

CURRICULUM VITAE

1. **Family name:** ROCHER
2. **First names:** Joseph
3. **Date of birth:** 14/10/49
4. **Nationality:** French
5. **Civil status:** Married
6. **Education:**

Institution[Date from - Date to]	Degree(s) or Diploma(s) obtained:
Higher Business School –St Etienne, 1969 - 1975	MBA Master
European Community, Commission, 1988	Second placed candidate in an European Community Commission Exam: Principal Administrator Degree in the DG VI - Division "Agriculture - International Affairs".

7. **Language skills:** Indicate competence on a scale of 1 to 5

Language	Reading	Speaking	Writing
French	1	1	1
English	1	1	1
Spanish	2	5	5
Italian	2	5	5

8. **Other skills:** Good practice of Power Point, Word, Excel, File Maker
9. **Present position:** Director of RONGEAD (European Network on International Trade, Agriculture and Development) - (Contracting organisations: Europeaid, French Ministries (Foreign Affairs, Environment, Agriculture), European Foundations) FAO, etc. Budget : 400 000 euros
10. **Years within the firm :** 20
11. **Key qualifications:** (Relevant to the project)
 - **Trade Policy :** Sound knowledge of 1/ Trade policy and regulations, mainly: Trade Liberalization and Regional integration and Trade agreements : Impact Analysis. Accession to the WTO and Goods (Tariff negotiation, TBT, SPS, Rules of Origin, other Rules), Trade Policy and Agriculture Policy (Export subsidies, market access and internal support)– , Trade and Investment, Dispute Settlement. Thorough knowledge on Services, TRIPS, , Trade and Competition. 2/ UE Trade related assistance: good and long practice, as senior expert, in programs run within different programs: PCA, EDF, MEDA; good knowledge of TRTA/CB, Integrated Framework (IF); practice under other programs: FAO, UNCTAD. 3/ Trade Development: Good and long practice, mainly in: international market analysis, trade promotion strategy and implementation, business support services and institutions, public-private sector networking.
 - **Evaluation and monitoring:** Sound knowledge and practical experience of EC's PCM (Project Cycle Management) and Logical Framework Methodology and of monitoring and evaluation techniques.
 - **Excellent training and communication skill:** Good and long practice in training key executives of Ministries and of private sector organisations, Polytechnic Institute of Lyon – Institut Supérieur d'Agriculture — France : Professor in charge of the program “ International trade and regulation” – 4th year degree for agronomists – 5th year degree for engineers.
12. **Specific relevant experiences in different regions :**

Asia (China, Viet Nam, Cambodia)	1993, 2000, 2007
Central Asia (Uzbekistan, Kazakhstan, Kyrgyzstan, Tadjikistan)	2004, 2007
Caucasus (Armenia, Azerbaïdjan, Georgia)	2005- 2006
MEDA country (Algeria, Morocco, Tunisia)	1997, 1998, 1999, 2000, 2007, 2008
Bulgaria, Poland, Serbia	1994, 1998, 2006
ACP countries ()	From 1990 up today

