

## Curriculum vitae

**Family name:** VAN BOECKEL

**First names:** Lex (Alexis Carel Pieter)

**Nationality:** Dutch

**Civil Status:** Living together

**Education:**



Institution	Date from dd/mm/yyyy	Date to dd/mm/yyyy	Degree(s) or Diploma(s) obtained
Social Geography, University of Amsterdam, the Netherlands.	01-09-1976	15-10-1977	
BA in Commercial Economics - HEAO, H.E.S. van Zwijndregt, The Hague, the Netherlands	10-09-1980	01-07-1983	Diploma
Japanese, Nagoya University, Japan	01-09-1984	10-08-1985	
Japanese proficiency (level 3), Dusseldorf, Germany	15-10-1990	16-10-1990	Certificate
Boertien & Partners, Face to face selling skills, Amersfoort, the Netherlands	05-04-1991	07-04-1991	Certificate
NCH, Doing business with Africa, The Hague, the Netherlands	12-09-1993	15-09-1993	
Capacity building in Developing countries, COS, Groningen, the Netherlands	04-05-1994	07-05-1994	Certificate
Monitoring & Evaluation, PCM Group, Brussels, Belgium	10-10-2010	13-10-2010	Certificate

**Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
Dutch	1	1	1
English	1	1	1
French	1	1	1
German	1	2	3
Japanese	5	2	5
Spanish	5		

### Membership of professional bodies:

- **Own Association** created in 2015 providing assistance to improve the livelihood in remote villages in East Nepal (Khotang, Panchthar, Sankhuwashaba districts) – see <https://saano-kosheli.fr/en>
- MRS – Market Research Society - based in London (UK)
- VadeMarketum 2.0 / Etudes marketing – based in France
- Social media - LinkedIn, Viadeo (French network), Pinterest
- Nedworc – Dutch network site for development cooperation
- Bidnetwork – Organisation linking companies/banks in the North with companies in the South

### Other skills:

- Computer skills (Word, Excel, PowerPoint, MS Project)
- Custom qualitative research tools (ITC, Comext, SPSS)
- Graphic design (Photoshop, Illustrator, In-Design)
- Website development
- Technical skills

### Present position:

**Source** – Own market research agency – [www.searce.eu](http://www.searce.eu)

- **Market studies for SMEs in developing countries.** Analysing national and international markets (Desk and Field research), trends, consumer segments, main players, market opportunities and niches, market access requirements, trade channels, price structure and promotion strategies by main players and competitors.
- **Strategic guidance** giving company/sector assessments, SWOT analysis, consumer and country selection, positioning, product/collection development, packaging, price setting, selection distribution and promotion strategy.

- **Value chain analysis** from small holder farmers to consumers, role of chain actors, risk analysis, upgrading of local processing, shortening the chain, cooperative development and horizontal coordination with related stakeholders.
- **Feasibility studies** improving the competitiveness of a group of SMEs or sector and encouraging more sustainability in buying policies by importers, retailers in export markets.
- **Coaching/Training companies** in doing their own market research and product development. How to participate in trade shows, creating their business plan and approaching (sustainable) buyers in export markets. Training trade associations and government officials.
- **Sustainable sourcing projects (PPP)**, assess project feasibility, project description, planning, selecting partners, set up project team, coordination, organise meetings, training stakeholders, troubleshooting and project evaluation.

### Years within the firm: 25 years

#### Key qualifications:

- **Some keywords on personality:** diplomatic, empathic, pragmatic, enterprising person, individual and team player, thinker, analyst, idealist, problem solver, result oriented, punctual.
- **Lived in Japan (3 years) and Kenya.** Extensive travelling in the developing countries (Asia, Africa, Middle East), deep understanding of differences in (business) cultures between East and West.
- **Motivation:** Committed to working in an international development context. As time passes, this becomes an even greater issue. Identify closely with the aims and objectives of the organisations in developing cooperation and consequently am motivated to produce work of a high standard and on a neutral and sustainable basis.

