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Africa Agribusiness Seminar
Programme

Wednesday 13 November 2013



Agenda

- 16.00 **Registration and coffee**
- 16.30 **Welcome**
Andrew Gamble, *Global Head of the Africa Practice, Hogan Lovells*
- 16.35 **First keynote address:**
Diomande Gondo Serge Siaba, *Economic Counsellor, Embassy of Cote d'Ivoire*
- 16.50 **Second keynote address:**
Michael Roberts, *Aid-for-Trade coordinator, Development Division, WTO*
- 17.10 **Panel discussion:**
Chair: Gary Kushner, *Practice Area Leader, Food and Agriculture, Hogan Lovells*

Panellists:
Moussa Lenboni, *Manager of Ghana Cocoa Marketing Company (UK) Limited and representative of Ghana Cocoa Board in the UK*
Bill Guyton, *President, World Cocoa Foundation*
Fred Kawuma, *Secretary General, the Inter-African Coffee Organization*
Nneka Chike-Obji, *Associate, AgDevCo*
- 18.25 **Third keynote address:**
George Strunden, *Director of Programme, Farm Africa*
- 18.40 **Closing remarks**
Gary Kushner, *Practice Area Leader, Food and Agriculture, Hogan Lovells*
- 18.45-19.30 **Networking drinks and canapés**

Panellist and speaker biographies



Gary Kushner

Practice Area Leader, Food and Agriculture, Hogan Lovells

Gary Jay Kushner has been a food industry lawyer for more than 30 years. He represents trade associations and corporations before government agencies, Congressional committees, and the courts in a variety of matters. Gary has particular experience with the development, interpretation, and enforcement of laws and regulations governing food production, processing, and distribution throughout the United States and internationally. He also serves as general counsel to a number of national associations.

As counsel to trade associations and companies involved in the public policy arena, Gary analyzes legislation introduced in Congress and state legislatures, as well as regulations proposed by the U.S. Department of Agriculture, the Food and Drug Administration, and other federal and state government agencies. He routinely evaluates their impact on the food industry from farm to table, and prepares amendments, testimony, and comments on such initiatives. He anticipates how laws and regulations might be changed to facilitate the marketing of food products.

Gary also represents food companies including manufacturers, distributors, and retailers in matters involving regulatory compliance. He advises them on labeling and advertising regulation; counsels them in product recalls, seizures, detention, government inspections, and related actions; and represents them in enforcement actions before government agencies and law enforcement bodies. Before joining Hogan & Hartson, Gary served as Vice President and General Counsel for the American Meat Institute where he directed the organization's legal, regulatory, and legislative activities. Before first entering the private practice of law, he served as Staff Counsel for Scientific Affairs at the Grocery Manufacturers of America. He began his legal career as a law clerk to The Honorable John R. Hess in the Superior Court for the District of Columbia. Gary is a frequent lecturer and regularly contributes to numerous trade publications. He is co-author of *A Guide to Federal Food Labeling Requirements*, prepared for the U.S.

Department of Agriculture and the U.S. Department of Health and Human Services, Government Printing Office, Washington, D.C., 1990; HACCP Management Manual: A Guide to Food Regulatory Compliance, published by Food Chemical News, Washington, D.C., 1996; and Summary of Law on Warranties and Disclaimers in the Sale of Seed, published by the American Seed Trade Association, Washington, D.C., 1996.

Hogan Lovells publications

Hogan Lovells contributes to new book on the FDA Food Safety Modernization Act Food and Agriculture Alert, Hogan Lovells (03 February 2012)

WTO Rules Against U.S. Country of Origin Labeling Food and Agriculture and International Trade Alert, Hogan Lovells (23 November 2011)

Published works

The Food Safety Modernization Act: A Comprehensive, Practical Guide To The Landmark Legislation
The Food and Drug Law Institute (03 February 2012)

**Andrew Gamble**

Head of Africa practice, Hogan Lovells

Andrew Gamble is the head of Hogan Lovells Africa practice. Throughout his career, Andrew has worked within the banking and corporate finance area.

He has significant experience advising on structuring financings across the world, including Africa, Asia and the Middle East. Andrew has led the teams acting for the Governments of Sierra Leone, Mozambique and Ethiopia in the implementation of their World Bank/International Development Association sponsored debt reduction programmes. He has advised the Government of Nigeria on its Paris Club and London Club Debt, and was retained by the Government and Central Bank of Ghana to devise and successfully implement a domestic debt restructuring through the issue of inflation index linked government bonds. Andrew has worked with multi-lateral agencies such as the World Bank, the International Finance Corporation and the African Export-Import Bank.