13. Professional experience :

Date from - Date to	Location	Company	Position	Description
2008 47m/d	Yemen	IBM / DMI	Team Leader	<p>MID-TERM EVALUATION FOR EU SUPPORT TO YEMEN'S ACCESSION TO THE WTO AND TO THE REGIONAL INTEGRATION (Gulf Cooperation Council) – Budget €7 000 000</p> <p>The Specific objectives of the evaluation mission are to :</p> <ul style="list-style-type: none"> - Provide an overall assessment of the results of the EC's specific Financing Agreement and consider eventual amendments to the FA, including possible redistribution of funds over the various components. - Review the project's impact and relevance on the overall process of WTO Accession - Review the project's impact and relevance in relation to the overall trade policy of the Republic of Yemen - Draw up recommendations - if needed - for re-orientation of the project's activities and objectives during a possible extension phase (if considered relevant), with special attention paid to sustainability of the interventions.
2007	China	DMI	Team Leader	<p>MID-TERM EVALUATION FOR EU-CHINA TRADE PROJECT (EUCTP) – Budget €20 000 000.</p> <p>Evaluation activities aimed to improve the design and the impact of the European Commission's managed external assistance programmes, by strengthening the Commission's ability to draw on lessons learnt from past and ongoing interventions for future planning, programming and project identification.</p> <ul style="list-style-type: none"> - Developing evaluation criteria and methodologies, questionnaires, interviews etc.; - Presenting the findings to EC Delegation and the project stakeholders; - Formulating recommendations to the Delegation, the Chinese government and other beneficiaries on all aspects of the Project management; relevance, efficiency, effectiveness, impact and sustainability;
2007 - 2008	Algeria	RONGEAD UNOP	Team Leader	<p>Technical assistance programme to UNOP (National Union of Pharmaceutical Companies), the pharmaceutical industry of Algeria, on WTO accession and on the development of a regional market, including :</p> <ul style="list-style-type: none"> - A study on impact of WTO accession on the local industry and on possible strategies at the regional level. - A national seminar (with the participation of four Ministers and key operators from Tunisia and Morocco). - Advise: elaboration of a trade policy appropriated to the local industry's needs and compliant with WTO. <p>The European Team of experts comprises M. Paul Tran Van Thinh, former Ambassador of the EU to the WTO, M. Fernand SAUER, the former Director of the European Medicines Agency and a pharmaceutical expert.</p>
2007	Kazakhstan	DMI	Senior Trade Expert	<p>Support to the PCA implementation – phase II</p> <ul style="list-style-type: none"> - Conducting study on WTO accession impact on Kazakh economy(Agriculture) - Delivering seminars to high level official on Trade related issues
2007	Kazakhstan, Kyrgyzstan, Tajikistan	DMI / IBM	Team Leader	<p>Needs Assessment of Trade and Trade Related Assistance for Kazakhstan, Kyrgyzstan, Tajikistan (3 experts to manage):</p> <ul style="list-style-type: none"> - Summarizing and analyzing the main constraints and needs for Kazakhstan, Kyrgyzstan and Tajikistan to benefit from trade. - Outlining a prioritised action plan towards removing the constraints. - Elaborating an analytical trade profile of the three countries - Elaborating a set of recommendations and a set of projects to be funded by the EC.
2006 – 28 m/d	Seychelles	DMI / IDC	Team Leader	<p>Technical Assistance to the Government of Seychelles for strengthening its capacity to negotiate the accession to the WTO (3 experts to manage) :</p> <ul style="list-style-type: none"> - In charge of the evaluation of the potential social, fiscal and economic impact of the accession. - Management of the team of experts in charge of the specific studies on the fisheries and services sectors and presenting a review of the Legislation and a Legislative Action Plan. - Conducting seminars for Governmental officials

