

CURRICULUM VITAE

1. **Family name:** GADDAS
2. **First names:** Walid
3. **Date of birth:** November 1st, 1965
4. **Nationality:** Tunisian
5. **Civil status:** Married
6. **Education:**

Institution (Date from - Date to)	Degree(s) or Diploma(s) obtained:
Ecole Nat. Sup. Agronomique de Toulouse (ENSAT), France, 1987-1989	Agronomy Engineer. Specialization: Food Industries
Toulouse University, France, 1988-1989	Diplôme Etudes Approfondies (D.E.A) in Agro-chemistry
Paris Diderot University, France, 1983-1987	Graduate in Biology, Specialization: Toxicology

7. **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
Arabic	1	1	1
English	1	1	1
French	1	1	1
Italian	1	1	1
Spanish	3	3	3

8. **Membership of professional bodies:**

- * President of the National Union of Agricultural Extension Consultants (UTICA), Tunisia;
- * Vice-President of the Exporters Federation (UTICA), Tunisia ;
- * Member of 'Union Nationale des Ingénieurs Agronomes', France;
- * Member of Agroconsultants Network, France
- * Member of the Tunisian Board of Engineers

9. **Other skills:** (e.g. Computer literacy, etc.)

- * Expert for Tunis' Court in Food industries;
- * Mentor for 'Maghreb Start-Up Initiative';
- * Member of the 'Food Analysis Committee' of the Tunisian Accreditation Council,
- * Use of various software: Microsoft Office;

10. **Present position:** Managing Director of STECIA CONSULTING

11. **Years within the firm:** 20 years

12. **Key qualifications:**

- Export development
- Value chain analysis and development
- Market research
- Feasibility studies

13. Specific Experience :

* 15 years of experience in food and agriculture marketing management

* Marketing strategies developed for companies/clusters/organizations :

07/2013	Tunis, Tunisia	International Trade Center (I.T.C), Geneva, Switzerland	Consultant	Market research on the Halal certified products sector. <ul style="list-style-type: none"> Assessment of the situation of the Halal sector in Tunisia. Analysis of 2 targeted markets for the Tunisian products : a traditional market (France) and a high potential market (Indonesia). Design of a strategy to develop the exports of Tunisian Halal products.
01–11/2003	Tunis, Tunisia	FAMEX	Consultant	Coaching of 2 Tunisian private sector exporters in the implementation of an export department: MEDAGRO (olive oil bottler) and SOVIA (cheese manufacturer). <ul style="list-style-type: none"> Organization of the export department, Building and implementation of the Export strategy, Implementation of marketing intelligence tools.
01/ 2002 – 04/ 2006	Soliman, Tunisia	AGRITUCA	Consultant	Coaching in international development: <ul style="list-style-type: none"> Building and Implementation of the Export strategy of Tunisian early potatoes to the main EU markets (Germany, United Kingdom, Austria, Italy, Belgium, Luxembourg, Czech Republic). Implementation of a traceability system, Implementation of a program of use of pesticides complying with the EU regulations, Introduction of the requirements of EUREP GAP to the growers.
06 -08/2004	Monastir, Tunisia	Agrofresh	Consultant	Feasibility study of an industrial project of dried tomatoes production. Assessment of the French and the Canadian markets. <ul style="list-style-type: none"> SWOT analysis of the project. Building of the Export Strategy to Canada and France. Development of a label complying with EU labelling requirements.
04-2001	Dar Es Salaam, Tanzania	International Finance Corporation (IFC)		Technical and Marketing assessment of a Sugar Confectionery Project: <ul style="list-style-type: none"> SWOT analysis of the Tanzanian market, assessment of the size and nature of market in target export markets (Zambia, Malawi, Burundi, Kenya), evaluation of the marketing strategy for Tanzania, assessment of the suitability of the equipment in terms of output, quality and flexibility, assessment of the technical capabilities of the key managers.
09/2000	France, Germany and Netherlands	Pomme de Terre St Ubalde (Québec, Canada) – (CIDA Funding)	Consultant	Market survey of 3 European countries (France, Germany and Netherlands) for early potatoes: <ul style="list-style-type: none"> assessment of the import potential for each country, analysis of the distribution channels and identification of business partners, evaluation of the Export marketing strategy considering the international competitors in the market (Egypt, Israel, Cyprus and Morocco).

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* Specific experience in providing consultancy and training services on marketing and implementation of marketing plans :

09/2013	Chisinau, Moldova	United Nations Development Program (UNDP)	Consultant	Training of Moldovan fresh fruits exporters participating in World Food Moscow 2013 on ' Effective participation to international trade fairs and exhibitions '
04/2009	Soliman, Tunisia	AGRI-PRODUCTION	Consultant	Development of the Export Marketing Plan targeting Mali and Senegal seed potatoes markets
06/2007	Soliman, Tunisia	AGRI-PACK	Consultant	Development of the Export Marketing Plan targeting France and Netherlands table potatoes markets
01/2003	Tunis, Tunisia	AGRITUCA	Consultant	Development of the Export Marketing Plan targeting the German table potatoes markets

* Experience in consultancy services on networking, partnership brokerage, B2B.

