



Presidency Business *forum* on Internationalisation

Moderators	Moderators' profiles
David Hughes 	<p>Dr Hughes is Emeritus Professor of Food Marketing at Imperial College London, and Visiting Professor at the University of Kent Business School and at the Royal Agricultural College, UK. David is a much sought-after speaker at international conferences and seminars on global food industry issues, particularly consumer trends, and is a strong proponent of building vertical alliances between key chain members in the food industry – farmers, life science and input companies, ingredient firms, food and beverage manufacturers, retailers and the food service. He has lived and worked in Europe, North America, the Caribbean, Africa and South East Asia. David has extensive experience as an international advisory board member with food companies and financial service organisations on three continents. Currently he is a Non-Executive Director of Berry Gardens Ltd – a UK farmer-owned berry fruit business (US\$320 million turnover in 2012) with a blue chip customer portfolio. He works closely with the senior management of food and beverage firms on business strategy development and with governments on food policy formulation.</p>
Hans van Es 	<p>Mr van Es is a graduate of the Erasmus University in Rotterdam. He has more than 30 years experience in working in the field of marketing, communications and public affairs. For the last 15 years he has worked in the fresh produce industry being director of the Dutch Export Association for fruit and vegetables. Mr Van Es is the director of Corporate Affairs and Secretary of the Board of directors of The Greenery. Up till now he is also director of the Dutch Produce Association.</p>

Speakers	Speakers' profile		Cooperatives' profile
Bernard Oosterom 	Mr Oosterom served as a Member and Vice-Chairman of the Board of FloraHolland from 1999 to 2005. Since 2005, he has held the position of Chairman of the Board. Besides FloraHolland, he has also served as Chairman or member of the Board in several other sectoral organisations (Dutch Flower Auction Association, Commodity Board of Horticulture, National Cooperative Council, and the International Association of Horticultural Producers).		FloraHolland is a cooperative organisation of and for growers of horticultural products. It has a strong sales organisation based on an extensive international trading platform, which caters for the interests of our global members. Its annual turnover is 4.4 billion Euros and it has 4,000 employees. FloraHolland has 5,000 members, of which 600 are based in other countries across the world. Outside of Europe, members are represented in 3 Regional Advisory Committees in Israel, Kenya and Ethiopia. Its sales and distribution network comprises of 38 auctions (both physical and electronic/internet), where 2,450 professional customers make their purchases.
José Manuel Rodríguez Bordallo 	Mr Rodríguez Bordallo founded Agro Sevilla in 1977 and has been the Director General ever since. In addition to his responsibilities as head of the Agro Sevilla group, José Manuel Rodríguez Bordallo is: <ul style="list-style-type: none"> • President of Asemesa, representing olive exporters and the industry • Vice-President of the BBVA Bank's Regional Council for Andalusia and Extremadura • Member of the Bureau of Asoliva, an association representing olive oil exporters • Member of the Advisory Council at the San Telmo Institute. 		Agro Sevilla is a second degree cooperative for table olives. It processes and exports the olives produced by its 10 member cooperatives. Since 1977, Agro Sevilla has evolved to become a group that currently brings together ten cooperatives that produce table olives and a further four producing olive oil. It represents more than 5,000 farmers, employs more than 500 staff and its production exceeds 78 million kg. <p>Today, Agro Sevilla is the largest operator in the world for table olives. Along its journey, it has won the confidence of the main world food operators, both for retail and catering. With a turnover of €149 million in 2012, it exports to more than 75 countries and has production plants in Spain, Argentina and Chile, as well as commercial branches in the US and Italy.</p>

Ludovic Spiers

Mr Spiers has worked in the agricultural and agri-food cooperative sector for most of his career. After holding positions in the *Centrale Laitière de Haute Normandie* (Central Dairy of Upper Normandy), CASAM, and Agralco, in 2000 he became Director of agri-supplies and industry at Agrial, a co-operative which was born from the merger of Agralco, Orcal and Coop Can. Named Deputy Director General of Agrial in 2005, in 2007 he became responsible for the executive management of Union Set, a cooperative which merged with Agrial in 2009. Since 2010 he has been the Director General of Agrial.

Ludovic Spiers holds an agricultural engineering degree (ENSA Rennes) and an MBA from the *Ecole des Hautes Etudes Commerciales* (HEC).



Agrial is one of the main agricultural and agri-food cooperative groups in France. As a multi-specialist group, Agrial is involved in agricultural production and agri-food processing activities in the dairy, vegetable, cider apple, poultry and meat sectors. The group is based in Normandy and has industrial facilities in France, Europe and, as of 2012, in the United States as well. It brings together 10,000 farmer members in the north west of France, employs 10,000 staff and registered a turnover of 3.6 billion Euros in 2012, 17% of which was outside of France.

Juha Ruohola

Mr Ruohola is a trained business economist, having received degrees from different Finnish Universities (eMBA, MSc in Agriculture and Business leadership).

Since 1st May 2011 he has been the Deputy CEO of *Atria Plc* and responsible for international markets, as he has 19 years experience in various meat business top management positions in Finland, Sweden, the Baltic States and Russia.

Besides *Atria*, he is also active in chairing or being a members of the boards of other businesses (*Best Inn Ltd*, *OOO DanInvest*, *Tapiola Mutual Pension Insurance Company*) or institutions (*Finland National Defence Course*).



Atria Plc is a growing and international Finnish food company. *Atria* is one of the leading food companies in the Nordic countries, Russia and the Baltic region, operating in some 18 business areas and with production plants across six countries. *Atria's* net sales in 2012 amounted to EUR 1,343.6 million and it employed an average of 4,898 people. *Atria's* cooperative roots go back to 1903, when its oldest owner co-operative was founded. Nowadays *Atria Plc's* shares are quoted on the Finnish stock exchange (Nasdaq OMX Helsinki Ltd), while the cooperatives *Itikka*, *Lihakunta* and *Pohjanmaan Liha* maintain the majority of shares in *Atria*.