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2006 – 28 m/d	Ivory Coast	<i>DMI</i>	<i>Team Leader</i>	<p>Technical Assistance to Ivory Coast for strengthening its capacity to implement and negotiate WTO agreements Training supervision of 30/40 policy-makers. Identification of laws to be drafted in compliance with WTO agreements in the goods and agriculture sectors. Supervision of impact studies of Trade liberalization issues on the different sectors of the economy Supervision of identical tasks in the other sectors (Services, Trips..).</p>
2006 - 47 m/d	Chad	<i>DMI</i>	<i>Team Leader</i>	<p>Coordination of training and advice activities in support of the programme for implementation of WTO agreements and multilateral negotiations (UE support programme to ACP):</p> <ul style="list-style-type: none"> - Training of 5 trainers (University professors and key policy-makers) - Training supervision of 30/40 policy-makers. - Identification of laws to be drafted in compliance with WTO agreements in the goods and agriculture sectors. - Supervision of identical tasks in the other sectors (Services, Trips..). - Supervision of impact studies of Trade liberalization issues on the different sectors of the economy.
2005 – 2006	Serbia	<i>DMI / ATOSorigin</i>	<i>European Short Term expert</i>	<p>European Agency for Reconstruction – Technical Support for the Capacity Building of the Statistical Offices of SCG (Srbija Crna-Gora) (EC Framework contract) . Trainer in Fundamentals of Market Economy : Responsible for the training at head offices' level and for the organisation, coordination and quality control of the training in economics done at SORS (Statistical Office of the Republic of Serbia) Regional Offices</p>
2005 65 m/d	Azerbaijan, Georgia, Armenia	<i>DMI</i>	<i>Economist/Trade policy</i>	<p>TACIS-Strategic studies - Needs assessment for future trade related assistance within the framework of the Neighbouring policy : 1/ analysis of the trade trends, and trade liberalisation impact of the business and trade policy regulation – 2/ formulation of recommendations and of a technical assistance program under the CRS Codification (Trade Policy and Regulation – Trade Promotion) : 150 pages Report including the annexes (Activities to be funded by the EU – Table of other donors etc.)</p>
2004/2005 20 m/d	Sudan	<i>West Midlands Entreprise UK</i>	<i>European Short Term Expert</i>	<p>European Trade Technical Assistance for Sudan WTO Accession, EPA negotiation and the regional agreement implementation (COMESA):</p> <ul style="list-style-type: none"> - Training and Practical guidance to the Sudanese authorities (17 members of the Committee in charge of the negotiation of the accession plus the direct adviser of the President) on compliance requirements related to Agriculture and Goods. Supervise Trade Liberalisation Impact analysis study on the above mentioned sector

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2000 _ to 2005 60m/d per year	Ivory Coast	RONGEAD	Team Leader	<p>Identification, implementation, management and MONITORING of the cashew-nut project (funded by EuropeAid on the period 2004-2008 : 1000 000 euros) Objective : Concrete and practical implementation of trade mainstreaming in PRSPs through exports diversification aimed at reducing poverty and protecting environment in 5 Regions of the North of Ivory Coast. Activities : business support services, trade finance, trade promotion and implementation etc.</p> <p>Phase I : Coordination of the technical support (12 local and international experts) to the development of the cashew-nut chain (exports diversification) aimed at reducing poverty and protecting environment -Main activities : international market analysis, training on quality of production/processing, identifying policy instruments. -Results: production increased from 5,000 tonnes to 20,000 tonnes during the period; price paid to the farmers 25% higher than in the other areas (due to the quality). Cashew nut become the 2nd main source of income in the North of Ivory Coast.</p> <p>- Phase II :</p> <ul style="list-style-type: none"> - Coordination of the public-private sector networking for designing and implementing a national policy in close cooperation with the Minister of Agriculture (and his 2 advisors), the Ministry of Industry, the UE Delegation, local Universities, Research centres and extension service organisations : National seminar organised in July 2003 under the authority of the Prime Minister and the Minister of Agriculture. - Development of cooperation between the European Private sector (CASINO Group) and the local companies for increasing the chain productivity (including Technical and SPS standards complying) and marketing the processed products in Europe
2004 6m/d	Armenia	DMI (PCA)	European Short term expert	<p>Obtaining Official Market Economy Status Recognition for Armenia : review of the report presented by the local experts.</p>
2004 40 m/d	Uzbekistan	DMI (SIPCA 2 Project)	European Short Term Expert	<p>PCA implementation & preparation for the WTO accession negotiations on agricultural and non-agricultural products and market access :</p> <p>Activities with three components :</p> <ul style="list-style-type: none"> - Technical assistance to the policy-makers in order to develop further the strategy for the conduct of the negotiations for WTO accession and also for the implementation of related provisions of the PCA. - Practical guidance to the Uzbek experts on compliance requirements, including assistance in organising meetings at the WTO Secretariat for the Uzbek Negotiating Team, participation in the discussions and writing the technical report of the discussions. <p>-Analysis and presentation to high ranked officials of the impact from trade liberalisation to the Uzbek economy</p> <ul style="list-style-type: none"> - Conduct informational and training activities on preparation of negotiations.
2001	Vietnam	CARLBRO	Expert	<p>MUTRAP I Agriculture Component : Training and advice to the Ministry of Trade on Accession</p>
1998 – 1999 70 m/d	Tunisia	FAO	Team Leader	<p>Management of a high level of training program (including coordination of a team of international researchers and trainers) on the Uruguay Round and new trade opportunities for 15 key executives of the Ministry of Agriculture in charge of investments in the agricultural sector– Content : Trade agreements, food-chains and international markets analysis, diagnostics /agriculture policies formulation, including organization of study tours, for 3 key executives, to the European Commission (DG Trade et DG Agriculture)WTO, FAO.</p>
2000 30 m/d	China	FPH/State Council of China	Economist/Trade policy expert	<ul style="list-style-type: none"> - Training of high policy makers and advisers at the State Council on the impact of the to the WTO accession on the Agriculture. Presentation of the US and the EU Agricultural Policy.
2000 10m/d	Morocco	FAO	Economist/Trade Policy expert	<ul style="list-style-type: none"> - Preparation of a regional seminar and training for representatives of ministries of agriculture of 8 Mashreq countries on Trade and agriculture policies and compliance with the WTO.
2001 8m/d	Geneva	UNCTAD	Economist/Trade Policy Expert	<ul style="list-style-type: none"> - Training and advise for ambassadors and national expert of 12 Middle East and North Africa countries

