

BASTIAAN G. N. BIJL

International Trade Consultant:
Market Information Service Development, Market Analysis, Training, Project
Formulation and Design

Associate of iD Consultancy
Affiliated to Compusense Training Service Provider

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Nationality: Netherlands

EDUCATION:

UTRECHT UNIVERSITY, The Netherlands.

- M.A. Human Geography of Developing Countries
- 1st year in Economics

- Relevant coursework includes:
Economic Geography, Multinational Corporate Strategy, International Finance, Small Business Development Policy, International Development Theory.

- MA Thesis based on 6 month Research in Johor, Malaysia:
'Industrial Deepening in Johor, Malaysia: The Integrative potential of Small and Medium- sized Industries'

ERASMUS UNIVERSITY OF ROTTERDAM, The Netherlands. Major in Economics.

PROFESSIONAL EXPERIENCE:

TRADE CONSULTANT – Market Information, Market Analysis and Training, New Delhi Based (Nov.2005 – present)

Consultancy for Centre for the Promotion of Imports from Developing Countries (CBI)

India

- Assessment of Market Information Services of Confederation of Indian Industries (CII) and National Association of Software and Services Companies (NASSCOM) - April 2007.

- Responsible for design of the market information system building component of the CBI project currently underway with a new branch of CII – Technology Exports Development Organization. Training of staff and building of the system is currently underway.

- Am responsible for implementation of the TEDO market and management information system including design, web

development, training of staff and coordination of activities through 2009.

Sri Lanka

- Prepared Action Plan and MI intervention Plan for the upgrading of market information services including the building of new web portals with the Ceylon Chamber of Commerce (CCC) and the Export Development Board (EDB).
- Am responsible for implementation of the market and management information system including design, web development, training of staff and coordination of activities through 2009.

Egypt

- Assessment of Market Information Systems in the making by the Egyptian Export Promotion Centre (EEPC) and the German Agency for International Development (GTZ) with the Chamber of Food Industries (CFI) with recommendations for a CBI Market Information Module Programme in Egypt over 2008 and 2009.

Rwanda

- Coordinating Expert of the CBI BSOD programme in Rwanda
- Assessment of Market Information Services of Business Support Organisations in Rwanda.
- Prepared Action Plan and MI intervention Plan for the establishment of market information services with the Rwanda Development Board and the Private Sector Foundation .
- Am responsible for implementation of the market and management information system including design, web development, training of staff and coordination of activities through to 2011.

East African Community

- Guided and coordinated the entire process of web development, content input, content quality control and stakeholder coordination to bring the Regional Information System for Exporters (RISE) at eacexport.com from pre-launch to launching in August 2007. Three launching events and the entire marketing campaign was also under my coordination.
- Manager Market Information component CBI's East Africa BSOD starting November 2007.
- Conducted assessments and made recommendations to formulate the CBI 2008-2009 East Africa Programme
- Guiding the regional team to manage the system sustainably and writing a post-launch manual for other countries to follow.

Consultancy for SNV Development Cooperation Organisation

Bhutan

- Advised SNV on designing a programme to support the Agricultural Marketing Service of the Ministry of Agriculture to help the division to become a proactive leader in marketing of Bhutanese produce heading the transformation from product to a market lead approach. Will be supporting the implementation of a mobile phone based MIS which serve both as a information collection and dissemination tool and as a extension service implementation and monitoring tool.

Lao People's Democratic Republic

- Conducted a 9-day training on marketing of bamboo products with officers responsible for supporting small rural producer groups in provinces with extensive bamboo acreage with little development of bamboo products.

Consultancy for World Food Programme (WFP)

Bhutan

- Conducted a study of the Food Corporation of Bhutan with a view to strengthen the company's operations and formulate a phase out strategy for WFP. FCB manages Bhutan's emergency food reserves and is a major distributor of food products across the country. The Corporation has been a WFP's partner for maintaining food reserves and supplying food to all Bhutanese schools.

Consultancy for International Trade Centre UNCTAD/WTO (ITC)

- Delivering training activities and managing training related projects for the International Trade Centre's (ITC) Market Analysis Section with a focus on Asia - Laos, Pakistan, Bangladesh, Sri Lanka.
- Contributed to five studies advising the further development of the most promising new export sectors in Nepal - Large Cardamom, Chyangra Cashmere, Tea, Floriculture, Lentils. Worked closely with the international product experts hired for the task. (5 reports available on request) - 2007
- Contributed to studies on five of Pakistan's export sectors conducted by a consulting firm and industry experts. The study assessed export performance and potential as well as the implications of WTO agreements on these sectors. (5 reports available on request) - 2006
- Conducted a study on scenarios for Pakistan's NAMA negotiations for a public-private roundtable (for ITC). Report published February 2007. - 2006

- Team leader for an Export Potential Assessment/Export Feasibility Study to identify new export sectors for Nepal. Copies of EPA available on request. - 2006/07

MARKET ANALYST, Market Analysis Section, International Trade Centre, Geneva. (May 1999 – October 2005)

Implemented and coordinated training activities in strategic market analysis. Most of these activities were custom designed for projects I managed. I was one of the lead developers of the Product Map market intelligence tool and, in addition, I was in charge of the team that services the large number of requests from enterprises and institutions in developing countries.

