITH HEADQUARTERS IN LONDON**

The Permanent Representation of Brazil to International Organizations with Headquarters in London presents its compliments to the Secretariat of the International Coffee Organization and has the honour to notify the Organization that Brazil has approved the International Coffee Agreement 2007 and that the instrument of ratification will be deposited with the Organization within the next few days. Considering this to be a positive development, the Brazilian Government has decided to put forward the candidature of Mr Robério Oliveira Silva for the post of Executive Director of the ICO.

Mr Oliveira Silva, a graduate in Economics of a prestigious Brazilian university, has 25 years of experience in the field of commodities both in the public and private sectors. At present, he is the Director of the Coffee Department of the Ministry of Agriculture, Livestock and Food Supply, having previously held posts as Commodities Secretary in the Ministry of Development, Industry and Foreign Trade and Executive Secretary of the Chamber of Foreign Trade. In the international arena, Mr Oliveira Silva was Secretary of the Association of Coffee Producing Countries for a period of eight years, and, in the private sector, he was Secretary-General of the Brazilian Federation of Coffee Exporters. He is fluent in Portuguese, Spanish and English. Mr Robério Oliveira Silva's Curriculum Vitae, in Portuguese and English, is attached to this letter.

The Permanent Representation of Brazil to International Organizations with Headquarters in London takes this opportunity to convey to the Secretariat of the International Coffee Organization renewed assurances of its highest consideration.

London, 24 of January 2011

## **ROBÉRIO OLIVEIRA SILVA**

Director of the Coffee Department  
Ministry of Agriculture, Livestock and Food Supply  
Tel: +55 61 3322-0408; Mob: +55 61 9982-9200  
Date of Birth: June 15<sup>th</sup>, 1963, Pedra Azul, Minas Gerais, Brazil  
E-mail: roberio.silva@agricultura.gov.br

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### **SPECIALIST IN FOREIGN TRADE**

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#### **EDUCATION**

B.A. in Economics, 1985 – Universidade Federal de Minas Gerais – UFMG (Federal University of Minas Gerais).

#### **LANGUAGE SKILLS**

Fluent in English and Spanish. Good knowledge of French.

#### **PROFESSIONAL PROFILE**

- 18 years experience in the international market and seven years in the Federal Government.
- Vast international experience in Europe, dealing with leading consumer goods industries.
- Relations with Foreign Trade Ministers in developing countries in the Americas, Asia and Africa, regarding coordination in the international market.
- Skills in consensus building among international players with diverging interests, with a view to formulating and executing action plans.
- Experience in top positions in the Federal Administration, in the Ministries of Agriculture; Development, Industry and Foreign Trade; Economy; and at the Office of the Presidency of Brazil.
- Guest speaker at various international events on economic globalization, integration between developing countries in the international economy, commodity price stabilization, agribusiness, among others.
- Experience in dealing with national and international media.

#### **MAIN ACCOMPLISHMENTS**

- Direction of the Coffee Department of the Ministry of Agriculture, Livestock and Food Supply during an auspicious time for the coffee economy in Brazil, which resulted in a rise in prices in the international market and on new found prestige of Brazilian Coffee among international toasters.

- Coordination of measures of the Federal Government in the field of international trade during a period when Brazil experienced a great surplus in its trade balance (2002).
- Redirectioning of finance lines of the Export Finance Program (PROEX) towards preferential lines to small and medium enterprises, and coordination of efforts towards increasing commercial short term lines in a moment of liquidity crisis.
- Head of the Brazilian Mission to the Trade and Investment Fair of the Popular Republic of China (PRC) in September, 2002, when the Brazilian private sector reaffirmed its interest in setting up joint ventures with Chinese companies.
- Negotiation of the international agreement which created the Association of Coffee Producing Countries (ACPC), ratified by 14 countries which represented 85% of world coffee production. The ACPC played an important role in the international market in the discussion formulation of solutions for the grave problems faced by coffee producers at the time (1994/2002).
- Organization and coordination of ethanol acquisition auctions which enabled the recovery of ethanol prices in the internal market and sugar prices in the international market, launching the sugarcane industry into a virtuous cycle (1999).
- Renegotiation of the coffee sector debt with financial institutions, reducing the impact of the fall in prices on Brazilian producers and increasing the competitive capacity in the international market (1999).
- Planning and development of coffee consumption promotion campaigns in China and Russia (1995/96).
- Repositioning of the image of Brazilian Coffee Exporters in the Federal Government and in the international market, resulting in a more technical and less political profile to the issues being negotiated (1989/94).

