

# Osler Desouzart

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## Professional Experience

Member of the **Advisory Board do World Agriculture Forum, St.Louis, USA** since May 2003

Member of the Group of Follow-up of Tendencies in the Poultry Market of UBA, Brazilian Poultry Association.

Team Member of the "The Sustainable Food Laboratory: A Multi-Stakeholder, Multi-Continent Project to Learn How to Mainstream Sustainable Food Supply Chains" since January 2004

Principal of **ODconsulting**, consultants for planning & strategy, meat markets and their future tendencies.

From June 1999 to  
Jan 2004

**Doux-Frangosul S.A., Montenegro, RS, Brazil, third largest poultry producer in Brazil**

Director of the following Divisions:

- Cooked Products Division
- Commercial Division for Brazil's Domestic Market
- Supply to Petfoods and Aquaculture Division

April 30th 1999 –  
Jan 1996

**Rivopharm S.A., Manno, Switzerland**

Director & CEO

Dec 1995–1991

**Sadia Group, Sao Paulo, Brazil**

International Commercial Director

1991–1990

**Amiga S.A. Frozen Foods, Geneva, Switzerland**

Commercial Director

1990-1985

**Perdigao Agroindustrial SA, Sao Paulo, Brazil**

Foreign Trade Director

1985-1980

**Pao de Açucar Trading, Grupo Pao de Açucar, Sao Paulo, Brazil**

Foreign Trade Manager

1980-1976

**W.Perini SA, Curitiba, & Ricardo S.A. Import Export, Sao Paulo, Brazil**

Sales Manager and later International Procurement

1976-1972

**Dinamo Cafe Soluvel SA, Rio, Brazil**

Foreign Trade Assistant

1972-1969 & 1969-  
1967

**Professional formation training. Trainee for Export Promotion in Madrid, Spain, and trainee at a Commission of Trade with Eastern Europe**

**(Coleste) in Rio, Brazil.**

Educational Background	<ul style="list-style-type: none"><li>▪ Degree in Law by the University of the State of Rio de Janeiro, Brazil</li><li>▪ “Titulacion Superior en Marketing y Direccion Comercial”, by the Escuela de Alta Direccion y Administracion, Madrid, Spain.</li><li>▪ Certificate of Proficiency in English, University of Cambridge, UK</li><li>▪ Foreign Trade Management, Administration &amp; Management Institute of the Pontifical University of Rio de Janeiro</li></ul>
Languages	French, English, Spanish, Portuguese fluent. Italian for reading and speaking.
Interests	Family, Computer, Skiing, “Randonnés”, Military History, Reading, Foreign cultures, Teaching, Gastronomy.
Personal Data	French and Brazilian nationalities, married with Fatima Jacote Desouzart, of Brazilian nationality. Born in Brazil May 16 <sup>th</sup> 1947.
Positions Held during the career	<ul style="list-style-type: none"><li>▪ Director of Associação Gaúcha de Avicultura (Rio Grande do Sul Poultry Association)</li><li>▪ Vice-President of ABEF (Brazilian Poultry Exporters Association)</li><li>▪ Vice-President of the ANAB (Brazilian Poultry Industry Association)</li><li>▪ Vice-President of ABIPECS (Brazilian Pork Meat Exporters Association)</li><li>▪ Director of the Chamber of Commerce Brazil-Cuba</li><li>▪ Member of the Food Industry Negotiating Team during the Mercosur negotiations</li><li>▪ Member of the Negotiating Team of the Poultry Industry in trade conflicts with USA, EEC and Japan.</li></ul>

Conferences & Missions

<b>2008</b>	<b>Australian Poultry Congress</b>	To be confirmed
<b>July 24<sup>th</sup> to 28<sup>th</sup> 2006</b>	<b>Training of executives – Client protected by confidentiality agreement 20 discussion groups 2 days training to develop capacity to think and to interact</b>	Mexico
<b>May 31<sup>st</sup> to June 1<sup>st</sup> 2006</b>	<b>Sustainable Food Laboratory - The Venture Committee Meeting</b>	New York City, USA