#### Specific country experience:

Country	Date from - Date to
France	2004 to present
Nepal	2013 to present
Madagascar	2018 to present
Mozambique	2023 to present
Palestine	2015-2016
Mali/Burkina Faso/Benin	2010-2013
Moldova	2012
Colombia	2013
Kenya	1990 – 1991 and 2021
Japan	1984 - 1987

#### General Professional Experience:

#### MARKET STUDIES

##### Agricultural products:

- **Sea buckthorn oil from Nepal (2024)** – Market study identifying the main applications for Sea buckthorn vegetable oil, juice, powder in the cosmetic, food ingredient and dietary supplement segments in Europe and identifying niches. Review EU market access requirements, trade channels and prices for sea buckthorn vegetable oil and other products. Provide recommendations for market entry strategy in France and Germany including contacts of importers. Market study is part of the iDPP programme in West Nepal (Humla district) and is prepared for HBTL (Himalyan Bio Trade Ltd.) and GIZ.
- **Edible nuts and oils seeds from Mozambique (2023)** to identify the export opportunities of (organic) cashew nuts, macadamia nuts, almonds, pecan nuts, peanuts and sesame seeds to Europe, including health characteristics, market size, trends, market segments (consumer and industrial), main players, trade channels, sustainable sourcing, market access requirements, certifications, logistics, packaging, opportunities & challenges, improving competitiveness, encourage local processing by exporting companies/cooperatives in Mozambique and identifying buyers. Market study is prepared for DAI. *Markets:* Germany, France, Spain, Italy, Netherlands, Belgium, Greece, Poland and the UK.
- **Fresh fruit and vegetables from Kenya (2021)** to identify the export opportunities of (organic) Avocados, Garlic, Herbs, Limes, Mangoes, Pineapples, Sweet Potato and Broccoli to Europe, including market trends, market segments, sustainable sourcing, traceability, logistics (cold chain), packaging, presentation, promotion, SWOT analysis, improving competitiveness and sustainability of exporting companies in Kenya and EU importers. Market study is prepared in collaboration with MMA (Match Makers Associates in Tanzania) for the Netherlands Embassy in Nairobi. *Markets:* Europe.
- **Manioc Powder from Madagascar (2021)** – Market study identifying the main applications in Europe in the consumer, industrial, animal feed segments and identifying niches. Review market access requirements and provide recommendations for market access, trade channels and price strategy.
- **Dried Pulses and Peanuts (2020)** – In-depth market study with recommendations for access strategy to reinforce the dried pulse sector in Madagascar in a sustainable manner by improving the quality and commercial cultivation in arid lands and value addition by processing of pulses for the food ingredient markets. Study prepared for the World Bank. *Markets:* Asia, Middle East, Europe, USA with the identification of industrial demand (bakery products, confectionery, pasta, cosmetic products). Assessment of market potential (incl. sales forecasts), analysis of final uses and industrial users, local processing, value chain improvement, sales channels, prices/margins and market access requirements.

- **Medicinal and Aromatic Plants (MAPS) and Essential oils** (2017/2018) – Extensive market study and preparation of Market access strategy for the government, trade associations and for Nepalese exporting companies to develop the MAPs sector in Nepal in a sustainable manner by commercial cultivation of MAPs and improved and environmentally sound distillation techniques. Study prepared for GIZ.  
*Markets:* Pakistan, Bangladesh, Japan and Poland with the identification of industrial demand (herbal/traditional medicines, cosmetic, food and aromatherapy), future potential based on trade statistics and retail sales forecasts, value chain improvement, local processing/distillation, prices/margins, market access requirements, consumer trends, main players and possible distribution channels.
- **Ginger and ginger products** (2017) – Extensive market diversification study and preparation of Market access strategy to make the ginger sector in Nepal export-ready. Study prepared for GIZ.  
*Markets:* UAE, Japan, Bangladesh and India with the identification of industrial demand for semi-processed ginger for use in food, drink, natural cosmetics and herbal/traditional medicines. Assess potential based on trade statistics and retail sales forecasts, local processing, market access requirements, distribution channels and logistical challenges.
- **Medicinal and Aromatic Plants (MAPS) and Essential oils** (2015/2016) – Extensive market study and preparation of Market access strategy to develop this sector in Nepal in a sustainable manner. *Markets:* USA, France, Germany, China and India with the identification of industrial demand. Study prepared for GIZ.
- **Fresh mangoes** - market study in 2014 to identify the export opportunities to Europe, including market segments (consuming industries, sea- or airfreight), post-harvesting issues, traceability, main mango varieties, logistics (cold chain), packaging, presentation, promotion, improving the competitiveness and business practice of exporting companies in Senegal, Mali and Burkina Faso. Market study is prepared for CBI and made in English and French. *Markets:* Europe.
- **Fresh pineapples** - (2014) similar market study as above for the pineapple sector in Ghana and Benin. Study was carried out in a similar way as for fresh mangoes with the same deliverables.
- **Dried mangoes** - (2014) similar market study as above for the dried mango sector in Burkina Faso, Mali and Ghana. Study was carried out in a similar way as for fresh mangoes with the same deliverables.
- **Vegetable oils, Mushrooms, dried nuts and fruits** - (2014) series of 8 factsheets for the development of Fruit & Vegetable exports of Kyrgyzstan to the German market. Study prepared for IPD.
- **Dried fruit and edible nuts** (2002). *Markets:* Europe (total) and the 7 main European countries (UK, Germany, France, Italy, Spain, Netherlands, Belgium). Study prepared for CBI.
- **Spice and herbs** - (2001) in Europe and 7 European countries. Study prepared for CBI.
- **Hides and skins** - (1998) in Europe and 5 European countries. Study prepared for CBI.
- **Confectionery** - (1998 - 1998) European market report. Study prepared for Morinaga Foods Japan.
- **Dairy products** - (1997) in Europe for the Consumer Goods Europe-series (Mintel).
- **Tea** - (1996) in Europe and 5 European countries. Study prepared for CBI.

