

May 13th, 2009

Object: Work as Chain Development Specialist

Dear Sir/Madam;

I am committed to continue to work in private sector development, especially through a Value Chain Development approach in a structured program. I truly believe that this approach can have a significant impact on the empowerment of small scale farmers. I have also a diverse work experience in support to cooperatives, marketing, business development, training and fair trade.

I have just recently started a mandate as Chain Development Coordinator for a Belgian NGO called Vredeseilanden. I am thrilled to lead the program with 2 staff under my direct supervision as well as field teams to work with. Our challenge is to test 5 potential chains by doing analysis and pilots for tea, safe vegetables, pig, fish, and plum. Within the first year, we need to choose the 2 most promising chains to further develop and upscale to more farmers.

I have spent the past 3 years and a half working with CECI in its *Uniterra* Program with short contracts, and this gave me a chance to broaden my work experience and learn to adapt to work in various countries. I most recently worked in Nepal as a Communication & Marketing Advisor from June-November 2008. My work entailed support to the main partner organization, *Fair Trade Group Nepal*, in developing a communication plan and appropriate tools. I also worked directly with some of its member organizations to develop marketing tools, web sites and promotional material. My previous posting in Burkina Faso began in June 2007 for one year with a similar mandate - support to the *National Federation of Agricultural Industries* but also to 5 other *Uniterra* partners in developing marketing tools for their organisation such as web sites, brochures and promotional material. I also developed and delivered a 2-day practical training on web programming and on how to maintain a web site with Dreamweaver. I also piloted a personal project to support a women's shelter by writing a proposal for soap making, leading the fundraising, arranging for training, production, packaging and marketing of 6 varieties of natural soaps made with shea butter.

My previous posting with CECI was in Nepal with a one-year contract which began in May 2006. I worked as a Business Advisor for the *Business Development Center of Chitwan*, which was launched by the *Federation of Credit Unions of Nepal* (NEFSCUN) to support women entrepreneurs. My work consisted mainly in doing a feasibility study of the center to identify development strategies that could ensure its profitability and long-term sustainability. I also worked directly with women producers to identify chain development strategies for incense, knitwear, fabric painting, and basket weaving producers: product development, technical skill training, quality control, raw material supply, packaging, collective marketing leading to the creation of value chains between women producers and national craft organizations.

My prior posting was in Vietnam, also with Uniterra, between February 2005 and April 2006 for a project called *Improved Livelihood for Mountainous Communities (ILMC)* in the districts of Ba Thuoc and Nhu Xuan, Thanh Hoa Province. I was a Business and Marketing Advisor, responsible for the support and development of 10 agricultural cooperatives. My main task consisted in doing a feasibility analysis for value chain integration: for semi-processing of bamboo and for semi-industrial cattle finishing. The findings proved that the most feasible and profitable activity for bamboo growers would be chopstick making and not semi-processing for flooring. Equipment suppliers and potential buyers were identified. A cattle finishing program was implemented and meat buyers identified.

As far as my previous work experience while in Canada, I was employed by the *Coopérative de développement régional Outaouais-Laurentides* (CDROL) as a Cooperative Development Advisor. I regularly met with entrepreneurs to advise them on their project in all phases of implementation, but I also gave support to existing cooperatives. Day to day, I helped with writing of the business plans, research for financing, financial planning and in all the steps to the constitution of the co-op. I also had to do feasibility studies and give training to co-op members in the use and

understanding of financial statements as well as on board of directors' responsibilities. I have a deep commitment and passion to working with cooperatives that seem to me, along with various types of producers' groups and associations, viable solutions to dealing with globalized markets.

I began working with *Oxfam-Québec Fair Trade Ltd* as a Sales Representative for their new fair trade coffee in 2000. At the time, there were no points of sale so my responsibility lied in developing a retail network. In 2 years, I managed to get their coffee into a major supermarket chain, Loblaws, as well as in over 100 other smaller supermarkets and health food stores around the province of Québec. I also promoted fair trade through participation in various activities and by lobbying with workers' unions and other NGOs.