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1996	Cambodia	GRET	Trade Policy Expert	Regional Seminar : Vietnam, Thailand, Cambodia, Laos : Training of 65 decisions makers from Ministries and Development Agencies and Organisations on GATT – Agriculture Policies and Development
From 1995 till now	Lyon	Polytechnic Institute of Lyon – ISARA	Professor of macro-economics	<u>In charge of the programme “International Trade and Regulation”.</u> - Lectures - Tutoring of students
1984 - To date	France	RONGEAD	Director and International Consultant	- Development Project and Trade Policies Identification and Implementation, mainly in ACP countries (See above experience in the Region) - Elaboration of sector-based trade policies based on micro and macro analysis of the sectors concerned. - Trade related training programs : - Elaboration and delivery of training courses and reports on international economic relations, trade and development for key executives of Ministries and of professional organizations (Europe, Asia, CEEC, Latin America, Africa,). - Editing and publication of pedagogical tools (fr, eng, spa) on Trade, Environment and Development (as Publications Director and author) ex : 2003 : See above – 1998: FOOD SECURITY POLICIES IN DEVELOPPING COUNTRIES AND GLOBALISATION - 85p. THE RICE GAME : Game allowing trainees to understand how changing international trade law can affect the rice economy at local levels (author). 1994: THE GATT IN PRACTICE: Understanding the World Trade Organisation. 1993-1994 : “GATT-Briefing “ series on all the Uruguay Round issues. Numerous articles on GATT (from 1985 to 2004).
1977-1984	France	CRIAD	Director	Development of links between French farmers organisations (Unions, Cooperatives, Rural Bank, Training) and farmers organisations in developing countries : <u>Objective :</u> Develop cooperation projects between organisations. <u>Main result :</u> made a number of French farmers leaders more aware about the necessity of reforming the Common Agricultural Policy and the European Trade Policy.
1975-1976	France	Private cattle dealing company	Marketing Director	<u>Objective :</u> Definition and the implementation of the marketing strategy related to the relationship with the producers (rationalization of the visits) and the definition of an export strategy (mainly to Italy). <u>Main result :</u> Turnover doubled in two years.
1973-1975	Cameroon	College	Professor	Teaching : Development, Economics, African Geography ; Study on the International coffee market Coordination of the UNESCO Club.