

## CURRICULUM VITAE

### **Roland WIEFELS**

62 years old  
married, 3 children



### ACADEMIC DEGREES

- **Ph.D.** in Fisheries Economic Geography at Université Paris III (Sorbonne Nouvelle) in Paris, France. Thesis "Le développement des pôles industriels halieutiques en Amérique Latine" (the development of industrial fishery poles in Latin America) approved with the mention "very honourable" (1999)
- **M.Sc.** - Master of Sciences in Business Administration at the Federal University of Rio de Janeiro (COPPE), with a specialization in Marketing - thesis published: "Marketing in Fisheries" (1975)
- **B.Sc.** in Business Administration at the Federal University of Rio de Janeiro (1973)
- Scholarship from the **Carl Duisberg Gesellschaft** for a one-year training in production and marketing of seafood in Germany. Trainee by NORDSEE HOCHSEE FISCHEREI in Bremerhafen (1976).
- **Remote sensing** course at the Fluminense Federal University (Brazil-1982)
- Coastal **Fisheries Captain**, by the Brazilian Navy (1982). Member of the fishermen community of Jurujuba (Niterói - Brazil)
- Intensive four months course "The European Market for Marketing Executives" at the International Marketing Institute of the Chamber of Commerce and Industry of Paris (1990).

### Languages

- |               |        |
|---------------|--------|
| - English:    | fluent |
| - French:     | fluent |
| - Spanish     | fluent |
| - Portuguese: | fluent |
| - German      | fluent |

### Computer Literacy

Several programs in word processing, worksheet, data bank, statistics and Geographic Information System.

## **PROFESSIONAL BACKGROUND**

International fisheries expert and manager, joining worldwide expertise in fisheries with the management of projects and of organizations in five main professional experiences:

- Management of a Research department in a public administration (Brazil);
- Management of a small self-owned seafood products distribution firm (Brazil);
- Projects management in an international organization (F.A.O. - Cape Verde and Morocco);
- Projects management and international consultant in fisheries (France);
- Director General of an Intergovernmental Organization (Latin America, based in Uruguay)

These experiences include field activities in 54 countries in Latin America, the Caribbean, Africa, Asia, Arab Countries, the European Union and Eastern European Countries.

Since January 1996      **INFOPECSA** (Montevideo - Uruguay)

**Director General** of the Centre for Marketing Information and Advisory Services for Fishery Products in Latin America and the Caribbean (INFOPECSA). Unanimously elected for a 4 years mandate by the General Assembly (Member-countries: Argentine, Belize, Brazil, Colombia, Costa Rica, Dominican Republic, Honduras, Mexico, Nicaragua, Uruguay and Venezuela). Re-elected for additional 4-years periods in 1999, 2002, 2007 and 2011 (the current mandate goes until January 2016).

### ***General management of the Organization:***

- Organization of a multidisciplinary, highly motivated and dynamic technical team;
- Transformation of an intergovernmental organization totally dependent from the contributions of its member-countries in an organization self-sustained up to 75% of its budget;
- Balance of short term needs of funds with long term public utility objectives, on a continental scale;
- Increase of the number of Member Countries (Mexico in February 1996, Venezuela in December 1997 and Colombia in February 2000);

### ***Adjustment of a reliable development tool for the fisheries and aquaculture sector on a continental scale:***

- Net working within the FIN (Fish Info Network) together with the sister organizations: INFOSAMAK (Arab countries, based in Morocco), INFOPECHE (Africa, based in Ivory Coast), INFOFISH (Asia, based in Malaysia), EUROFISH (Eastern European countries, based in Denmark), INFOYU (P.R. of China, based in Beijing) and GLOBEFISH (OECD countries, based in Rome)
- Development of a Marketing Information System covering Latin America and the Caribbean and publication of the bi-monthly bulletin *INFOPECSA-Noticias Comerciales*, also on the INTERNET (see [www.infopesca.org](http://www.infopesca.org)), as well as the quarterly magazine *INFOPECSA Internacional*.
- Promotion of Latin American fisheries products, particularly at international specialized fairs; organization of international conferences and seminars; usual speaker (6 conferences per year in average) at international fisheries and aquaculture meetings.