May 6 <sup>th</sup> 2006	European Poultry and Game Association - Annual Conference "Who is going to be Who in the Future World Poultry Market"	Prague, Czech Republic
April 24 <sup>th</sup> to 25 <sup>th</sup> 2006	World Agricultural Forum – Advisory Board Meeting	Washington, DC, USA
April 12 <sup>th</sup> 2006	Clana - Latin America Congress of Animal Nutrition Presentation sponsored by Elanco	Campinas, SP, Brazil
April 5 <sup>th</sup> 2006	"Brazilian Meats in the World Markets – Present and Future Perspectives" Nutron Meeting	Campinas, SP
March 28 <sup>th</sup> to 30 <sup>th</sup> 2006	Business Thinking Course	Monterey, Mexico
March 23 <sup>rd</sup> 2006	"The Value of Uniformity as Quality Attribute in Pork Meat Market"	Florianópolis, SC, Brazil
March 16 <sup>th</sup> 2006	"Pork Meat Global Market" Cooperativa Passos	Passos, MG, Brazil
March 9 <sup>th</sup> 2006	Uniquímica Annual Sales Convention "Meat Markets in The World – 2006 & 2007 Scenarios"	Embu, SP, Brazil
Feb 20 <sup>th</sup> to 22 <sup>nd</sup> 2006	Elanco National Team Yearly Gathering	Ixtapa, Mexico

Jan 25 <sup>th</sup> 2006	Elanco Poultry Symposium "Create Value through Your Brand"	Atlanta, USA
Dec 10 <sup>th</sup> 2005	Avibrasil-Avioeste Poultry Industry – Last 30 years and Next 30 years	Maravilha, SC, Brazil
Dec 8 <sup>th</sup> 2005	El Sistema de Calidad Total – TQC ("Total Quality Management") –	Queretaro, Mexico
Dec 1 <sup>st</sup> 2005	La Carne en el Mundo (Meats in the World) –	Culiacan, Mexico
Dec 29 <sup>th</sup> to 20 <sup>th</sup> 2005	Complex accounts – How to address them and the needs of the complex client – Training immersion to sale executives	Monterrey, Mexico
Nov 28 <sup>th</sup> 2005	El mercado internacional de carne de aves (The Internacional Poultry Market) –	Chiapas, Mexico
Nov 25 <sup>th</sup> 2005	"Meat Markets – A Perspective from the Americas" I National Poultry Congress & XVII Poultry Symposium	Figueira da Foz, Portugal
Nov 8 <sup>th</sup> to 9 <sup>th</sup> 2005	Sustainable Food Laboratory - The Mid-Course Review	EARTH University in Costa Rica
Oct 26 <sup>th</sup> to 28 <sup>th</sup> 2005	6th Technical Symposium of Hatching, Parenstocks and Nutrition – ACAV Sta.Catarina State Poultry Association Conference on "How to guarantee the continued growth of the poultry business in Brazil and in the World"	Balneário Camboriú, SC, Brazil