My previous work experience is quite diverse – working in Japan as an English teacher, as a personal assistant to a psychiatrist, and early on, as a self-employed owner of a maid service company.

I decided in 2000 at the age of 30 that I wanted to go overseas and work in development, I felt that in order to do this, I needed to return to school. I looked at various programs and decided for a bachelor's degree in *Political Science* at the *Université du Québec à Montréal*, and graduated in 2002. My major in international relations helped me to understand the current challenges facing our world such as globalization, putting the local and regional territory in direct interaction with a vast and complex socioeconomic system. I also have a certificate in business management from the university *École des Hautes Études Commerciales (HEC)* which helped me acquire general skills in management and administration.

I pursued my studies with a Masters degree in *Co-operative Management and Community Development* since 2004 from the University of Sherbrooke, with a concentration in local development. My studies focussed on feasibility studies and project management, financial co-op management and marketing. I truly enjoy the challenges of supporting economic and social development in cooperative enterprises. As part of my thesis, I created a guide for the start up of new co-operatives.

I am a person open to the world as my many travels and overseas employment attest, keen to seek new and alternative ways to support social and economic development. I am down to heart and convinced that the power to change lies in the capacity of each individual to tap into various opportunities and challenges. I have met many farmers and small scale producers who all say the same thing: we need help to implement quality control, for product development and to improve market access. I thus believe that a chain development program – strengthening the chain actor; improving the supply chain; creating a value chain with other actors; vertical integration of chain activities – are all avenues that can potentially have a significant impact in empowering small scale producers and farmers.

Finally, I am a proud father to a 5 year old boy that I adopted while I was in Vietnam. As a single parent, I value my new family responsibilities and seek to maintain a healthy balance with the demands of my professional life. I thus look for postings that can support me in both areas. On the other hand, being a single parent in no way interferes with my work as I surround myself with trustworthy house help. I can thus leave home for the field when necessary.

My extensive experience overseas has confirmed to me that my place is in international development work. I could adapt to life and work in any country as I have done in previous postings. At this point I wish to capitalize on my capacity to coordinate and manage projects to develop my work experience and I would welcome a long term placement.

I look forward to hearing from you soon and hope that I can join your organization working in chain development.

With regards,

Benoit R. Trudel

voirlemonde@hotmail.com

Msc, Université de Sherbrooke

Benoit Trudel
Hanoi
Vietnam

<http://www.voirlemonde.org>
voirlemonde@hotmail.com
(84-4) 375-91-838

Goals

To work in the field of :

Value Chain Development
Micro-enterprises and/or cooperative development
Economic and community development
Agribusiness

And performing some of these tasks:

Program development and coordination
Marketing and commercialization
Management
Analysis, project proposal
Developing business services
Capacity building, coaching

Education

- | | |
|------------------------------|---|
| September 2002
April 2004 | University of Sherbrooke
<i>Master of Science, Msc</i>
<i>Co-operative Management and Community Development</i> <ul style="list-style-type: none">• Marketing, local and regional development, financing, accounting, project management, law.• Completed a guide for starting-up co-operative businesses |
| January 2000
June 2002 | Université du Québec à Montréal
<i>Bachelor of arts, B.A.</i>
<i>Political Science - Major in International Relations</i> <ul style="list-style-type: none">• Political analysis, globalization, statistics, political systems, public administration, law and by-laws. |
| September 1993
July 1994 | École des Hautes Études Commerciales (HEC), Montréal
<i>University certificate</i>
<i>Business Management</i> <ul style="list-style-type: none">• Human resources, development strategies, economy, marketing, publicity, administration. |