**Projects management and expert work:**

Preparation of technical and financial proposals and implementation of projects as international fisheries expert:

- The study of the **world market for Uruguayan seafood** (client: FAO, 1996);
- The feasibility study of a new **fishing harbour in Rio de Janeiro** (client: PEBB Bank, 1997);
- The feasibility study for the installation of a **Latin American Fisheries Products Training Center** (client: CFPM - Boulogne sur Mer, 1997);
- The identification, preparation and direction of project TCP/RLA/6617 for the **support of the fisheries sector in Latin America** (client: FAO, 1997);
- **Seafood market study** in the Brazilian federal State of Bahia (client: Government of the State of Bahia, 1998);
- **Analysis of the Shrimp Sector** in the port of Belém in Brazil (client Groupe Adrien - France, 1998);
- The identification, preparation and implementation of project FSCFT/14 for **product development (15 new value-added seafood products successfully developed), implementation of Quality Control Systems and elaboration of business plans for investments** in Mar del Plata and Rio Grande (client: Common Fund for Commodities, 1999 - 2001);
- The study of the **socio-economical impact of the joint UE-Argentinean fisheries enterprises** in Argentina (client: Cofrepeche/E.C.-DG XIV, 1999);
- **Social and marketing study of the artisanal fisheries** of the Bay Islands (Roatán, Guanaja and Utila) in Honduras (Client: IADB – IFREMER, 1999);
- **Development of the Seafood Cluster concept**, with practical case study of Montevideo and Mar del Plata (Client: ECLAC, 2000);
- **Analysis of the role of supermarkets in seafood distribution** and its evolution in Latin America (client: FAO, 2001);
- Study of the **impact of international trade of fisheries products on food security and employment** in the fish processing industry (client: FAO -2001);
- **Direction of the Coastal Management project** in Uruguay with the diagnosis and the design of a development strategy for the fisheries sector (client: the World Bank, 2002);
- Study on **Trade Facilitation in the CARICOM Fishery Sector** (client: FAO, 2002);
- Identification, preparation and implementation of project FSCFT/19 **Development of Tilapia processing and marketing in the big Latin American river basins**, funded by the Common Fund for Commodities (2003-2006);
- Identification, preparation and implementation of project FSCFT/23 **Improving Marketing Efficiency of Artisanal Fishermen in Central America, Mexico and the Caribbean**, funded by the Common Fund for Commodities (2006 - 2009);

- Identification, preparation and implementation of project ***Developing Domestic Markets for Seafood in Latin America and the Caribbean***, FAO/TCP/RLA/ 3111, involving 11 countries of Latin America and the Caribbean (2007 - 2009);
- Participation in the ***IFAD supervision mission to the Sofala Bank Artisanal Fisheries Project*** in Mozambique (March / April 2009)
- Identification, preparation and implementation of project ***Enhancing Market Access of Amazonian Aquaculture and Fisheries Products***, funded by the Common Fund for Commodities; This project is currently being implemented in Iquitos (Peru), Leticia (Colombia) and Manaus (Brazil) (2010 – 2013)
- ***Worldwide market survey for the Chilean sea farmed *Cilus gilberti****, including marketing tests and tasting sessions in Hong Kong, Tokyo, Los Angeles, New York, Paris, Madrid, Rio de Janeiro and São Paulo (Client: Fundación Chile, 2011/2012);
- ***Fisheries and Poverty Alleviation International Consultant*** in the “Programme support to the Implementation of the FAO Strategy for Fisheries and Aquaculture in Africa” – GCP/RAF/463/MUL. 2013;
- Organization and Coordination of the ***World Tilapia Conference***, held in Rio de Janeiro - 16<sup>th</sup> to 18<sup>th</sup> September 2013.

Participation as ***international expert in FAO's expert consultations***: Casablanca (January 2002) on food security and international trade of fisheries products; Rome (October 2003) on the globalisation of food supply systems and its impact on food security and nutrition; Rio de Janeiro (December 2003) on international trade of fisheries products, Fortaleza (July 2007) on certification in aquaculture and Santiago de Chile (May 2008) on FAO's statistics;

Participation as ***international expert in UNCTAD expert meeting*** on the impact of changing supply-and-demand market structures on commodity prices and exports of major interest to developing countries, (Geneva, July 1999).