**Camille Astier**

Coordinator of Africa Practice, Senior Associate, Hogan Lovells

Camille is a senior associate in the Banking group in London. She studied law in France, Germany and the UK and has worked in Cologne, London, Paris and Tokyo. She specialises in cross-border financing. She advises banks and borrowers on leveraged buy-outs, corporate acquisitions and investment grade and non-investment grade corporate lending in Europe and emerging markets. Camille also coordinates the Africa practice of Hogan Lovells and is the editor of the Hogan Lovells quarterly Africa newsletters.



Nneka Chike-Obi

Associate, AgDevCo

Nneka Chike-Obi works in AgDevCo's investment team, analyzing agribusinesses for its portfolio of investments in Ghana. She started her career at Barclays Capital in commodities sales and structuring, focused on derivatives risk management structures for corporate clients, including power utilities, oil & gas companies, agricultural producers, and transportation companies. She then moved to leading global financial broking firm ICAP, where she worked as a research analyst covering dry bulk commodities – iron ore, coal, and grains/oilseeds. Nneka has an MSc in Global Politics from the London School of Economics and a BA in International Relations from Stanford University.



William P. (Bill) Guyton

President, World Cocoa Foundation (WCF)

Bill Guyton, the President of the World Cocoa Foundation (WCF), is an internationally recognized expert with nearly 25 years of experience in sustainable development. He acts as a primary spokesman for the international chocolate industry on issues related to a sustainable cocoa economy and quality of life of independent family cocoa farmers.

Bill has been with WCF since its inception. He helped grow the foundation's membership from a handful of large companies into a diversified group of more than 70 companies representing over 80 percent of the global cocoa market. He directs sustainable cocoa programs with an annual budget of over \$10 million. Bill brings deep technical expertise and hands-on field experience to his position with in-country experience in 30 different nations in Africa, Southeast Asia, the Americas and the Middle East.

Bill worked for more than ten years in developing countries advising and putting in place environmental and agricultural programs for the United States Agency for International Development, the World Bank, the Organization for Economic Co-operation and Development and GTZ, the German sustainable development organization. He worked as an agricultural instructor in the Democratic Republic of the Congo as a Peace Corps volunteer.

Prior to joining the World Cocoa Foundation, he was director of business development at the U.S. Grains Council, where he diversified the Council's funding and support base.

Bill served as a member of the U.S. Department of Labor's Consultative Group to Eliminate the Use of Child Labor and Forced Labor in Imported Agricultural Products. He also has served on the boards of the Corporate Council on Africa, the Partnership to Cut Hunger in Africa and the Association for International Agriculture and Rural Development. He is a member of the Alliance to End Hunger and the World Food Law Institute.

A native of Colorado, he holds a Bachelor of Science degree in agricultural business from Colorado State University and a Master of Science in agricultural economics from Michigan State University.



Fred Kawuma

Secretary General, the Inter-African Coffee Organization

Fred Kawuma, 53, is a graduate of Bachelor of Commerce, and Master of Arts in Communication & Marketing, and in pursuit of a PhD in Leadership and Management. He has over 23 years of experience in the coffee industry, of which 18 as a CEO of various organisations, and is a visionary who has been involved in many initiatives in the coffee industry that have had national, regional and international impact.

- He is currently the Secretary General of the Inter-African Coffee Organisation (IACO). His aspiration is to move African coffees to a new pedestal, and implement a new vision that includes production improvement, quality enhancement and efficient value chain management which are critical in building a brighter future for African coffees.
- In the year 2000, he pioneered in the establishment of the Eastern African Fine Coffee Association (now transformed to African Fine Coffees Association – AFCA), setting it up and serving as its first Executive Director. Admittedly, AFCA has changed the entire landscape in the promotion and creation of African coffees in the global market. This was particularly highlighted by the annual Africa Fine Coffee Conference & Exhibition which was his brain child, and which he launched in 2004 in Nairobi.

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- Beginning 1996, he, along with others, pioneered the joint promotion of African coffees at the Specialty Coffee Association of America (SCAA) Conferences & Exhibitions, with initial support from APROMA.
 - In February 2004, he received commendation from Congressman Sam Farr (member of US Congress) on his work in the African coffee industry, and for the successful Africa Fine Coffee Conference & Exhibition.
 - His pioneering work in the setting up of the Uganda Coffee Trade Federation and his professionalization of the coffee trade in Uganda have left a lasting impact on Uganda's coffee industry.
 - In the early 1990s, he worked in a team, on the establishment of the Uganda Coffee Development Authority, and set a foundation upon which the coffee sub-sector in Uganda has flourished.

