

VINAY CHAND

DATE OF BIRTH 2nd May 1945
NATIONALITY UK
PROFESSION Consultant Economist
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Professional Qualifications B.Sc.(Econ.)Honours
M.Sc.

London School of Economics and
Political Science.

SUMMARY

- 1976+ **Consultant Marketing Economist**
- Agriculture, agribusiness and rural development experience particularly in Asia, Pacific and Caribbean,
 - market information and intelligence in America, Australia, Europe and Asia,
 - commodity production, processing and marketing,
 - value chain analysis,
 - all parts of the project cycle,
 - farming systems, agro-industry, horticulture,
 - export development and promotion,
 - water purification,
 - SMEs and investment promotion.
- 2008 CEO of Xzero AB (Semiconductor Industry water purification)
- 1995-2001 Corporate Strategy and Marketing Director HVR and Xzero AB of Sweden (Developing applications for water purification technology).
- 1969-78 Senior Lecturer in Business Studies, specialising in Corporate Strategy and International Business Environment.
- 1968-69 Graduate Trainee H.M. Inspector of Taxes, Assessment Division.

Membership

International Erosion Control Association, Member Economic Research Cmte.
Partner of REEP (renewable energy and energy efficiency programme)
International Geosynthetic Society

Publications

Technical papers for CFC: Market Development for Higher Value Coir Products;
Road Map for Jute.
Cocoinfo: Implications for Coir Industry of Market Developments
(Asian Pacific in Western Europe.
Coconut Community) The Value of a Coconut.

Consultancy:

European Community –

- Represented Scarab Group at MEDESOL, solar powered desalination development EU Project based in Spain.
- Workshop on Export of Fresh and Processed Fruit and Vegetables by Thailand to EU.
- Team Leader on validation of programme for creation of Intra-ACP Plan of Action on Agricultural Commodities and Plan of Action for EU-Cotton Partnership.
- Agriculturist on pre-completion Mission to Philippines on Agrarian Reform Support Programme in 5 provinces in southern Philippines;
- Team leader/Economist Project preparation on South Indian Farming Systems,
- Team Leader/Economist on Mid-Term Evaluation of Project to assist copra and coconut oil production in Kerala, India;
- Main contractor and Team Leader on feasibility study for Kiribati on processing and marketing of value-added coconut products;
- EDF sector study for Caribbean Community on coconut production and processing;
- Assignments for CDI on markets in Western Europe for value-added coconut products from Ghana.

United Nations (UNDP, FAO and ITC) – including

- Resource speaker on Markets for and Marketing of Jute Geotextiles for IJSG/CFC.
- Feasibility study on bottled spring and mineral water from Bhutan.
- Preparation of Position Paper on Assistance to Jute/Kenaf, Sisal and Coir by ITC.
- Developing a Road Map for the International Jute Industry, workshops in Switzerland, India and Bangladesh.
- Resource Paper on identification and analysis of Pro-Poor Agricultural Growth-Engines using Commodity Chain Analysis as a framework.
- Export oriented Diversification of Agriculture and Agri-business opportunities from Cambodia, part of diversification and pro-poor trade initiative by ITC,
- Evaluation of projects programme for ITC over a 20 year period on market development and promotion of jute products;
- Market studies, product development and promotion for ITC, mostly for India, Philippines, Thailand and Sri Lanka;
- Commodity export development studies for FAO on hard fibres;
- Institutional strengthening of coconut development board in Sri Lanka UNDP.

World Bank/IFC -

- Agribusiness and Marketing Project, Market Infrastructure Assessment for ABCC of the Kyrgyz Republic and financed by the World Bank.
- Assessment of Global Jute Markets to identify opportunities for Jute Market Development and Promotion.
- Dambulla Horticultural Development and development of the Wholesale Fruit/Vegetable Market, Sri Lanka and examination of the marketing and distribution system for horticultural produce.
- Feasibility study in Papua New Guinea and Vanuatu on Coconut processing for two projects submitted by local entrepreneurs.
- Investment Centre FAO Assistance Mission for planning for Director General of Estate Crops in Indonesia in preparation of Repelita IV.
- Export of fresh & Processed Fruit & Vegetables to Europe as a reference study to be used in evaluation projects for EMENA Region.