03-05/2012	Dubai, UAE	International Trade Center (I.T.C), Geneva, Switzerland	Team Leader Consultant	<ul style="list-style-type: none"> ▪ Marketing & Technical assistance to 12 Tunisian Organic exporters (olive oil, fresh produce, aromatic herbs, herbal teas, olives, vinegar, sugar, cereals, pastries). ▪ Assistance in complying with Emirati regulations for labeling. ▪ Market assessment of the UAE Organic market. ▪ Identification and contact of potential partners (importers and retailers) in UAE. ▪ Organization of the 'Tunisian Organic Day in Dubai' in May 2012.
09/2011 - 03/2012	Tunis, Tunisie	CAWTAR - OXFAM	Team Leader Consultant	<p>Technical and Marketing assistance for GFDA (Women's Cooperative in Oued Sbayhia, Zaghuan), active in harvesting and processing wild aromatic herbs.</p> <ul style="list-style-type: none"> ▪ Preparation of 'Good Manufacturing Practices Manual' from selecting, harvesting and preparing wild herbs to essential oil distillation, ▪ Training of the GFDA members on GMP. ▪ Market research on Essential Oils in Tunisia, and assessment of the export potential to Canada. ▪ Identification of essential oils importers in Canada. ▪ Organization of a Trade mission in Canada for GFDA and visit of a professional exhibition in Montreal, Canada in March 2012.

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* Specific experience in providing consultancy and training services on branding and/or implementation of branding strategies.

01/2005-12/2005	Tunis, Tunisia	CITET	Consultant	Feasibility study for the implementation of an Eco-label in agriculture: <ul style="list-style-type: none"> ▪ data collection and SWOT analysis of agriculture's situation in Tunisia, ▪ identification of the most appropriate eco-label for Tunisia, ▪ strategy development of an eco-label in agriculture and food industries, ▪ development of the Ecolabel criteria for 2 groups of products (mineral water and packed dates).
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* Experience in managing participatory processes and experience in working with :

International Funding agencies	UNDP ITC (International Trade Center) IFC (International Finance Corporation) CIDA (Canadian International Development Agency) European Commission UNIDO FAO IFAD (International Fund for Agricultural Development) ILO (International Labour Organization)
Public sector institutions	FAMEX (National Fund to Access Export Markets) CITET (International Center for Environment Technologies in Tunis) GIFRUIT (Fruits Interprofessional Group)
Private sector companies	AGRITUCA AGRI-PACK AGRI-PRODUCTION AGRO-FRESH MEDAGRO SOVIA
NGOs	CAWTAR (Center of Arab Women for Training and Research) OXFAM
Farmers	GFDA (Groupement Féminin de Développement Agricole - Women's Cooperative in Oued Sbayhia, Zaghuan)

* Experience in value chain development :

04-05/2014	Riyadh, Saudi Arabia	International Fund for Agriculture Development (IFAD) & Arab Authority for Agricultural Investment Development (AAAID)	Consultant	<p>Opportunity study on investments in marketing of smallholders agricultural products in Saudi Arabia :</p> <ul style="list-style-type: none"> * review of existing marketing channels in different geographical areas for crops, fruits, vegetables and animal products; * price analysis of selected commodities and price differentiation at farm gate, local market, national market; * identification of constraints to post-harvest processing, handling and marketing; * assessment of the potential for production and marketing of high value non-traditional fruits and vegetables; * identification of measures and interventions needed for the small producers to comply with the quality and food safety requirements; * identification of investment opportunities to be undertaken by small holders, local authorities, micro and large entrepreneurs, to address marketing constraints related to small holder production; and * assessment of the potential for establishing local producers associations and marketing cooperatives.
08-09/2013	Siliana, Tunisia	International Labour Organization (ILO)	Team Leader	<p>Preparation of a technical and economical feasibility study of the development of the fig value chain in Kesra, Siliana.</p> <p>Assessment of the needs in terms of infrastructures and investments, and identification of local partners to manage the project.</p>
02-06/2013	Moroni, Comoros	United Nations Development Program (UNDP)	Consultant	<p>Participation in the design of the project: "Enhancing adaptive capacity and resilience to climate change in the agriculture sector in Comoros" (GEF funding):</p> <p>Analysis of the key cash crop value chains (clove, ylang ylang and vanilla) in Comoros and assessment of the potential to reduce their vulnerability to the effects of climate change:</p> <ul style="list-style-type: none"> ▪ strategic review of all relevant strategies affecting value chains in Comoros, • analysis of the climate vulnerability of the different segments of cash crop value chains (conventional and organic), from the field to the international markets, including post harvest, storage and transport. • analysis of climate risks that could affect product quality and ability to meet international market standards. <p>Proposal of outputs to adapt the cash crop value chains to climate change.</p>
07-10/2011	Ouagadougou, Burkina Faso	ACDI-VOCA (USAID Funding)	Consultant	<ul style="list-style-type: none"> ▪ Good Manufacturing Practices Manual preparation for the onion value chain. ▪ Training on Good Manufacturing Practices, of the top management of the 3 main onion exporters in Burkina Faso (in Ouagadougou and Ouahigouya).
12/2007-01/2008	Bouargoub, Tunisia	I.T.C International Trade Center, Geneva, Switzerland	Team Leader Consultant	<p>Opportunity study of prickly pears production and packing project in Bouargoub. This project was targeting reducing poverty of a rural community by the development of exports.</p>
04-09/1996	Gafsa, Tunisia	European Commission – Tunisian Economical Development Ministry	Consultant	<p>Reconversion of the mining zone of Gafsa, Tunisia :</p> <ul style="list-style-type: none"> ▪ Diagnostic of the agricultural and the agro-industrial sectors, ▪ Elaboration of a strategy for the sectors: considering the natural, economic and social limits of the area, proposal of few development guidelines for the agriculture and the food industries, ▪ Preparation of a feasibility study for a selected experimental project for the agro-industries sector (date processing unit).