In all the above, he played key roles in the negotiations, as well as procurement of funding and technical assistance, and establishment of projects to support the coffee industry, with the vision of benefiting coffee producers and improving the quality and quantity of East African coffees. Since his direct engagement in coffee sub-sector assignments in 1990, Fred has developed deep knowledge of the coffee industry and a capacity to advise industry stakeholders on matters of production, processing and marketing, and related policy areas. This expertise has already proven to be an asset to IACO members as he has embarked on advising them on a number of innovations and policy initiatives that he believes will transform the African coffee sector. Beginning 1995, he served as a member of the Uganda delegation. Between 1994 and 1998, he worked closely with APROMA (an EU supported initiative that helped in the promotion of African coffee). He also served as a member of the Steering Committee of the 4Cs and was part of the team that developed the system currently employed by the 4C Association.

He participated in the discussions at the first Smithsonian Migratory Bird Conference held in Washington DC in 1996, and actively contributed in the forums for establishing the bird-friendly coffee certification system.

In 1999-2002, he was appointed member of the Board of Advisors for the International Task Force for Commodity Risk Management (1999-2002), spearheaded by the World Bank, where his merits were acknowledged to add an important African dimension to the expertise.

**Moussa Lenboni**

*Manager of Ghana Cocoa Marketing Company (UK) Ltd
(Ghana Cocoa Board)*

Moussa Lenboni is the Manager of the Ghana Cocoa Marketing Company (UK) Ltd, a subsidiary of the Ghana Cocoa Board.

Moussa is 56 years old and had his BSc Degree In Marketing from the University of Ghana Business School and trained as a soft commodity trader. He traded and marketed Ghana cocoa and cocoa products for ten years before his appointment in 2010 to Head The Ghana Cocoa Marketing Company UK Limited. He is also a representative of Ghana Cocoa Board in the U.K.

His responsibilities in London includes the general administration of the Company, cocoa market analysis, market intelligence, counterparty risk analysis and provision of advisory services for prospective business investors into the Ghana cocoa industry. He is Ghana Cocobod's representative on the Federation of Cocoa Commerce (FCC) in London and Advisor to Ghana Cocoa Board delegations to International Cocoa Organisation (ICCO) and The International Coffee Organisation (ICO) meetings.

**Michael Roberts**

Aid-for-Trade coordinator, Development Division, WTO

Michael Roberts is the Aid-for-Trade Coordinator in the Development Division of the World Trade Organization (WTO). The Aid for Trade initiative seeks to assist developing countries connect to the multilateral trading system. Michael is responsible for the organization Global Reviews of Aid for Trade and led preparations of the 4th Global Review which examined the issue of "Connecting to Value Chains" in July 2013. Between 2003 and 2009, he established the Standards and Trade Development Facility (STDF) leading it from an initial grant of \$0.3 million to a multi-donor trust fund with over \$5 million annual resources. The STDF helps developing and least developed countries comply with animal, plant and food safety standards. Prior to joining the WTO in 2001, he worked in the Russian Federation and the UK on agriculture and trade policy issues between 1994 and 2001. Michael is an agricultural and development economist by training and holds degrees from University of Oxford and the University of Kent at Canterbury in the UK.

Diomande Gondo Serge Siaba

Economic Counsellor, Embassy of Cote d'Ivoire

Mr Siaba graduated from the School of International Studies in Geneva (Switzerland) and the National School of Public Administration in Abidjan (Côte d'Ivoire). He also obtained a Master degree and a Post Graduate degree in Financial Economics from the University of Essex (United Kingdom) as well as a Bachelor's Degree in Business Management from the University of Maryland (United States).

Before joining the Embassy of Côte d'Ivoire to the United Kingdom in 2009, Mr Siaba was working for the Ministry of Foreign Affairs of Côte d'Ivoire in Abidjan. Mr Siaba speaks French, English and Korean.

**George Strunden**

Director of Programme, Farm Africa

George Strunden is an international agricultural development expert with more than twenty years experience of working closely with community based organisations and government representatives and has lived for fifteen years in Africa. With a Masters degree in agricultural science from Goettingen University in Germany and a career spent with the German Development Service, the Jane Goodall Institute (as head of Africa Programmes) and most recently with the Grameen Foundation, George is fluent in four languages including Kiswahili.

About Hogan Lovells

Hogan Lovells is a global legal practice which assists corporations, financial institutions, and governmental entities across the spectrum of their critical business and legal issues globally and locally. We have over 2,500 lawyers operating out of more than 40 offices in the United States, Europe, Latin America, the Middle East, and Asia.