Asian Development Bank -

- Team Leader Agribusiness and Commercial Agriculture Assessment to India.
- Agricultural Sector Review Mission to Western Samoa.
- Horticultural Loan Preparation Mission to Indonesia.

Commonwealth Fund for Technical Co-operation (CFTC) –

- Pre-Feasibility of production of coconut products in Kiribati.
- Pre-Feasibility of production of coconut products in the Cook Islands.
- Feasibility of production of products from fresh limes in Gambia.
- Market development prospects for non traditional jute products.
- Market prospects for cashew and products from Mozambique.
- Marketing and Distribution of sisal baler and binder twine from Tanzania.

Bilateral and Direct –

- Cambodia Agriculture and Agri-business Support Programme (CAASP) for Aus Aid.
- Comparative Evaluation of Rubber Production, Processing and Marketing Economics as preparatory work on Assisting Smallholder Rubber Production in Cambodia for AFD.
- Evaluation of NORAD jute diversification project in Bangladesh.
- Philippine coconut industry mission to India and Sri Lanka for USAID.
- Feasibility of expanding production of and processing coconuts in Sultanate of Oman.
- Global Market for Sesame Seeds and Products for Ministry Agriculture, Mexico.

Private Sector

- Project Identification Study on Integrated Coconut Processing in the Dominican Republic.
- The South East Asia Market for Erosion Control materials for European client.
- Vice President Marketing Xzero – prepared and presented proposal for funding by Cleantech Venture Capital Group.
- Export Market Development for 3 Jute Mills in Pakistan.
- Director for AB Purity developing a new kitchen kettle cum Chlorine and TCM eradicator – market and distribution assessments.
- Former Marketing Director for HVR AB producing residential water purifiers. Included various studies on markets, marketing and distribution.
- Investing in India for leading Italian two-wheel vehicle component manufacturer.
- Study on Integrated Coconut Processing in Tamil Nadu for MCC Scarab of India.
- Identification, pre and feasibility studies for Indonesian Consortium on developing Agro-tourism in West Java.
- Feasibility study on high yield tiger prawn cultivation in Philippines for Etoile de Mer Ltd.
- Diversification study on production of spices, essential oils and oleoresins in East Java for BAT Indonesia.
- Feasibility study on production of mattresses, car seats and other products of rubberised coir in Sri Lanka for export for Swedlanka.
- Acquisition study on a high tech rubber products company for Wilkinson Sword.
- Handling, packaging and marketing citric acid in Europe for Pfizer Chemicals.
- Acquisition study on global confectionery producing machinery for Metal Box.

Clients

Institutions

AFD, France
Asian Development Bank
Australian Aid
CDE, EC
Commonwealth Secretariat
European Community
European Development Fund

Private, including

Alfa Laval
Avon Tyres
PT Agro-Tourism
Bank Indover
BAT
PT Berca
Cellsystems
Paoli, Italy
Phoenix Corporation
Pfizer Chemicals
AB Purity
Radzero AB
Sangam
Scarab AB

FAO, UN
 International Finance Corporation
 ITC (UNCTAD/WTO)
 Mexico
 NORAD, Norway
 Sultanate of Oman
 Swedfund, Sweden
 US AID
 World Bank
 ABCC, Kyrgyz Republic

Cubatobacco
 Desarrollo Invest.
 Eto Commodities
 Etoile de Mer
 HVR AB
 Khulia Investments
 Medea AB
 Metal Box

Swedlanka
 Tetra Pak
 Ultravatten AB
 Wienco Fibres
 Windermere Corp
 Xzero AB
 Wilkinson Sword

Markets

Austria	Australia	Bangladesh	Barbados
Belgium	Bhutan	Cambodia	Canada
Comoros	Cook Islands	Czechoslovakia	Denmark
Dominica	Dominican Republic	Egypt	Fiji
France	Gambia	Germany	Greece
Guyana	Hong Kong	Hungary	India
Indonesia	Italy	Jamaica	Japan
Kiribati	Korea	Kyrgyz Republic	Liberia
Malaysia	Mexico	Netherlands	New Zealand
Oman	Pakistan	PNG	Philippines
Poland	Norway	Saint Lucia	Saint Vincent
Western Samoa	Saudi Arabia	Singapore	Spain
Sri Lanka	Sweden	Switzerland	Thailand
Trinidad	Vanuatu	Venezuela	USA