Experience

- | | |
|----------------------|--|
| Nov 2008
This day | VECO-Vietnam, Vredeseilanden
<i>Chain Development Coordinator (Vietnam)</i> <ul style="list-style-type: none">- Coordination of Chain Development Program with 5 commodities – tea, safe vegetables, pig, fish and plum with chain analysis, partnership with private sector actors, through empowerment of small-scale farmers. |
|----------------------|--|

- June 2008
Nov 2008
- Centre d'étude et de coopération internationale (CECI)**
Marketing & Communication Advisor – Kathmandu, Nepal
- Support to Fair Trade Group Nepal and its member organizations in developing marketing tools such as web sites, brochures and promotional posters.
- June 2007
May 2008
- Centre d'étude et de coopération internationale (CECI)**
Marketing Advisor – Ouagadougou, Burkina Faso
- Support to 6 partners of the agricultural sector in developing marketing tools such as web sites, pamphlets and promotional material.
 - Prepared and delivered a basic and practical 2-day training on web site programming.
 - Soap making project proposal writing, fundraising and implementation (production, quality control, packaging, marketing) for a women's shelter.
- May 2006
April 2007
- Centre d'étude et de coopération internationale (CECI)**
Business Advisor – Chitwan, Nepal
- Feasibility study of the Business Development Center of Chitwan with clear development strategies as well as assistance in implementation.
 - Creation of 2 value chains between knitwear and fabric painting producers and 2 national craft organizations for technical support, product development and sale of products.
 - Developed initial linkages for value chain for basket weavers and incense producers and craft organizations.
- March 2005
April 2006
- Centre d'étude et de coopération internationale (CECI)**
Business and Marketing Advisor – Thanh Hoa, Vietnam
- Improved Livelihood for Mountainous communities (ILMC), with value chain development support to 10 agricultural cooperative with bamboo and beef commodities; Feasibility analysis for vertical integration of bamboo into semi-processing with options and recommendation for chopsticks production
- April 2003
February 2005
- Coopérative de développement régional (CDR)**
Development Consultant for Co-operatives, St-Jérôme, Canada
- Advising entrepreneurs in the start-up of their co-op – business planning, financing, constitution and by-laws, financial planning, training, project feasibility analysis.
 - Support to existing cooperatives in application of Cooperative Act and general management
 - Training to board of directors of cooperatives to strengthen their management skills.
- April 2000
July 2002
- Oxfam-Québec Fair Trade Ltd**
Marketing representative, Montreal, Canada
- Developed points of sales for fair trade coffee including entry into large supermarket chain (Loblaws) and over 100 food stores across the province of Québec.
 - Promotion of fair trade with participation in various public events and soliciting support from workers' unions and other NGOs.
- January 1995
December 1999
- Kanazawa High School**
English teacher, Kanazawa, Japan
- Developed the teaching curriculum for grammar, writing, reading and conversation for 17 classes of 40 students each
- April 1990
July 1993
- Dr. McArthur, psychiatrist**
Personal assistant, Vancouver, Canada
- Responsible for taking appointments, running errands and maintenance of office space
- June 1987
February 1990
- Masterclean Maid Service**
Self-employed
- Owner and manager of a maid service cleaning residential and commercial offices, in charge of 4 employees

Multi-media skills

Web programming	HTML & basic CSS
Creation and maintenance of web site	Dreamweaver
Graphic design	Photoshop, Fireworks
Publishing	Publisher, PageMaker
Transfer audi-MP3, CD, DVD	Nero

Personal Interests

Travels	Burkina Faso, Guinea, Mali, Senegal, Japan, Cambodia, Malaysia, Philippines, South Korea, Hong Kong, China, Thailand, Vietnam and Mexico
Nature	Kayak, camping, trekking, swimming, exploration of the flora.
Communication	Languages, multi-media, creative writing
Other interests	Photography, cooking, writing, reading.

Languages

French	Mother thong
English	Spoken, written and read
Japanese	Spoken

Vision

To work overseas in local and international socioeconomic development, empowering people through entrepreneurship and making it possible for them to access opportunities and strengthen their lives.