Participation as ***international expert in UNCTAD/Biotrade expert meeting*** on the Sustainable Trade of *Arapaima Gigas* in the Amazon Region, (Rio de Janeiro, December 2006).

Academic cooperation and work supervision of ***French trainees by INFOPESCA*** in Latin America: Mr. Tony Guérin, from ESA – Angers (study on the development of aquaculture in Uruguay), in 1991 and Mr. Julien Casez, from ESA – Purpan (study on the aquaculture production potential in the low São Francisco valley in Brazil), in 2003.

### **June 1990 - January 1996 SOCIÉTÉ COFREPECHE (Paris - France)**

(32, rue de Paradis, bureau 517 - 75.010 Paris (France)- tel: 01.42.68.17.10)

Projects management: projects identification, negotiation of contracts, general administration and technical expertise, particularly:

- Prospecting of sites and possible local partners for a French industrial fishery installation in **Kenya** - 1990 (client: Ets. Paulet);

- Viability study for a fishery harbour construction in **Guinea-Conakry** - 1990 (client: Government of Guinea and World Bank);
- General management of a lobster prospecting campaign in the Republic of **Cape Verde** - 1990/91/92 (Client: French Ministry of Cooperation). Consultancy for the creation of a French-Capeverdean enterprise in order to valorise the results of this campaign - 1992 (client: Ets. Furic)
- Consultancy activities for tuna processing and marketing in **Algeria** - 1991 (client: ENAPECHE Co.);
- Development of a new concept of franchising distribution system for small pelagics in **Morocco** - 1991(client: UNIDO);
- Management of an integrated project for industrial development in **the Sultanate of Oman**: tuna production, processing and marketing - 1991 (client: Oman Fisheries Co.);
- Technical expertise for the construction of regional small fishery harbours in the **Sultanate of Oman** (in cooperation with Sogreah Engineering Co.) - 1991 (client: Government of the Sultanate of Oman);
- Market development for French sea products in **Southern Europe** (Italy, Spain and Portugal) - 1992 (client: Groupe Adrien);
- F.A.O. consultant for the study of the catering market for fish products in **France** (booklet published in 1992).
- General overview of the **Kenyan** fisheries sector. Identification of joint-venture possibilities between Kenyan and French companies in the fisheries sector - 1992 (client: UNIDO)
- Study on the relationship between the **European Community and Latin America** - 1992 (client: IRELA). Co-author of IRELA's book published early 1993 "The effects of European single market on the EC-Latin American relations"
- Participation at the Expopesca 92 in Santiago de **Chile**. Identification of possibilities for French investments in Chile.- 1992 (client: French Ministry of Agriculture)
- Identification of investment possibilities in **Mexico** (BC, Sin, Camp); participation at the Mexico/EEC agro-industrial Forum; organization of the French participation at the International Fishery Fair Mexico/93. -1993 (client: French Ministry of Agriculture)
- Inspection of fishery industries in **India** (Bombay, Cochin, Madras). Recommendations to the Indian Government for the adaptation of the seafood exporters to the common European standards. - 1993 (client: EEC)
- Market research in **Europe**, in **South Africa** and in **Swaziland** for sea products of **Mozambique** - 1993 (client: French Ministry of Cooperation) - 1993
- Preparation of a general survey of the fisheries sector in **Lithuania** (client: Commission of the European Communities) -1994
- General survey of the fisheries sector in **Argentina** (client: French Ministry of Agriculture and Fisheries) - 1994