Products

Activated carbon	Aquaculture	Bakery products	Cacao
Car seats	Carpets	Charcoal	Citric acid
Coffee	Cotton	Confectionery	Edible nuts
Edible oils	Essential oils	Food machinery	Freight
Fruit & Vegetables	Geotextiles	Processed foods	Juices
Hard fibres	Ice cream	Inflatables	Jute products
Kitchen Electricals	Luggage	Mattresses	Membranes
Microchips	Oleoresins	Parachutes	Peat
Rice	Rubber	Shoes	Soft drinks
Spices	Sugar	Tea	Tobacco
Water purification	Water, bottled	Wheat	

Consultancy included:

2008 Value Chain Specialist on Cambodia Agriculture and Agri-business support Programme for **Aus Aid** to prepare a National Sector Strategy based on value chain analysis of main commodities and design of intervention required.

Resource speaker with paper on Markets for and Marketing of Jute Geotextiles in a workshop held in Kolkotta by the **International Jute study Group**, financed by CFC.

Project Identification study on the potential for Integrated Coconut Processing for high value products in the **Dominican Republic** for a private client.

2007 Agribusiness and Marketing Project, Market Infrastructure Assessment for **ABCC** of the Kyrgyz Republic and financed by the **World Bank**.

- Feasibility study on bottling operation for spring and mineral water in Bhutan for **ITC** as part of export oriented capacity building and institutional strengthening.
- Represented **Scarab Group** at meeting off MEDESOL, a group based in Spain and developing solar powered desalination. Financed by **EC**.
- Assistance to prepare tenders for major long term **EC** and **AUS AID** projects and participation in interview presentation to AUS AID.
- 2006 The Market and Prospects for Erosion Control materials in South East Asia including gabions, geosynthetics and biodegradables for European Client.
- Preparation of Position Paper for the **International Trade Centre** on Assistance to Jute/Kenaf, Coir and Sisal Global Industries.
- Lecture at Seminar organised in Bangkok by the Thai-German Chamber of Commerce on the Export of Fresh and Processed Fruit and Vegetables for the **European Commission**.
- Market Development of traditional and non traditional jute products for private clients who are three leading **jute mills** in Pakistan.
- 2005 Team Leader/Marketing Expert on Mission to Support Creation of an Intra-ACP Thematic Programme for Implementation of the Plan of Action on Agricultural Commodities and Plan of action for the EU-Africa Cotton Partnership for **European Commission**. The Action Plan promotes commodity based sectoral development strategies through financial contributions to the World Bank, FAO, ITC, UCTAD and CFC to promote coordination in promoting the goals of the Action Plan. The Report is now being implemented.
- Moderator and Reporter on developing a global road map for jute financed by CFC, implemented by the International Jute Study Group and workshops held in Geneva, Calcutta and Dhaka by the **International Trade Centre** (WTO/UNCTAD).
- UK Marketing and Distribution of Small Electrical Kitchen Appliances for **Purity AB**.
- Global Market Opportunities for high end residential water purification systems for **HVR AB** and prospects for proprietary Membrane Distillation Technology.
- Preparation of background technical paper on Biodiversity Promotion Facility for Agricultural Commodities proposal for funding by GEF to be used in preparation of Consultancy Proposal by **leading European Consultancy**. Commodities covered included coffee, cocoa, cotton, sugar, oil palm, soya, oilseeds, and sugar.
- Market development, promotion and sales of first commercial water purification units based on Membrane Distillation technology for **Xzero AB**.
- 2004 Mission to look at production, processing and marketing of rubber in Indonesia, Malaysia and Vietnam to assist in the Planning for Smallholder Rubber Production and Processing in Cambodia on behalf of **AFD**.
- Assessment and Evaluation of Global Market Opportunities for Jute and Jute Products for the SEDF of the **International Finance Corporation/World Bank** as assistance to Bangladesh Jute Industry.
- Preparation of Conceptual and Technical Material on the identification of Pro-Poor Agricultural Growth-Engines using Commodity Chain Analysis in the framework of poverty reduction strategy for Food and Agricultural Organisation of the UN (**FAO**).
- Team Leader and Agribusiness specialist Agribusiness and Commercial Agriculture Assessment for India on a Contract for **Asian Development Bank**, including analysing current regulatory regime, practices and value chain analysis with a view to promoting agricultural diversification and agribusiness development and a road map for four targeted states followed up by a Loan Preparation Mission from the ADB.
- 2003 Export Market Prospects for Diversified Agricultural and Agri-Business Products from Cambodia for the **International Trade Centre** (ITC) WTO/UNCTAD. Produce

considered included fruit, vegetables, spices, herbs, essential oils, juices, cashew, coconut milk and mattresses. Presentation of findings to local SMEs as well as the donor community.