<b>Oct 13th 2005</b>	<b>Poultry Production in Brazil – Expectations and Challenges</b> <b>Poultry Management Conference of the European Poultry Club</b>	Rio de Janeiro, Brazil
<b>Oct 4th to 7th 2005</b>	<b>Symposium Elanco</b> <b>New Roads for the Brazilian Pork Industry</b>	Fortaleza, CE, Brazil
<b>Aug 17<sup>th</sup> to 19<sup>th</sup> 2005</b>	<b>Ave Expo Américas 2005 - I Fórum Internacional de Avicultura – President</b> <b>“Poultry – The Coming 30 Years”</b>	Foz do Iguaçu (PR), Brazil
<b>July 15th 2005</b>	<b>Meat Markets 2005 &amp; Tendencies for 2006-2008</b> <b>Strategical Planning Session for company whose name is protected by Secrecy Agreement</b>	São Paulo, SP, Brazil
<b>June 23rd 2005</b>	<b>Elanco – Eli Lilly –</b> <b>“The World Pork Market”</b>	Pergamino, Provincia de Buenos Aires, Argentina
<b>June 21st 2005</b>	<b>Conference: “World Poultry in 2005”</b> <b>For Thai and Philippine Clients of Hybro B.V., visiting Brazil</b>	Foz do Iguaçu (PR), Brazil
<b>June 15th to 17th 2005</b>	<b>Northeast Livestock Regional Seminar – PECNORDESTE -</b> <b>I - Plenary Conference</b> <b>“The International Market for Livestock”</b>  <b>II – Data, Q&amp;A session with 60 Northeast entrepreneurs</b> <b>“Is Aquaculture an option for the Brazilian Northeast?”</b>	Fortaleza, CE, Brazil
<b>May 22<sup>st</sup> to 24<sup>th</sup> 2005</b>	<b>Alltech Seminar – Meats 2005 – Speaker on May 23rd 2005 – “The Full Circle Strategy</b>	Kentucky - USA
<b>May 19<sup>th</sup> to 20<sup>th</sup> 2005</b>	<b>Novus Seminar – Meat Day</b>	St.Louis, USA
<b>May 16<sup>th</sup> to 18<sup>th</sup> 2005</b>	<b>WAF - The Basis of the World Economy: The Agri-Food System?</b>	Chase Park Plaza Hotel – St.Louis, Missouri, USA
<b>May 11<sup>th</sup> 2005</b>	<b>Conference on the “Consumption of Animal Protein – 2010/2015/2030 scenarios”</b>	Universidade Federal de Lavras, em Minas Gerais
<b>April 4<sup>th</sup> to 7<sup>th</sup> 2005</b>	<b>Sustainable Food Laboratory - The Design Studio</b>	Salzburg, Austria
<b>Mar 15<sup>th</sup> to 17<sup>th</sup> 2005</b>	<b>APA (Associação Paulista de Avicultura – São Paulo Poultry Association) Congress – “Let’s Talk about Selling Eggs”</b>	Campinas (SP)
<b>Feb 25<sup>th</sup> 2005</b>	<b>DSM Produtos Nutricionais Brasil Ltda</b> <b>- Palestra: “Evolucao do Mercado Avicola Mundial. 2004 a 2005”</b>	Recife (PE)
<b>Feb 25th, 2005</b>	<b>– Palestra: “Evolução do Mercado Avícola Mundial 2004 a 2005”. Northeast poultry producers. Sponsored by DSM Produtos Nutricionais Brasil Ltda. (Antiga Roche Vitaminas)</b>	Recife, PE

Feb 24 <sup>th</sup> 2005	Palestra "Situação do agronegócio-carnes brasileiro no contexto da globalização", das 16h50 às 17h30 – Sponsored by Nutron	Campinas (SP)
Feb 10 <sup>th</sup> 2005	Conference: Casos Exitosos en América Latina en Autosuficiencia Alimentaria y Exportación – La Industria Avícola Brasileña – Sponsored by "The Solae Company"	Monterrey, Mexico
Jan 25 <sup>th</sup> 2005	Atlanta Poultry Show - Tendências da Década em Avicultura – Discussão com clientes dominicanos da Alltech	Atlanta, GA, USA
Nov 12 <sup>th</sup> 2004	Avicultura – Desafios para a Próxima Década	São Paulo – I Fórum Elanco de Proteína Animal – Da Commodity ao Valor Agregado
Oct 21 <sup>st</sup> 2004	"How to adapt to the new demand trends with the aim of increasing the pork meat consumption in Brazil"	PORK EXPO Latin America 2004 Foz do Iguaçu, PR, Brazil
Sept 10 <sup>th</sup> to Oct 1 <sup>st</sup>	Novus Conference Tour	Philippines, Indonesia, Thailand & USA
September 9 <sup>th</sup> 2004	6 Seminario AMEVEA de Actualización Avícola "Comércio Internacional de Carne Aviar"	Colon, Entre Rios, Argentina Elanco - Eli Lilly Interamérica
Aug 29 <sup>th</sup> to Sep 3 <sup>rd</sup> 2004	The Sustainable Food Laboratory – Learning Journey Brazil	Mission

