

# CURRICULUM VITAE

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Date of birth October 3rd, 1970  
Sex Male  
Nationality Dutch

## Education and qualifications

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1995 MSc Economics, Erasmus University of Rotterdam  
Major subjects:

- International Economic Relations
- Development Studies

1993 BA Spanish Language and Literature, University of Utrecht

1990 BSc Economics, University of Rotterdam

## Key qualifications

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Areas of expertise:

- Trade promotion programmes (including feasibility studies, evaluations); market research & analysis; strategic marketing & planning advice; sector analysis; business planning; trade mediation.

Sectors:

- Cut flowers, plants, young plant material, fruit & vegetables

## Language skills

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	Reading	Speaking	Writing
Dutch	5	5	5
English	5	5	5
German	5	3	2
Spanish	4	3	2

(1 to 5 for competence, 5 for best)

## Professional experience

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2002- to date **Managing Partner, ProVerde - Trade Strategies**  
*Based in The Netherlands, ProVerde is an internationally oriented consultancy firm providing trade facilitation services and specialised in cut flowers & plants, young plant material, fruits & vegetables, and biodiversity products.*

Activities (selection):

- Flower training programme in Ethiopia: seminar and on-farm trainings.  
*Client: CBI (Centre for the Promotion of Imports from developing countries, Netherlands Minister of Foreign Affairs)*
- Business Plan Floricultural Research and Development Fund  
*Client: Kenya Flower Council (KFC)*
- Feasibility Study of the Floricultural Sector in Rwanda  
*Client: Rwanda Ministry of Agriculture - Rwanda Horticultural Task Force*
- Horticulture Development Strategy in Ethiopia  
*Client: Royal Netherlands Embassy in Ethiopia, International Agricultural Centre (IAC)*
- Export Promotion Programme for tropical flowers and foliage in Colombia  
*Client: United Nations Conference on Trade and Development (UNCTAD), BioTrade Facilitation Programme (BTFP)*

- Export Development Programme for cut flower growers in Kenya: workshops and technical assistance, focusing on Corporate Social Responsibility  
*Client: CBI*
- Export Development Programme for flower growers in Uganda and Zambia: trainings, workshops and road show.  
*Client: CBI*
- Market survey "The Netherlands market for Indonesian floricultural products".  
*Client: National Agency for Export Development (NAFED), Indonesia*
- Export Development Programme for flower export cluster in Egypt: marketing seminar, road show, clustered farm visits.  
*Client: CBI*
- Feasibility studies and evaluations of various CBI Export Development Programmes: Fresh Fruit & Vegetables; Timber & timber products; Plants and Young Plant Material, etc.  
*Client: CBI*
- Quick Market Scans for Cactus and Bromeliads (in vitro) from Bolivia.  
*Client: Fundación Bolivia Exporta, Programa Nacional de Biocomercio Sostenible (PNBS)*
- Export Development Programme for flower growers in South Africa: workshops and technical assistance, focusing on entrepreneurial skills.  
*Client: CBI*
- Company Assessment of a China-based floricultural company  
*Client: Guotai Junan Capital Limited, sponsor in relation to the listing of a Chinese floricultural company on the Hong Kong stock exchange.*
- Assessment of Financial Management System of Palestinian NGOs  
*Clients: ICCO, Novib (Oxfam), Christian Aid, DanChurchAid, EED*
- Market surveys and marketing guidelines (see list of publications).  
*Client: CBI*
- Report "How to Export to The Netherlands".  
*Client: Trade Promotion Bureau of the Brazilian Embassy in The Netherlands*
- Individual company assistance and trade facilitation services.  
*Clients: horticultural companies from Chile, Colombia, Indonesia, Thailand, Australia.*

① For more activities please visit <http://www.proverde.nl/activities.htm>

1999-2002

#### **Marketing Analyst, International Flower Auction Aalsmeer (The Netherlands)**

*The Aalsmeer Flower Auction (VBA) is the centre for international production and trade in floricultural products. In Aalsmeer, 18 million cut flowers and 2 million pot plants are auctioned daily, supplied by 7,000 growers in the Netherlands and other countries. Each day, on average 50 thousand transactions are concluded with exporters and wholesalers who export the flowers and plants worldwide. The auction achieves an annual turnover of about US\$ 1.5 billion.*

Department: Strategic Market Analysis (key staff)

Activities: Market analysis, marketing plan, market intelligence, competitive analysis, feasibility studies, company assessments.