Evaluation of **NORAD** project in Bangladesh to help participating private sector enterprises develop and export diversified value-added jute products. The project has led to product development of a higher quality fabric and products with substantial involvement of poor women working in remote rural locations.

Diversified Agriculture/Agro Business prospects in Cambodia for export led poverty alleviation for **International Trade Centre (ITC)**. Preparation of basket of projects including horticulture, spices, essential oils and agro-processing.

- 2002 Mission Leader on evaluation of operations and management of the Dambulla Wholesale Fruit and Vegetable Market in Sri Lanka and Business Plan for its possible expansion and privatisation for **International Finance Corporation (IFC)**. Scope of study widened to Development of Horticulture in the Dambulla Region.
- 2001 Agriculturist on **European Commission (EC)** Pre-completion Evaluation Mission to Philippines on Agrarian Reform Support Project in 5 provinces: Camarines del Sur; Negros Oriental; and Agusan del Norte and Agusan del Sur in Northern Mindanao. The project provided support in infrastructure, credit and TA to mainly rice, sugarcane; corn and forestry small farmers empowered under land distribution schemes.
- Mission on coconut product processing to Comoros for **International Trade Centre**.
- 2000 Business Plan for trading and distribution company to sell **natural fibres and products**. Operations to include warehousing, database, market development and promotion.
- 1999 Evaluation of 20 years of programmes on Jute Market 1999 Development and Generic Promotion undertaken by **International Trade Centre (ITC)** WTO/UNCTAD with recommendations as to future policy on jute and similar activities.
- Marketing and Distribution study in USA for electrical kitchen appliances for **HVR AB**.
- 1998 Review and presentation of results of programme by **ITC** on behalf of Common Fund. Liaison with clients and potential clients in USA and India for **HVR, Xzero and Medea**.
- 1997 Assessment of market for two wheel vehicle shock absorbers in India and manufacturers. Part of a feasibility financed by the **European Community (EC)**.
- Mission to India to discuss arsenic contamination of water in West Bengal for **HVR**.
- 1996 Marketing and Strategy for **HVR**: evaluation of options, financing and web stock trade. Negotiations with Tamil Nadu Industrial Development Corporation, IDBI and Venture partners on \$10 million Processing Complex in Tamil Nadu, India by **MCC Scarab**.
- Undertook market research in Europe for **CDE, EC** sponsored feasibility study on production of coconut oil and coir products in Ghana.
- 1995 Business Plan for **HVR**, producing point of use and point of entry water purifiers. Project Profile on Coconut Food Products Processing for **private client in Ghana**. Market Confirmation Study for Wienco Fibres Ghana, financed by **CDE, EC**. Mission by coir producers from the Philippines to India and Sri Lanka for **US AID**.
- 1994 Market Development & Promotion of Coir and Coir Moss from India and Sri Lanka. Project funded by the Common Fund and executed by **ITC**.
- 1993 Feasibility Study on Production of Coconut Food Industry Ingredient using wet processing of coconuts in Kiribati for **European Community**.
- Feasibility Study on Coconut Processing in Kiribati for Commonwealth Fund **CFTC**.
- Updating Financial Analysis on Feasibility Study on Point of Use Water Purifier for **HVR**.