When	What	Where/To Whom
August 4 <sup>th</sup> & 5 <sup>th</sup> 2004	Future Market Tendencies – food security and quality assurance	Seminário BASF Cascavel (PR) e Campinas (SP), Brazil
July 5 <sup>nd</sup> 2004	La Industria Avícola en la ALCA -	Buenos Aires, Argentina Novus
July 2 <sup>nd</sup> 2004	La Industria Avícola en la ALCA	Santiago, Chile Novus
Oct 21 <sup>st</sup> 2004	"How to adapt to the new demand trends with the aim o increasing the pork meat consumption in Brazil"	PORK EXPO Latin America 2004 Foz do Iguaçu, PR, Brazil
June 1-3 2004	Foundation Workshop of the Sustainable Food Laboratory	Bergen, the Netherlands Mission
May 28 <sup>th</sup> 2004	The Brazilian Poultry Industry	World Poultry Conference, 27-28 May 2004, London
May 19 <sup>th</sup> 2004	Poultry Market – 20 years ago and 20 years from now	Novus International Internal Seminar St.Louis, MO, USA
May 18 <sup>th</sup> 2004	Roundtable: Development of Future Global Markets	World Agriculture Forum Regional Congress 2004 Future of the Agri-Food System: Perspectives from the Americas St.Louis, MO, USA

May 5 <sup>th</sup> 2004	How International Negotiations shall affect the poultry business in Latin America – The FTAA poultry picture	Apinco 2002 Conference on Poultry Science & Technology Facta – Santos (SP), Brazil
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<b>May 2003</b>	<b>a. Debate on obstacles to free trade of agricultural products b. Participant at discussions on scenarios for production and consumption of food to the year 2030 c. Member of the panel on “Food Aid”</b>	World Agriculture Forum St.Louis, MO, USA
<b>Feb 2003</b>	<b>The Brazilian Poultry Industry – Forces &amp; Threatens</b>	Aveworld Meeting, Campinas, SP, Brazil
<b>Jan 2003</b>	<b>“The Brazilian Poultry Industry – How did they do it ?” -</b>	Alltech Seminar World Poultry Show Atlanta, USA
<b>Jun 2002</b>	<b>“A Globalisation, Commercial Barriers and the World Trade on Agriproducts – What to expect and how to get prepared”</b>	Apinco 2002 Conference on Poultry Science & Technology Facta – Unicamp – Campinas (SP), Brazil
<b>Apr 2002</b>	<b>“Perspectives for the International and National Market of Broiler Meat”</b>	Chapecó (SC), Brazil
<b>Nov 2001</b>	<b>– “The Internation Market for Meats”</b>	III Technical Seminar on Pork Meat ASTAP 2001 Patos de Minas (MG), Brazil
<b>Oct 2001</b>	<b>Corporate Strategies in the Conquest of New Markets with Approach on Quality</b>	Faculty of Agronomics and Veterinary Medicine – Uinversity of Passo Fundo (RS) , Brazil
<b>May 2002</b>	<b>Conferência Apinco 2001 – “Brazilian Poultry Industry – Planning at Short and Medium Terms” Avicultura Brasileira: Planejamento a Curto e Médio Prazo”</b>	Apinco 2001 Conference on Poultry Science & Technology Facta – Unicamp – Campinas (SP), Brazil
<b>April 2001</b>	<b>– “Expansion of the Brazilian Pork Industry and Trade Perspectives both in the International and National Markets”</b>	IX National Seminario on Pork Industry Development Embrapa – Gramado (RS), Brazil
<b>November 2000</b>	<b>Future Perspective of Animal Proteins in the Main World Market</b>	Impextraco – Belgium
<b>August 2000</b>	<b>– “The Quo Vadis of Pork Meat Consumption in Brazil ”</b>	IV International Seminar on Pork Business – Markets & Technology - Agroceres – Rio de Janeiro (RJ), Brazil
<b>Maio 2000</b>	<b>– “Global Perspective of Pork Business”</b>	Seminar on the Perspectives of Pork Sector in the state of Rio Grande do Sul Porto Alegre, RS, Brazil
<b>May 1999</b>	<b>“Globalisation – Does it include your business?”</b>	VII Seminar on Pasture, Grazing & Supplements Rural Syndicate of D.Pedrito, Brazil 800 Brazilian, Uruguayan and Argentinean cattle breeders
<b>May 1999</b>	<b>“Total Quality Management and the Japanese Crisis”</b>	Conference and interactive session with the audience. Open to students and entrepreneurs of Brazil, Argentina and Uruguay Federal University of Rio Grande do Sul, Faculty of Animal Science
<b>May 1999</b>	<b>Animal Protein in Brazil and the World at the turn of the Century</b>	Rural Syndicate of Campo Grande, State of Mato Grosso do Sul + Embrapa, Campo Grande, Brazil