#### **Consumer products:**

- **Footwear** (2017/2018) – Extensive market study and preparation of Market access strategy to develop the footwear sector in Nepal in a sustainable way and creating more employment for women. Study prepared for GIZ.  
*Markets:* USA, Germany, Japan, UAE, South Africa, India, Malaysia, Vietnam, Thailand and Bhutan with the identification of consumer trends for sneakers, vegan shoes, indoor felt shoes and slip-ons amongst others.  
Future potential is based on trade statistics and retail sales forecasts, consumer trends, seasonal fashion forecasts, value chain improvement, local footwear components production, outsourced manufacturing for Asian markets, prices/margins, market access requirements and logistical challenges.
- **Jewellery** (2013/2014) – Compiling a market study to improve the competitiveness of the silver jewellery sector in Nepal in the global market. *Markets:* Germany, France, USA, Canada, Japan and Hong Kong with the identification of market niches, future potential, opportunities, market structure (manufacturing, imports), prices/margins, access requirements, consumer preferences, trends, distribution channels and main players. Study prepared for GIZ.
- **Apparel** (2009 - 2012) different market studies for Knitted clothing, Woven clothing, Sports clothing, Baby clothing, Leather clothing, Bodywear and Fashion accessories. *Markets:* Europe (total) and 23 European countries in separate reports. Study prepared for CBI.
- **Shapewear** (2012-2013) - Detailed study of the German market including recommendations for exporting companies from Colombia. Study prepared for PROCOLOMBIA.
- **Home decoration & Home textiles** (2011 and 2012). *Markets:* Europe and 12 EU countries. Study prepared for CBI.
- **Sustainable designed home decoration, textiles, fashion accessories, clothing** (2012, 2015) in Europe. Market studies identifying opportunities in ethical and sustainable fashion for (hand-made) products. In both studies three consumer segments were identified. Study prepared for CBI.
- **Stationery and Office supplies** (2010 and 2011) for Paper based products, Writing/drawing instruments, Storage & filing products, Carrying products and Desk accessories. Study prepared for CBI. *Markets:* 22 European countries.
- **Jewellery** (2002 - 2011) for precious and costume jewellery (including hair accessories). Study prepared for CBI. *Markets:* Europe (total) and 25 European countries. Reports were updated yearly.
- **Footwear** (2008 - 2010) including sports footwear/sneakers. Study prepared for CBI. *Markets:* Europe (total) and 23 European countries. Reports were updated yearly.
- **Luggage & Leather Goods** (1999 - 2010) including Luggage, Handbags and Wallets & Purses. Study prepared for CBI. *Markets:* Europe (total) and 21 European countries. Reports were updated regularly.
- **Domestic Furniture** (2001 - 2009) including Living and dining room furniture, Bedroom furniture, Kitchen furniture, (Non-) Upholstered seating, Home Office furniture (SOHO), Cupboards, bookcases, wall units and Furniture parts. Study prepared for CBI. *Markets:* Europe and 24 countries.
- **Low cost housing** - study for pre-fab houses of recycled material in Addis Ababa. Study prepared for Ethio-Global.