- 1992 Feasibility study on Coconut Processing by Cook Islands for **CFTC**.
Product and Market Development of Rubberised Coir mattresses and upholstery to UK, Germany and Sweden for **ITC**.
Mission Leader/Economist Mid Term Project Review of Kerafed (Edible Oil Processing) **European Community** grant funded project for Kerala, India incl. 3 Expeller, Solvent Extraction plant and improving copra productivity and trading.
- 1991 Mission Leader/Economist on **European Community** Mission to Kerala, Andhra Pradesh, Tamil Nadu and Karnataka on 'Coconut Farming Systems in South India' to formulate project on intensification of productivity.
Feasibility study on Coconut Development Prospects in Papua New Guinea and for food products, upholstery and activated carbon. **IFC/World Bank**.
Feasibility study on activated carbon from coconuts shell charcoal in Vanuatu for **IFC/World Bank**.
World market & distribution of spices, essential oils and oleoresins for group in **India**.
ITC Consultant to Philippines, to assist enterprises export coir and products.
Feasibility study on 'Home Water Purifiers' for **HVR**.
- 1990 Business Plan on rinse water systems for Semiconductor Industry for **Ultravatten**.
Feasibility study on Tiger Prawn Farming in Philippines for **Etoile DeMer Philippines**.
Availability of hydrophobic microfiltration membranes for **Ultravatten**.
- 1989 Competitiveness of abaca fibre with synthetic substitutes, **FAO**.
World Market for Rinse Water for the Semiconductor Industry for **Ultravatten**.
Market Development Prospects for Rubberised Coir in UK, Germany and Sweden in light of new safety regulations for **ITC**.
Negotiations with Intel and IBM for testing new rinse water system for **Ultravatten**.
- 1988 Feasibility study on Coconut Development in the Salalah Region of **Sultanate of Oman**.
Production of Spices and Essential Oils in Central Java, Indonesia for **BAT Indonesia**.
- 1987 Agro-industrial Development of Gunung Putri, Indonesia for **De Bank Indover**.
Aquacultural Developments SE Asia for **Cellsystems**, Cambridge, UK.
- 1986 Project identification study on a National Agricultural Centre in **Portugal & Jamaica**.
Pre-feasibility Horticultural Development of Lido Site, W. Java **Indonesia** as Agro-Tourism Project.
Pre-feasibility study on Tapos Horticultural Development in West Java, **Indonesia**.
- 1985 Identification study on Agro-Tourism of Puncak, West Java, **Indonesia** for PT Berca.
- 1984 **Asian Development Bank** Pre-appraisal Loan Mission to Indonesia for Horticulture.
Asian Development Bank Mission to Western Samoa for Agricultural Sector Review.
Regional Development of Coconuts in CARICOM, for **European Development Fund**.
- 1983 Member of **FAO Investment Centre/World Bank** Mission to the Director General Estates, Indonesia, to assist in formulation of fourth five year plan.
UNDP Programme for Sri Lanka to devise Market Information and Intelligence for Coconut Development Board.
Market Development Prospects for coir products in USA and Japan for **FAO**.
- 1982 Identification in Philippines for a coconut food plant for **Alfa Laval & Tetra Pak**.

- Feasibility study on Development of the Philippine Coir Industry for **FAO**.
- Feasibility study on rubberised coir products in **Sri Lanka**. Since implemented.
- 1981 Papers on coconut processing and marketing at a seminar in PNG for **IDU**
Market Prospects Tuna from Fiji funded by **CFTC**.
- 1980 Market Development and Promotion Prospects for Coir and Coir Products **ITC**.
Market Development and Promotion Prospects for Sisal and Sisal Products **ITC**.
- 1979 Increased processing of apples for juice for **Apple & Pear Marketing Board**.
Prospects Fruit & Vegetables from Kenya to Europe, **Kulia** Investments.
Acquisition Study for **Wilkinson Match** on RFD, a UK company.
- 1978 A study for **Irish Fisheries Board** on Prospects for Salmon Farming.
Pre Feasibility Study on Fresh Limes, Juice and Oil in Gambia for **CFTC**.
The Foreign Investment Business Environment in **India** for a private client.
- 1976 to 1978 Consultant while Senior Lecturer at the University of The South Bank, London, UK.
- 1977 Market Development of Non Traditional Jute Products from India for **CFTC**.
'Marketing, Distribution & Handling Citric Acid in W. Europe' for **Pfizer**.
World Market for Cashew nuts and Products from Mozambique **CFTC**.
Markets for Fresh and Processed Fruits and Vegetables in Europe for **World Bank**.
- 1976 Optimal Strategy for Procurement of Soya Beans, Oil and Meal for **Angola**.
Acquisition Study for **Metal Box** on Machinery to Produce Confectionery.
Marketing & Distribution of Sisal Baler & Binder Twine from Tanzania for **CFTC**.
World Market for Soya and Products and Buying Strategy for **ETCO Commodities**.
- 1975 World Market for Cigars and Dark Tobacco for **Cubatobacco**.