<b>May 1999</b>	<b>"Globalisation – Is Brazil ready?"</b>	Embrapa and SEBRAE Campo Grande, MS, Brazil
<b>May 1999</b>	<b>The Centre West of Brazil and the Production of Animal Protein. Perspectives and Opportunities</b>	Interactive session and brainstorm with Embrapa technicians of MS, MT, GO and DF.
<b>May 1999</b>	<b>What is needed to become a poultry exporter? (P.S. Don't do it!!!)</b>	Conference to APA
<b>Jan 1999</b>	<b>"What is Total Quality Management and how useful is it in a transient economical environment?"</b>	Conference and Debate sponsored by Ukrainian entrepreneurs. Kiev, Ukraine
<b>July 1998</b>	<b>"Globalisation. Is Brazil ready?"</b>	XXXV Annual Meeting of the Brazilian Society of Animal Science Botucatu, SP, Brazil
<b>May 1998</b>	<b>The European Market for Pork Meat</b>	Brazilian Pork Breeding Show Sponsored by RBS (Brazilian TV Network) Chapeco, SC, Brazil
<b>May 1997</b>	<b>The Evolution and World Tendencies in Meat Consumption</b>	International Seminar on Food Processing, Sao Paulo, Brazil
<b>April 1997</b>	<b>The World Market of Poultry Meat and How can EEC compete</b>	Conference sponsored by Kuhne & Heitz for Belgian, English, Dutch and German poultry producers
<b>Jan 1997</b>	<b>World Poultry Situation in 1997</b>	Protein Technology International 4 <sup>th</sup> Annual Executive Conference, Atlanta Poultry Show Atlanta, GA, USA
<b>Oct 1996</b>	<b>Consumption of Meats in an Non-Inflationary Economical Environment</b>	Conference on Poultry Science and Technology Sao Paulo, Brazil
<b>Jan 1996</b>	<b>Development of Strategies for Differentiation in Food Products</b>	Protein Technology International 3 <sup>rd</sup> Annual Executive Conference, Atlanta Poultry Show Atlanta, GA, USA
	<b>The Brazilian Poultry Industry and its Perspectives</b>	World Poultry Congress Nagoya, Japan
<b>1995</b>	<b>Economic Blocs, European Integration and The World Market of Meats</b>	South American Congress of Pork Breeders Gramado, RS, Brazil
<b>1994</b>	<b>Foreign Trade: a Factor of Survival and Development</b>	Sao Paulo, Brazil
<b>1994</b>	<b>"Quo Vadis" of the Poultry Industry in the Year 2000. The enhancement of poultry consumption and the perspectives of the world meat market</b>	Apinco Seminar on Poultry Science and Technology Sao Paulo, Brazil
<b>1993</b>	<b>Brazil and the Foreign Market. Why should we export?</b>	I Cycle of Studies on Politics and Strategy Association of Post-Graduates of the War Superior School SC, Brazil
<b>1992</b>	<b>The International Dimension of Agricultural Development – International Trade of Meat Products</b>	IPEA – Institute of Research on Applied Economics Brasilia, DF, Brazil
	<b>The Importance of Exports in the Development of a Domestic Market. The Brazilian Case in Broiler Meat.</b>	Latin American Poultry Congress Buenos Aires, Argentina
	<b>Present Characteristics of the International Market of Poultry Meats</b>	Latin American Poultry Congress Quito, Ecuador