## **PROFESSIONAL HISTORY**

2/2009 – Present	<p><b>MINISTRY OF AGRICULTURE, LIVESTOCK AND FOOD SUPPLY. Brasília, Brazil</b></p> <ul style="list-style-type: none"> <li>▪ Director of the Coffee Department</li> <li>▪ Chief of Staff of the Secretariat of Production and Agroenergy</li> <li>▪ Advisor to the Executive-Secretary (Vice-Minister)</li> </ul>
3/2004 - 12/2008	<p><b>ECONOMIC CONSULTANT TO CLASS ENTITIES AND NATIONAL AND INTERNATIONAL COMPANIES. São Paulo, Brazil, and London, UK</b></p>
3/2003 - 3/2004	<p><b>MINISTRY OF AGRICULTURE, LIVESTOCK AND FOOD SUPPLY. Brasília, Brazil</b></p> <ul style="list-style-type: none"> <li>▪ Special Advisor for International Agribusiness Marketing</li> </ul>
6/2002 – 1/2003	<p><b>CHAMBER OF FOREIGN TRADE (CAMEX), MINISTRY OF DEVELOPMENT, INDUSTRY AND INTERNATIONAL TRADE. Brasília, Brazil</b></p>

- Executive-Secretary
  - Parallel functions:
    - President of the Committee on Export Credits (CCEx)
    - Member of the Committee on the Export Guarantee Fund (CFGE)
    - President of the Interministerial Group on Intellectual Property (GIPI)
    - President of the Technical Group on Trade Safeguards (GTDC)
    - President of the Technical Group on Supply (GTAR)
  
- 5/1994 – 1/2002      **ASSOCIATION OF COFFEE PRODUCING COUNTRIES (ACPC). LONDON, UK**
  - Secretary-General
  
- 1999      **MINISTRY OF DEVELOPMENT, INDUSTRY AND TRADE. Brasilia, Brazil**
  - Secretary of Commodities
  
- 7/1989 – 4/1994      **BRAZILIAN FEDERATION OF COFFEE EXPORTERS (FEBEC). Brasilia, Brazil.**
  - Secretary-General
  
- 1989 – 1989      **OFFICE OF THE PRESIDENCY OF THE REPUBLIC. Brasília, Brazil**
  - Coordinator of the Subsection for Institutional Affairs
  
- 3/1986 – 12/1988      **MINISTRY OF INDUSTRY AND TRADE. Brasília, Brazil.**
  - Assistant Secretary-General
  - Chief of Staff
  - Economic Advisor
  
- 11/1985 – 3/1986      **MINISTRY OF ECONOMY. SPECIAL SECRETARIAT FOR ECONOMIC POLICY. Brasília, Brazil.**
  - Advisor to the Secretary

## **DECORATIONS**

- Order of Rio Branco, Commander (1994).
- National Order of Merit, Côte d'Ivoire (1995).

## **OTHER ACTIVITIES**

- Member of the International Task Force created by the World Bank to formulate solution to commodity price volatility.

- Thesis Examiner of the High Studies Course (CAE) of the Rio Branco Institute, Ministry of External Relations, Brazil.
- Professor of Economics at the Rio Branco Institute, Ministry of External Relations, Brazil.