- Opportunity study for the creation of a private European-Latin American joint venture for the development of lobster fisheries in **Brazil** (private client) - 1994
- Evaluation of a 3 years (€ 7.4 million) E.U. fisheries development project in **Mozambique** (Client: Commission of the European Communities) – 1994
- Representative of the French Ministry of Agriculture and Fisheries (through ADEPTA) at AFMARINE exposition in Walvis Bay, **Namibia** (client: Ministry of Agriculture and Fisheries) - 1994
- Organization of the French participation at EXPOPESCA'94 in Santiago de **Chile** (20 enterprises) together with ADEPTA (client: Ministry of Agriculture and Fisheries) - 1994
- Study of Fish Pricing in the European Union. Coordination of several consultancy companies in **Southern Europe** (France, Italy, Spain, Portugal and Greece). (Client: Commission of the European Communities) - 1995
- Technical audit of a shrimp processing plant according to HACCP and to the European quality standards (private client in Cotonou - **Benin**) - 1995
- Diagnosis and analysis of the fisheries development in **Mauritania, Senegal, Guinea-Bissau, Ghana and Nigeria** (client: CDI/E.U.) - 1995
- Preparation of a fisheries development project in **Latvia** (Client: Commission of the European Communities) - 1995
- Analysis of competitiveness of **African countries** on the international seafood markets (client: French Ministry of Cooperation) - 1995
- Coordination of Cofrepêche's studies:
  - The **French market** for tropical fish import (1991)
  - The **French market** for Kenyan Nile perch (1993)
  - The logistics of air imported fresh fish in **Europe** (1993)
  - Fish Pricing in **France** (1995)

#### 1987 - 1990

#### **F.A.O. Food and Agriculture Organization of the United Nations**

International fish marketing expert in the Republic of **Cape Verde** and in **Morocco**

- Chief Technical Advisor a.i. of FAO's project (CVI/86/006) for fisheries development in **Cape Verde**, management of a team of international experts and of a US\$ 1.5 million budget. Expert in fish marketing: development of new production and processing techniques; marketing tests of new value added fish products in Europe, in the U.S. and in the Far East;
- Diagnosis of the canning industrial sector in **Morocco**. Market research for alternatives regarding the restrictions of the European quota system.

#### 1982 - 1985:

#### **NICHTEROY PRODUTOS DA PESCA LTDA (Rio de Janeiro)**

Founder and General Manager of this small self-owned fresh and frozen fish products distribution firm during its 3 years activities;

- General management, contacts with public administrations and with banks. Operations in hyperinflation environment;
- Supply and market research; purchase of products, transport and storage; market prospecting in Brazil and in the U.S.;
- Development of new market segments by the catering business and by supermarkets.

1977 - 1987:

**FISHERIES DEVELOPMENT SUPERINTENDENCY (Rio de Janeiro)**

- Creation and management of the Department of economics and marketing studies. Management of a team of economics and market analysts. Development and operation of a computerized marketing information system; studies on tendencies and advises to enterprises;
- Development of new value added seafood products. Participation in the conception and operation of a fishing boat prototype (motor-sailing) allowing reductions of 30% of operational costs.
- Lecturer in several Brazilian universities (mainly UFRJ and UFF, occasionally others) about fish processing and marketing.
- Publication of various papers in the SUDEPE's documents series, in the specialized press in Brazil (regular collaborator of "Suma Agricola" for fisheries articles)
- FAO consultant about barter trade arrangements in the international marketing of fisheries products.

\*\*\*\*\*

## Selected published works in fisheries and aquaculture

Roland C. Wiefels

### 1 - Thesis

- "**Marketing Pesqueiro**" - M.Sc. thesis, presented at COPPE - UFRJ (Federal University of Rio de Janeiro); Rio de Janeiro, 1975
- "**Le Développement des Pôles Industriels Halieutiques en Amérique Latine**", Ph.D. thesis presented at Sorbonne University; Paris, 1999

