



**Asia-Pacific  
Economic Cooperation**

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## **Speaker Biographies**

Submitted by: New Zealand



**Trade Policy Dialogue to Advance Understanding  
on Non-Tariff Measures in the Food Sector  
Nha Trang, Viet Nam  
24 February 2017**

## Bios for speakers (in order of speaking)



**John Ballingal, Deputy Chief Executive,  
New Zealand Institute of Economic Research**

John Ballingal has been NZIER's Deputy Chief Executive since 2008. He started his career at NZIER in 2001 and worked for the New Zealand Ministry of Foreign Affairs and Trade from 2005 to 2008. His key areas of work include advising clients on regulatory and policy issues related to trade, regional economic integration, electricity, agriculture, water allocation, infrastructure, tourism and transport. He also helps around 30 central and local government agencies to improve the quality of their policy advice.



**Jared Greenville, Senior Agricultural Policy Analyst, OECD**

Jared Greenville has a PhD in Agricultural and Natural Resource Economic from the University of Sydney, Australia, and has worked and published on issues of trade and agricultural and natural resource policy. At the OECD, Jared manages work related to food security and risk (focusing on Southeast Asia), agro-food trade policy, global value chains in agriculture along with monitoring and evaluating agricultural policy developments in Indonesia, Australia and India. Prior to joining the OECD, Jared worked for the Australian Productivity Commission developing medium to long term microeconomic policy advice on a diverse range of issues ranging from Australia's involvement in bilateral and regional trade agreements, domestic drought support policy to issues related infrastructure policy and the challenges posed by an ageing population.



**Sarah Horn, Research Team Co-Lead,  
University of Southern California Marshall School of Business**

Sarah Horn was Team Co-Lead in the ABAC commissioned USC Marshall School study, *Non-Tariff Barriers in Agriculture and Food Trade in APEC: Business Perspectives on Impacts and Solutions*. Sarah holds a bachelor's degree from George Washington University. Sarah brings five years of consulting experience in the international development field with Deloitte Consulting, supporting clients on trade facilitation, anticorruption, and democracy and governance in Afghanistan, Pakistan, and the Philippines. After receiving her MBA, Sarah will continue her career at Deloitte Consulting.



**Maria Cecilia 'Cez' Rocha Dela Paz,  
Philippine Chamber of Food Manufacturers Inc.**

Cez Dela Paz is the Director and Chairman of the Micro Small Medium Enterprises (MSME) Committee at the Philippine Chamber of Food Manufacturers Inc. (PCFMI). The Philippine Chamber of Food Manufacturers' MSME Committee's mission is to mentor MSMEs, promote inclusive business among our members & advocate simple, science-based regulations so that the MSMEs can soar above their tough business environment. Cez is a licensed chemical engineer and, with a

Master's in Business Administration, has various involvement in undertakings that create value in others: families, women, children, professionals & entrepreneurs.

**Melissa A. San Miguel, Senior Director of Global Strategies,  
Grocery Manufacturers Association (GMA)**

Founded in 1908 and based in Washington, D.C., GMA is the voice of more than 300 leading food, beverage, and consumer product manufacturers who make the products millions in the United States and around the world rely on and enjoy every day. Prior to joining GMA, Melissa served as a U.S. Foreign Service Officer, most recently assigned as Special Assistant to the Under Secretary for Economic Growth, Energy, and the Environment. She was also previously assigned to the Bureau of Economic and Business Affairs and U.S. embassies in Brazil, Jamaica, and Honduras. Melissa holds a bachelor's degree in politics from Princeton University and a master's degree in public policy from the University of California, Los Angeles.



**Scott Kompo-Harms, General Manager, Trade & Economics  
National Farmers Federation (Australia)**

Scott Kompo-Harms joined the NFF in 2016 as the General Manager, Trade and Economics, where he is charged with driving the Trade and Competitiveness policy agendas. His career started at the Department of Employment as a macroeconomist. He then went to the Australian Parliamentary Library as a senior researcher, covering issues such as macroeconomic policy and productivity. Scott also has a strong background in advocacy from his time at the Australian Chamber of Commerce and Industry, where he was the lead author on the pre-Budget submission and key submissions around taxation, infrastructure financing and competition policy. He also ran the Chamber's business survey program. Immediately prior to joining the NFF, Scott was a macroeconomic forecaster at Deloitte Access Economics.



**Tran Viet Cuong, Deputy Director of SPS Office,  
Ministry of Agriculture and Rural Development (MARD)**

Tran Viet Cuong graduated from Hanoi Law University, Viet Nam with a Bachelor Degree of Law in 1997 and achieved postgraduate degree of MA in Public Policy and Management in 2006 in the Institute of Social Studies, The Hague, Netherlands. Viet Cuong started to work for MARD in 1999 as a Law Lecturer in the College of Management in Agriculture and Rural Development, a training institution under the Ministry. In 2007, he moved to Viet Nam SPS Office and works there until now. Since then, he has been involved in market access negotiation within WTO and regional FTAs, particular in the SPS area. In 2011, he enriched his experience in the area when being chosen as government intern working in the WTO Secretariat in ITTC and SPS Committee. At present, Viet Cuong is SPS lead negotiator in several on-going FTA negotiations including Viet Nam-EU, Viet Nam-EFTA, Viet Nam-Israel and others.