14. Specific experience in the region:

Country	Date from - Date to
Tunisia	1990 – 2014
Saudi Arabia	2014
Moldova	2013
Comoros	2013
Vietnam	2012
United Arab Emirates	2012
Canada	2000-2012
Burkina Faso	2011
Tanzania	2001
France	2000
Germany	2000
Netherlands	2000

15. Professional experience

Date from - Date to	Location	Company & reference person	Position	Description
1992 – 2014	Tunis, Tunisia	STECIA CONSULTING	Managing Director	<p>Project Management and participation as consultant in agri-business projects for the private and public sectors:</p> <ul style="list-style-type: none"> ▪ Business plans and feasibility studies of agricultural and agro-food projects ▪ Technical and Marketing Assistance for Export of fresh produce and processed food, ▪ Technical Assistance to comply with the European regulations (Traceability, HACCP, MRL, etc..), ▪ Capacity building and implementation of GLOBALGAP, ▪ Capacity building in Food Safety and Good Hygiene Practices ▪ Technical Assistance in Quality Systems implementation (ISO 22000, HACCP) ▪ M&E <p><u>Main Clients:</u> International Finance Corporation, FAO, UNIDO, UNDP, ITC, European Commission, ILO, JBIC, ACDI-VOCA.</p>
2006-2010	Tunis, Tunisia	AGRI-PACK S.A	Managing Director	<p>Management of a leading fresh produce business with a state-of-the-art packing and cold storing facilities located in Soliman, Tunisia :</p> <ul style="list-style-type: none"> ▪ Setting up of the company & Investment management ▪ Building of the company's organization structure (HR and operational policies) ▪ Management of the financial performance ▪ Building and management of the Sales & Marketing strategy ▪ Identification of potential business partners (importers, wholesalers and retail industry). <p><u>Activities:</u> packing and marketing of fresh produce (potatoes, onions, artichokes, pumpkins, melons, watermelons and pomegranates).</p> <p><u>Main markets:</u> Tunisia, Europe (Germany, France, Italy, Spain, Belgium, Austria, Czech Republic) and Africa (Mali, Ivory Coast).</p> <p><u>Main clients:</u> Retail sector in Tunisia and in Europe (Carrefour, Auchan, Géant, Monoprix, Eurospin, Aldi, Kaufland) and private importers.</p>
1990-1991	Medjez el Bab, Tunisia	SICAM (food canning)	Research & Development Manager	<ul style="list-style-type: none"> ▪ Technical Audit, ▪ Implementation of a quality control laboratory, ▪ Optimization of concentrated tomato process, ▪ Development of new products (jam, tomato sauce..).

16. Other relevant information (e.g., Publications)

Conferences:

- Presentation on : "Trading agricultural products between African countries: stakes and constraints", Sharing Knowledge across the Mediterranean Conference, Sharing Knowledge Foundation (Switzerland), 17-20 May 2012, Tunis, Tunisia

Workshops

- Participation and contribution to the workshop "Updating process of Tunisian Agricultural Policy" organized by Tunisian Agriculture Ministry and Agence Française de Développement (January-July 2010)

Publications

- "Origins of mould contaminations in yoghurt", Gervais-Danone France, 1989
- 'HACCP: a practical method to insure the product's safety', La Tunisie Economique n° 52, February 1995
- 'Role of a laboratory in food industries'. La Tunisie Economique n° 54, April 1995

17. References:

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3. **Mr Sadiq Syed**, Programme Manager, ITC International Trade Center, 54-56 Rue de Montbrillant, 1202 Geneva, Switzerland, Tel :0041-22-730-0312, e-mail: syed@intracen.org

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