### 2 -Books

- "**Selected Fishery Products in the Catering Sector - France**" published as n° 14 of the "Globefish Research Programme" series - FAO; Rome, 1992. Also in its French version "**Le marché de la Restauration Collective pour les Produits de la Mer - France**"; FAO, Rome, 1992
- "**The effects of European single market on the EC-Latin American relations**" (co-author), published by IRELA (Instituto de Relaciones Europeo-Latinoamericanas), Madrid, 1993
- "**Etude Sectorielle de la Pêche Argentine**", published by PEE/French Embassy in Argentine. Buenos Aires, 1995
- "**El Mercado del Pescado en Montevideo**", published by INFOPESCA, Montevideo, 1997
- "**Les Littoraux Latino Américains - terres à découvrir**" (co-author) - published by CREDAL editors; Paris, 1998
- "**Seafood Markets in Brazilian Big Cities - the cases of Rio de Janeiro, São Paulo and Brasilia**" - published by INFOPESCA, Montevideo, 1999
- "**Cyclope 2000 - Les marchés mondiaux**" (co-author) - published by Economica ed., Paris, 2000 - also in its english version, translated by UNCTAD, Genève.
- "**Cyclope 2001 - Les marchés mondiaux**" (co-author) - published by Economica ed., Paris, 2001 - also in its english version, translated by UNCTAD, Genève.
- "**Cyclope 2002 - Les marchés mondiaux**" (co-author) - published by Economica ed., Paris, 2002 - also in its english version, translated by UNCTAD, Genève.
- "**Cyclope 2003 - Les marchés mondiaux**" (co-author) - published by Economica ed., Paris, 2003.
- "**Cyclope 2004 - Les marchés mondiaux**" (co-author) - published by Economica ed., Paris, May 2004.
- "**Cyclope 2005 - Les marchés mondiaux**" (co-author) - published by Economica ed., Paris, May 2005.
- "**El Mercado de Pescado de Valencia y Maracay**", published by INFOPESCA, Montevideo, August 2005.
- "**Cyclope 2006 - Les marchés mondiaux**" (co-author) - published by Economica ed., Paris, May 2006
- "**Estudio del mercado de pescado en Bolivia**", available on the web site <http://www.infopesca.org/node/276> , Montevideo, November 2006;
- "**Cyclope 2007 - Les marchés mondiaux**" (co-author) - published by Economica ed., Paris, May 2007.
- "**Piscicultura Rural: Una experiencia de desarrollo en la Amazonia boliviana** (co-author) – published



by CEAM / Editorial Imprenta El País Srl - Santa Cruz de la Sierra, 2007

- **Cyclope 2008 – Les marchés mondiaux** (co-author) – published by Economica ed. Paris, May 2008 . Also published in English with the title **The World Commodity Yearbook - 2008**, ed. Economica, Paris 2008;
- **"Cyclope 2009 - Les marchés mondiaux"** (co-author) - published by Economica ed., Paris, May 2009 Also published in English with the title **The World Commodity Yearbook - 2009**, ed. Economica, Paris 2009;
- **"Cyclope 2010 - Les marchés mondiaux"** (co-author) - published by Economica ed., Paris, May 2010 Also published in English with the title **The World Commodity Yearbook - 2010**, ed. Economica, Paris 2010 and in Chinese, with the title 锡瑞籍世界大宗商品市场年鉴. (see also <http://www.infopesca.org/rwiefels>)
- **"Cyclope 2011 - Les marchés mondiaux"** (co-author) – published by Economica ed. Paris, May 2011. With its English and Chinese versions.
- **"Cyclope 2012 – Les marchés mondiaux"** (co-author) – published by Economica ed. Paris, May 2012 – With its English and Chinese versions.
- **"Cyclope 2013 – Les marchés mondiaux"** (co-author) – published by Economica ed. Paris, May 2013 – With its English version.
- 