Projects (selection):

- Strategic business planning processes: marketing plan, long-term strategic plan;
- Competitive analysis of the European floricultural sector;
- Analysis of floricultural growers and wholesalers;
- Risk management for Dutch cut flower and plants producers;
- Analysis of assortment at the Dutch flower auctions;
- Evaluation of marketing concept of Cultra (Aalsmeer wholesale market);
- Study on the UK floricultural market;
- Marketing high quality roses in the Swiss floricultural wholesale markets.

1996-1999

#### **Consultant Trade Promotion, ProFound - Advisers In Development**

*ProFound provides support to organisations and companies dealing with sustainable development and trade promotion, mainly in natural products. ProFound has built up expertise in the field of business development and trade promotion at all levels of the economic process, from analysing the economic setting to the marketing of products.*

Specialisation: Trade promotion, horticultural products

Activities: Market research, feasibility studies, trade promotion, project evaluation, analysis of trade regulations and standards.

- Market surveys and marketing guides.

*Clients*: CBI, ProTrade, Coleacp.

- Interim support to development organisations to report on a large number of development projects, mostly co-financed by the EU and the Dutch Ministry for Development Co-operation.

*Client*: Oxfam Novib, ICCO

1994

**Thesis - "Promotion of non-traditional export products: the case of floricultural products in Costa Rica"**

at the Maestría en Política Económica, Universidad Nacional, Costa Rica

Activities: interviews with Costa Rican growers and wholesalers, CENPRO (Costa Rican Export Promotion Organisation).

## Specific country experience

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Date: 2005-ongoing

Country: **Ethiopia**

Description: Development of a sector-wide and export-oriented development strategy for the Ethiopian horticulture sector:

- 01/2006: Stakeholders meeting.
- 12/2005: Fact-finding mission.

CBI Flower Training Programme:

- 11/2007: CBI seminar and on-farm training

Date: 2006-ongoing

Country: **Uganda**

Description: As part of CBI's ongoing Export Development Programme for cut flowers in Uganda, a group of Ugandan farms received assistance and several workshops:

- 07/2006: One-week seminar and road show in The Netherlands.
- 05/2007: Seminars & farm trainings: "From Product to Market orientation".
- 08/2007: Training: "Internal and External Customer Orientation".
- 11/2007: Training: "Building partnerships in the European flower market"

Date: 2005-ongoing

Country: **Kenya**

Description: As part of CBI's ongoing Export Development Programme for cut flowers in Kenya, a group of Kenyan floricultural companies received assistance and several workshops:

- 02/2005: Two workshops on marketing and corporate social responsibility.
- 07/2005: Two-week mission: three days of workshops and fourteen individual farm visits.
- 11/2005: Workshop on marketing and Social Corporate Responsibility.
- 05/2006: Two workshops on finalising the export marketing plans.
- 07/2006: Two seminars and three clustered farm visits.
- 11/2006: Market tour, seminars, and matchmaking event.

As part of the Kenyan-Dutch Partnership Programme for Market Access for Horticultural Produce (WSSD), the Kenya Flower council proposed the project:

- 10/2007: Business Plan Floricultural Research and Development Fund

Date: 2005-ongoing

Country: **Egypt**

Description: As part of CBI's ongoing Export Development Programme for cut flowers in Egypt, a group of Egyptian floricultural companies cooperating in an export cluster (Egyptflor) received assistance and several workshops:

- 11/2005: Marketing seminar and road show in The Netherlands.
- 12/2006: Strategic marketing seminar and clustered farm visits in Egypt.
- 02/2007: Seminar and clustered farm visits on Corporate Social Responsibility.