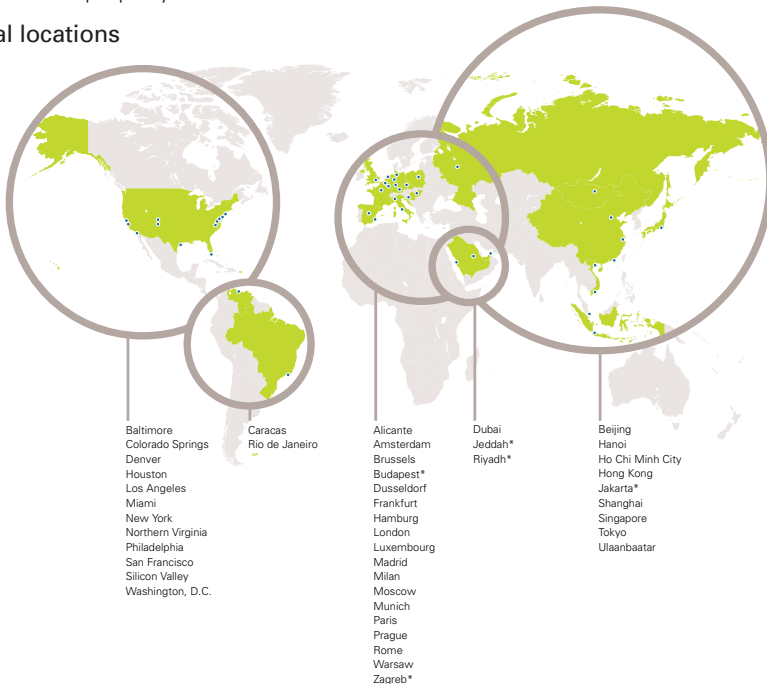
Hogan Lovells offers:

- an exceptional, high quality transatlantic capability, with extensive reach into the world's commercial and financial centres
- particular and distinctive strengths in the areas of government regulatory, litigation and arbitration, corporate, finance, and intellectual property

- access to a significant depth of knowledge and resources in many major industry sectors including hotels and leisure, telecommunications, media and technology, energy and natural resources, infrastructure, financial services, life sciences and healthcare, consumer, and real estate.

Our practice breadth, geographical reach, and industry knowledge provide us with insights into the issues that affect our clients most deeply and enable us to provide high quality business-oriented legal advice to assist them in achieving their commercial goals.

Global locations



* Associated offices

Hogan Lovells in Africa

A coordinated global approach

Hogan Lovells has been present in Africa for more than 30 years. Our Africa Practice brings together members of Hogan Lovells from across the world who have experience in and regularly advise clients located in or who have an interest in Africa. The team, with leaders in the Middle East, Asia, Americas and Europe, works together regularly, sharing Africa know-how and news relating to Africa, ensuring that we provide the highest quality service to our clients.

A strong and developed network of the leading African law firms

We believe that an important aspect of being able to provide a comprehensive legal service is to have established contacts in those jurisdictions where we do not have a local office. Hogan Lovells has developed a strong network of correspondent law firms in all the African jurisdictions, with whom we enjoy excellent relationships. We work regularly with the local lawyers and know them well, and are therefore confident in recommending them to our clients. This close collaboration guarantees a delivery of quick, efficient and excellent quality of work.

Regular secondment programmes of African lawyers

Hogan Lovells has several secondment programmes in place which provide the opportunity for African qualified lawyers to spend time in our offices, working together with us. In addition to our commitment with International Lawyers for Africa (ILFA), we have developed a new secondment programme with Africa Legal Network (a group of leading law firms in Africa). Through this programme, each year we welcome secondees from Africa who join our London office for a period of time. We thoroughly enjoy working with our secondees, who offer valuable insight and add to our knowledge of legal practice across different countries in the continent.

Deep knowledge and understanding of the legal systems and culture

Hogan Lovells' team includes lawyers from across the continent (including Cameroon, Egypt, The Gambia, Nigeria, Libya, Kenya, Sierra Leone), with many dual-qualified. Our lawyers bring an understanding of the culture, allowing us to provide our clients with local insight and knowledge. We also have a good overview of the legal systems in Africa and produce quarterly newsletters for our clients and correspondent lawyers based in the continent.

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The artwork used throughout these materials has been licensed from Tony Cyizanye, an artist based in Rwanda.

About the artist

Tony Cyizanye was born in Bujumbura, Burundi, and later moved to Rwanda. He comes from a family of artists, with a musician as a father. His inspiration comes from his family as he was growing up, he saw his uncle, Adolphe Bigirimana painting and making music, his aunt is a fashion designer, and another uncle is a musician.

Being surrounded by the art and music inspired his passion and dedication to his art. In 2010 he exhibited in FESPAD in Rwanda, in the University of Colombia, New York, at the UN day in the Milles Collines Hotel Kigali Rwanda, and for the launch of the Ivuka magazine 'Rwanda Art' at the Novotel Hotel, Kigali, Rwanda.

In 2011 he has exhibited in the 'Survival' exhibition in Kigali, Rwanda and in Belgium, he has painted with street children in the Nyamirambo market, Kigali, Rwanda.

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