### **3 - Articles in magazines and newspapers**

- **"A Pesca Brasileira"** - published in the newsletter "*Suma Agrícola & Pecuária*" n° 43, of 6<sup>th</sup> September 1983 (Rio de Janeiro)
- **"Des Opportunités pour la Filière Pêche-Aquaculture en Amérique Latine"** - published in the newsletter "*IFREMER Information*" n° 60, September 1995 (Issy-les-Moulineaux)
- **"Latin American Fisheries - Growth Potential"**, published in the magazine *INFOFISH International* - n° 6/97 - November/December 1997 (Kuala Lumpur)
- **"Panorama da Aqüicultura Mundial"**, published in the magazine *INFOPECA Internacional* - Setember/October 1998 (Montevideo)
- **"La Pêche au Pérou - Ne plus pêcher uniquement pour la farine"** published in n° 2686 of the French weekly "*Le Marin*", 1<sup>st</sup> January 1999 (Rennes)
- **"Infopesca: l'Observatoire de l'Amérique Latine"** published in n° 2686 of the French weekly "*Le Marin*", 1<sup>st</sup> January 1999 (Rennes).
- **"Trade prospects for aquaculture species in Asia and Latin America"** - published in the magazine *INFOFISH International* n° 5/99 September/October 1999 (Kuala Lumpur)
- **"Situación de la Comercialización de los Productos Pesqueros en América Latina y el Caribe"**, published in the magazine *INFOPECA Internacional* n° 2 September 1999 (Montevideo)
- **"La importancia de la pesca antártica para América Latina: una última frontera a conquistar"**, published in the magazine *INFOPECA Internacional* n° 3 , December 1999 (Montevideo)
- **"De Pelotas a Caxias do Sul, o mercado de pescado ao longo da BR-116"**, published in the magazine

*INFOPESCA Internacional* n° 4, March 2000 (Montevideo)

- **"El Cooperativismo en la Pesca y la comercialización"**, published in two parts in the magazine *INFOPESCA Internacional* n°9 and n°10, October 2001 and January 2002 (Montevideo)
- **"El pescado es una commodity? No: es una experiencia sensual"**, published in the magazine *INFOPESCA Internacional* n° 11, June 2002 (Montevideo) and its English version **"Seafood: a commodity or a sensual experience?"**, in *INFOFISH International* n° 6/2002, November 2002 (Kuala Lumpur)
- **"¿Está en crisis la pesca en Europa?"**, published in the magazine *INFOPESCA Internacional* n° 15, July 2003 (Montevideo)
- **"El consumo de pescado y las estrategias de comercialización"**, published in the magazine *INFOPESCA Internacional* n° 16, October 2003 (Montevideo) and also in the magazine *Seafood today* n° 4, March 2004 (Guadalajara, Mexico)
- **"El pescado: su mercado y su marketing"**, published in the magazine *INFOPESCA Internacional* n° 18, June 2004 (Montevideo)
- **"Domestic markets- potential for development"** published in the magazine *INFOFISH International*, n° 5/2006, October 2006 (Kuala Lumpur)
- **"El abastecimiento del pescado en Cuba"** published in the magazine *INFOPESCA Internacional* n° 30, - June 2007 (Montevideo)
- **Em foco: A(s) fórmula(s) do consumo** published in the magazine *Aqüicultura & Pesca* n° 29, October 2007 (São Paulo)
- **"El mercado interno en América Latina y las razones de un proyecto"** published in the magazine *INFOPESCA Internacional* n° 32, December 2007 (Montevideo)
- **"El Pescador Artesanal: un artesano pescador"** published in the magazine *INFOPESCA Internacional* n° 37, March 2009 (Montevideo)
- **"Cambio de paradigmas en la comercialización del pescado de América Latina"** published in the magazine *INFOPESCA Internacional* n° 45, March 2011 (Montevideo)
- **"La comercialización, una clave para el éxito de la maricultura de la cobia"**, published in the magazine *INFOPESCA Internacional*, n° 47, September 2011 (Montevideo)
- **"La introducción de una nueva especie de pescado latinoamericano en Japón"**, published in the magazine *INFOPESCA Internacional* n° 47, September 2011 (Montevideo).
- **"Evaluación gastronómica de la cobia"**, (co-author), published in the magazine *INFOPESCA Internacional* n° 50, June 2012 (Montevideo)
- **"Los grandes números de la pesca y la acuicultura en América Latina y Caribe"**, published in the magazine *INFOPESCA Internacional* n° 50, June 2012 (Montevideo).
- **"Pêche: les poissons d'élevage se multiplient"**, published in the magazine *Alternatives Internationales*, Hors-Série n° 11, Juillet 2012 (Paris)
- **Editorial of the quarterly magazine *INFOPESCA Internacional***: so far n° 0, 2, 4, 6, 8, 10, 12, 15, 17, 19, 22, 23, 25, 27, 30, 35, 36, 38, 40, 41, 43, 44, 46, 49, 51, 56 (from 1997 to 2013).