**Siti Noorbaiyah Abdul Malek,  
Executive Director, ASEAN Food and Beverage Alliance**

Dr Siti Noorbaiyah Binti Abdul Malek commenced work at Food Industry Asia (FIA) in October 2014 and is Head of Science and Regulatory Affairs. Starting October 2016, she is fully seconded to, and oversees the work of, the ASEAN Food & Beverage Alliance (AFBA) as its Executive Director. Siti holds a Doctor of Philosophy degree in Food Science from Rutgers University, New Jersey; Master's in Food Science degree from the Michigan State University; and BSc from the University of Minnesota, St. Paul.



**Jiang YiFan, Regional Regulatory Affairs Manager, Food Industry Asia (FIA)**

Jiang YiFan joined the FIA team in January 2016 following a stint of three and a half years with a global regulatory consulting firm EAS Strategies where she was a Regulatory Affairs Advisor. YiFan has valuable regulatory experience that has helped clients entering Asian markets, particularly Mainland China, Hong Kong, Taiwan, and ASEAN. She was previously Regulatory Affairs Advisor of the International Alliance of Dietary / Food Supplement Associations (IADSA), where she played a key role in pushing for harmonisation of standards, both regionally and globally. She also represented IADSA in discussions with the Codex Alimentarius Commission by providing global industry data and advocating for industry's positions. A Chinese national, YiFan holds a degree in Applied Science majoring in Food Science and Technology from the National University of Singapore.



**Tanya Barden, Director, Economics and Sustainability,  
The Australian Food and Grocery Council**

The Australian Food and Grocery Council is Australia's peak industry body representing food, beverage and grocery manufacturers. Tanya's work includes international market access and non-tariff barriers to international trade, as well as a range of issues relating to the competitiveness and environmental sustainability of the food and grocery industry. Prior to joining the AFGC, Tanya has held senior positions in industry policy and regulation both within government and the private sector. Tanya holds Bachelor of Economics/ Bachelor of Arts degrees and is a Graduate of the Australian Institute of Company Directors.

**Kent Shigetomi, Office of WTO and Multilateral Affairs,  
United States Trade Representative (USTR)**

Kent Shigetomi is the Director for Multilateral Non-Tariff Barriers at USTR. He works on issues related to technical barriers to trade (TBT), rules of origin, and development. He coordinates U.S. engagement in the WTO Committee on Rules of Origin and the WTO Committee on Trade and Development. Kent also serves as the U.S. lead to the APEC Subcommittee on Standards and Conformance. Prior to joining USTR, Kent served as a Foreign Service Officer with the U.S. Department of State.



**Marie Sherylyn Deleña Aquia,  
Chair, APEC Committee on Trade and Investment**

Lyn Aquia is the head of the APEC Desk and Supervising Trade-Industry Development Specialist at the Multilateral Relations Division, Bureau of International Trade Relations, Department of Trade and Industry (DTI) of the Philippines. Prior to this, she served as desk officer for the WTO, in charge of the Philippines' trade policy review, trade remedies, investment and competition policy issues. She has assisted during the negotiations of the ASEAN-Japan Comprehensive Economic Partnership (AJCEP). While serving at the APEC desk, she was seconded to the National Competitiveness Council (NCC) as the special assistant of the NCC Co-Chairperson for the Private Sector. Lyn obtained her BA at the University of the Philippines in Diliman, Philippines and took graduate studies at the Ateneo de Manila University. Lyn is the current Chairperson of the APEC Committee on Trade and Investment for 2016-2017.



**Carlos Kuriyama, Senior Analyst, APEC Policy Support Unit**

Carlos Kuriyama holds a Master of International Affairs from the School of International and Public Affairs at Columbia University, USA and a Bachelor's Degree in Economics from Universidad del Pacifico, Peru. Carlos was formerly an official of Peru's Ministry of Foreign Trade and Tourism where he served as Lead Negotiator of the Peru-China FTA negotiations, General Coordinator of the Peru-Singapore FTA negotiations and Advisor to the Deputy Minister of Foreign Trade. He also led the design of Peru's trade negotiations agenda and implemented Peru's trade strategy with APEC economies. As an Associate

Researcher and Lecturer in Economics at Universidad del Pacifico, Mr Kuriyama wrote extensively and participated in several research projects on trade, investment and integration issues for several domestic and international institutions.



**Stephanie Honey, ABAC New Zealand policy staff**

Stephanie Honey is a staffer to the New Zealand members of the APEC Business Advisory Council, an Associate Director of the New Zealand International Business Forum and, as Principal of Honey Consulting, an international trade policy and strategy consultant. Stephanie works with government and private-sector clients on trade policy and strategy issues and has a particular interest in Asia-Pacific regional integration, South-East Asia, China, Europe, Australia, Latin America and the WTO and global trade issues. She also offers trade policy training to government and private clients. Stephanie has extensive trade, diplomatic and government experience. Her roles have included serving as New Zealand's Agriculture

Negotiator in the World Trade Organisation's Doha Round for many years and dealing with key aspects of the international and domestic trade agenda for the New Zealand Ministry of Foreign Affairs and Trade.