Date: 2006

- Country: **Rwanda**  
 Description: In order to exploit potential in the horticulture industry in Rwanda, the Rwandan government established the Rwanda Horticulture Task Force (RHTF) to formulate strategies for increased production and promotion of horticultural products with export potential, coordinate and champion the necessary actions and investments in the sector and eventually pave the way for the creation of a Horticulture Authority. RHTF has asked ProVerde to carry out a more extensive study into the feasibility of the floricultural sector.
- Date: 2005-ongoing  
 Country: **Colombia**  
 Description: As part of UNCTAD's BTFP export promotion programme for tropical flowers and foliage, two identification missions have been carried out to assess the current situation of the sector, giving recommendations for further programme activities and to select companies suitable for further participation in the programme.
- Date: 2004  
 Country: **South Africa**  
 Description: As part of CBI's Export Development Programme for cut flowers, a group of South African floricultural companies received technical assistance and several workshops:
  - 02/2004: Workshops on entrepreneurial skills for flower exporters.
  - 06/2004: Technical assistance mission.
- Date: 11/2003-03/2004  
 Country: **Chile**  
 Description: Introduction into the European market (Netherlands auctions), promotion and direct sales of a number of products for a Chilean grower / exporter of cut flowers.
- Date: 06/2003-07/2003 and 11/2003-12/2003  
 Country: **Palestinian Territories**  
 Description: During two missions to Israel and the Palestinian Territories and in authorisation of ICCO, Christian Aid, DanChurchAid, EED and NOVIB, Milco Rikken reviewed the financial management systems of five Palestinian NGOs.
- Date: 01/2003 - 01/2003  
 Country: **China**  
 Description: In authorisation of Guotai Junan Capital and Securities Ltd (a large investment bank from Hong Kong), a company assessment has been carried out on a China-based floricultural production and wholesale company that applied for listing of its shares on the Growth Enterprise Market (GEM) of the Hong Kong Stock Exchange.
- Date: 04/2000  
 Country: **United Kingdom**  
 Description: Marketing research project (visits to wholesale markets and retail shops) into the possibilities or improving the role of the Aalsmeer Flower Auction in the UK market. Visits to wholesale markets and retail shops were carried out.
- Date: 12/1999  
 Country: **Switzerland**  
 Description: As part of joint auction/wholesalers project on marketing high quality roses for the Swiss floricultural wholesale markets, a research project was carried out in Switzerland.
- Date: 03/1994 - 10/1994  
 Country: **Costa Rica**  
 Description: Thesis - "Promotion of Non-Traditional Export Products: the Case of Floricultural Products in Costa Rica" at the Maestría en Política Económica, Universidad Nacional, Costa Rica

## Publications

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- National Agency for Export Development (NAFED), Indonesia  
 - Market survey "The Netherlands market for Indonesian floricultural products" (2005)

Fundación Bolivia Exporta:

- "Quick Market Scan Cactus" (2005)
- "Quick Market Scan Bromeliads (in vitro)" (2005)

Trade Promotion Bureau of the Brazilian Embassy in The Netherlands

- "How To Export to The Netherlands" (2002)

Coleacp, CBI & ProTrade:

- "Exporting Cut Flowers and Foliage to the European Union" (1996)

European Fair Trade Association (EFTA):

- "Manual on the European Quality Standards for toys" (1998)

CBI:

- "Market Survey Cut Flowers and Foliage" (2005, 2006, 2007)
- "Market Survey Plants and Young Plant Material" (2005, 2006, 2007)
- "Market Brief Summer Flowers" (2005, 2007)
- "Market Brief Tropical Flowers" (2006, 2007)
- "Marketing Guide Cut Flowers and Foliage" (2003)
- "Marketing Guide Fresh Fruit and Vegetables" (2003)
- "Fresh Fruit and Vegetables" (1997, 1999)
- "Pot Plants and Young Plant Material" (1997, 1999)
- "Marketing Guide Pot Plants and Young Plant Material" (2003)
- "Exporting Fresh Fruit and Vegetable" (1997, 1999)