### Specific Professional Experience:

Date from - Date to	Location	Company	Position	Description
1996 – present	Searce, the Netherlands/ France	<a href="#">DAI</a> <a href="#">GIZ</a> <a href="#">HBTL</a> <a href="#">World Bank</a> <a href="#">ITC</a> <a href="#">CBI</a>	Founder/ Director	Market research agency  All market studies are carried out on a lump sum basis or under EU Framework agreement.
2022	France	World Bank	Technical Coach	<b>Coaching companies in Madagascar</b> and helping them to submit a complete final dossier in the fields of Cactus, Onions, Animal Feed, Cassava Flour and Seaweed. The main areas of coaching are : - <b>Research and analysis</b> of the Malagasy markets, La Reunion and International markets. - <b>Accompanying operators</b> to improve their project their project by asking critical questions and giving advice (project sustainability, value chain, market positioning, pricing, sales channels etc.). - <b>Ensure the credibility of the project</b> for the evaluators as well as to ensure the profitability of the project.
2021	Madagascar /France	Miarakap IP - Investisseurs & Partenaires	Researcher/ Advisor	<b>Conducting a feasibility study</b> to finance an investment project by an NGO (Valala farm) in Madagascar for an insect farm making products from crickets (flour, oil and natural fertiliser). Products are primarily intended to fight poverty in South Madagascar. Another part is commercialised in the Indian Ocean Islands, Middle East and in Europe.
2020 - 2021	France	World Bank	Technical Advisor	<b>Evaluation of projects</b> for collaboration between companies/SMEs and Cooperatives in Madagascar for processing pulses, vanilla, essential oils, honey, rice and dairy products. Main areas of analysis were: - <b>Market development and feasibility</b> to sell in domestic and export markets (Europe, Middle East, Asia). - <b>Socio-economic impact</b> for each sector. - <b>Environmental impacts</b> and dealing with climate change for small holders.
2019 (ongoing)	France	Annapurna Aroma	Matchmaking	<b>Sales Agent for essential oils</b> from Nepal to French Distillers, Flavour & Fragrance companies, Perfumers, Aromatherapist in France and other EU countries. <b>Matchmaking</b> between Community Forest User Groups in Nepal and European companies to create sustainable sourcing value chain for essential oils. <b>PPP project planning</b> and providing technical assistance to the Nepalese Association (NEHHPA).
2019	France	Fair & Sustainable	Value Chain analysis	<b>Contribution to VCA for the restauration of Antanambao forest in North Madagascar</b> – Analysis of the MAPs value chain specifically for Mandravasaotra essential oil.
2018 - 2019	Nepal/France	GIZ	Organiser	<b>Organising a buying mission</b> to a trade show organised by NEHHPA in Kathmandu for distillers and processors from France, Canada and India. Developing promotional material about 18 species of MAPs and 15 Essential oils from Nepal in collaboration with the Nepalese Embassy in France.
2018	Nepal/France	GIZ	Organiser, and Trainer for study tour	<b>Organising, guiding and training Nepalese officials</b> from the Ministry of Forest and Environment to understand MAPs cultivation in France and Italy to promote engagement of the private sector in Nepal in cultivation processing and improve the quality and collaboration of Nepalese companies.
2016 - (ongoing)	Nepal/France	HELPAAC TMI	Project Leader,	<b>Sustainable sourcing project (PPP) for essential oils in Nepal</b> to train 60 farmers and

Date from - Date to	Location	Company	Position	Description
		HBTL KANYADEVI CFUG/Cooperative 2 local NGOs	Monitoring & Evaluation	collectors in Eastern Nepal (Ilam, Panchthar districts) on sustainable harvesting of raw wintergreen plants, to invest in 2 distillation units close to harvesting sites, train local processors and to produce organic certified oils that are purchased by Helpac (distiller in France) through a guaranteed purchase order of wintergreen oil each year.
2015 - 2016	Palestine/France	ITC BWF	Project leader, Research, coaching	<b>Palestinian artisan women business development</b> to export to Europe and the Gulf States. Products include hand-made embroidered clothing, fashion accessories, ceramics, soap and stained glass.
2014 - 2015	Nepal/Germany	GIZ	Organising trade fair participation and M&E	<b>Organising, guiding and training Nepalese jewellery companies</b> to improve the marketing capacity of companies making handmade jewellery from Nepal more pronounced to buyers. Two workshops and company visits were held.
2013	France/Benin	Karethic	Feasibility study	<b>Geographical Indication (GI) for shea butter.</b> Conducting a feasibility study for the Fairtrade producer <a href="#">Karethic</a> (supported by <a href="#">FAO</a> and <a href="#">REDD</a> ).
2013	France/ Developing countries	CTC	Feasibility study	<b>Sustainable leather production</b> - feasibility study covering three phases of the leather production and final products - leather goods, fashion accessories and industrial use (upholstery).
2012	Moldova/France	CBI APIUS	Feasibility study	<b>Study to enhance the sourcing of raw textiles of apparel producing companies</b> as a result of reduced duties by using diagonal cumulation.
2010 - 2011	Mali/Burkina Faso/France	MOBIOM	Feasibility/ Market study	<b>Export market/feasibility study</b> for the MOBIOM cooperative of organic agricultural products (mangoes, sesame seeds, shea almonds & butter, fonio, hibiscus) and textiles.
1991 - 1995	Amstelveen, the Netherlands	HAKUHODO	Account Director/ Researcher	<b>Marketing consultancy and Client services</b> at Japanese Advertising Agency TBWA/Hakuhodo <a href="http://www.tbwahakuhodo.co.jp">http://www.tbwahakuhodo.co.jp</a> - Reviews of the food retail developments in Europe. - Strategic planning and implementation for marketing programme for instant noodles (Nissin Foods). - Organizing product introduction campaigns. <i>Clients:</i> Canon Europe N.V. and Hoya Lens.
1990 - 1991	Meru, Kenya	FAO	Economic consultant and researcher	<b>Agricultural development project</b> , located in Meru, Kenya and commissioned by FAO <a href="http://www.fao.org">http://www.fao.org</a> - Economic feasibility study on export-oriented Agro-processing products (tea, spices, cashew nuts) and identification of ethical development projects. - Set up a market research process, identify potential market in the Netherlands, France and Germany. - Consultancy in research, identifying and selection of distributors.
1987 - 1989	Weesp, the Netherlands	DENSO EUROPE	Sales manager at the Aftermarket Sales Dept.	<b>Sales/Marketing of automotive parts</b> <a href="http://www.denso-europe.com">http://www.denso-europe.com</a> - Identify and select of distributors for aftermarket in Belgium, France, Italy and Spain. - Build and implement marketing plans, visiting distributors and dealers. - Implement a marketing and promotion strategy.
1985 - 1987	Nagoya, Japan	NIPPONDENSO Co, Ltd (Toyota Group)	Staff at the Overseas sales Department	<b>Sales of automotive OEM parts</b> <a href="http://www.globaldenso.com/en">http://www.globaldenso.com/en</a> - Implemented an export marketing strategy for Electronics as OE equipment to Volvo, Saab, Jaguar and Austin Rover Group. - Coordinator between European branches and Japanese headquarters. - Organizing visits of customers or trade delegations.

## Other Qualifications:

### **INSTRUCTION MANUALS**

- **Exporting to the EU** (2006) - Compiling an Export manual for SMEs from developing countries to become more familiar with Europe as a potential export market, EU trade policies, lifestyle trends and business practices.
- **Doing market research** (2003 and 2008) - Compiling an Export manual for SMEs to become more familiar with free or low cost (online) market research. This manual consists of three parts (1) *Your research assistant* (2) *Your research practice* and (3) *An e-tool* using a case with an imaginary furniture exporter to Europe.

### **OTHER ASSIGNMENTS**

- **Conference participation in Colombia**, organised by PROCOLOMBIA for 80 – 100 Colombian apparel companies who aim to export to Europe. Made presentation on the European apparel market and on the Shapewear market in Germany. Presentations were held in Bogota, Medellin, Cali and Pereira. **Period:** September – October 2013.
- **Explorative study in Benin** about the local consumption of locally made cheese by the Peul farmers in the North of Benin – supported by SNV (Benin). **Period:** April – July 2010.
- **Trade Mission to Japan**, organised by the Dutch magazine Misset Food Publishers for 30 Dutch companies who aim to export to Japan. Assistance in organisation, store visits, translations and made a presentation on the Japanese Food distribution. **Period:** August – October 1995.
- **Trainings** on 'Business culture in Japan' and 'Living in Japan' done for KIT in Amsterdam, the Netherlands. January – February 1990.

### **REFERENCES**

- Roshan Shrestha, Deputy Chief Technical Advisor GIZ Nepal, tel. +977-1-5555289/5552617, [roshan.shrestha@giz.de](mailto:roshan.shrestha@giz.de)
- Lalaina Randrianarison, Consultante en agriculture, EA1F2 – World Bank, [lrndrianarison@worldbank.org](mailto:lrndrianarison@worldbank.org)
- Eric RAKOTO-ANDRIANTSILAVO, Chief Coordinator Project PIC, [eric.ra@pic.mg](mailto:eric.ra@pic.mg)