- Implemented training activities in 25 countries including: Bangladesh, Kenya, Ghana, the Gambia, Germany (INWENT), Greece, Lesotho, Malawi, Malaysia, Mongolia, the Netherlands (CBI), Namibia, Nepal, Pakistan, Sri Lanka, Switzerland (ITC), South Africa, Uruguay, Tajikistan, Tanzania, Trinidad and Tobago, Uzbekistan, Zambia, Zimbabwe;
- Developed a marketing strategy counselling service for small businesses called Business Clinics. Tested and successfully implemented this service in South Africa, Tanzania, Turkey and Pakistan.
- Key contributor in the team that built and manages the Product Map – a web portal that provides market intelligence and business information for 72 industry sectors, currently visited 15,000 times per month (since 2001);
- Managed the Market Analysis Section's Inquiry Reply Service and interface with clients, 2000 -3,000 requests per year for trade related information and advice. Interface with clients entails customer servicing for two subscription based web portals that together have over 30,000 visits per month;
- Led a seco (Swiss Secretariat for Economic Affairs) financed project in Tanzania and in South Africa aimed at building capacity across the countries to effectively analyze markets to promote international business development. For each country, the project required a needs analysis and custom designed activities (February – November 2004);
- Was actively involved in the development of a strategy for the leather export sector in Tanzania (February - May 2004);
- Developed and ran a training of trainers in strategic market analysis in Uruguay (August 2004);
- Ran training activities for a USAID project in Ghana, Namibia and Nepal and managed follow-up required (2004);

September, 2009

- Prepared project proposals and coordinated terms of reference for implementation with other ITC divisions;
- Managed the Market Analysis Section's contributing activities to the JITAP (Joint International Technical Assistance Programme for African countries);
- Conducted market analysis and research on various product sectors.

**INTERN/JUNIOR ASSOCIATE, Business Advisory Section,
International Trade Centre, Geneva. (October 1998 – April 1999)**

- Conceived, developed, field- tested and marketed a computer application, the "Export Fitness Checker" that assesses export-readiness of small businesses in developing countries;
- Established partnerships with country-level organizations for adapting the tool as a business counselling aid;
- Contributed to national projects for benchmarking automobile component manufacturers;
- Provided input to the Export Management Development Section with the production of tools for diagnosing business management performance.

PUBLICATIONS:

'Industrial Deepening in Johor, Malaysia: The Integrative potential of Small and Medium Industries' (Policy evaluation for the Johor State Economic Planning Unit and the Ministry of International Trade and Industry) in CERES Industrial Research Report, Utrecht, Netherlands, 1998. GRUNSVEN, L.J. (ed.), BIJL, B.G.N.

'WTO NAMA Negotiations: Challenges and opportunities for Pakistan, Tariff Cut Scenarios.' Published by International Trade Centre under European Commission Trade Related Technical Assistance Programme for Pakistan. 2007. BIJL, B.G.N.

'Export Potential Assessment in Nepal' Published by International Trade Centre for European Commission Asia Trust Fund Project for Nepal .2007. FREUDENBERG, M., PAULMIER, T., BIJL, B.G.N.

'The Automotive Component Sector In Pakistan' Published by International Trade Centre under European Commission Trade Related Technical Assistance Programme for Pakistan. August 2007. SCHOLER, M; OUDE ELFERINK, J; BIJL, B.; HAQUE, I; BUTT, M.

'The Furniture Sector In Pakistan - Export Performance, Potential and Implications of the WTO Agreements' Published by International Trade Centre under European Commission Trade Related Technical Assistance Programme for Pakistan. August 2007. SCHOLER, M; TISSARI, J; BIJL, B.; HAQUE, I; BUTT, M.

'The Footwear Sector In Pakistan- Export Performance, Potential and Implications of the WTO Agreements' Published by International Trade Centre under European Commission Trade Related Technical Assistance Programme for Pakistan. August 2007. SCHOLER, M; ZAKARIA, W; BIJL, B.; HAQUE, I; BUTT, M.

'The Pharmaceuticals Sector In Pakistan - Export Performance, Potential and Implications of the WTO Agreements' Published by International Trade Centre under European Commission Trade Related Technical Assistance Programme for Pakistan. August 2007. SCHOLER, M; ROOFTHOFT, W ; BIJL, B.; HAQUE, I; BUTT, M.

'The Sports Goods Sector In Pakistan - Export Performance, Potential and Implications of the WTO Agreements' Published by International Trade Centre under European Commission Trade Related Technical Assistance Programme for Pakistan. . August 2007. SCHOLER, M; MUHAMAD, F; BIJL, B.; HAQUE, I; BUTT, M.

'Sector Study on Chyangra Cashmere – Advisory Services on Export Development of Priority Sectors of Nepal' Published by International Trade Centre under European Commission Asia Trust Fund . October 2007. Lousmijn van den Akker, Murari Prasad Gautam, Bastiaan Bijl.

'Sector Study on Floriculture – Advisory Services on Export Development of Priority Sectors of Nepal' Published by International Trade Centre under European Commission Asia Trust Fund . October 2007. Chumi Yanai, Murari Prasad Gautam, Bastiaan Bijl.

'Sector Study on Large Cardamom – Advisory Services on Export Development of Priority Sectors of Nepal' Published by International Trade Centre under European Commission Asia Trust Fund . October 2007. C.K. George, Ramesh Munankami, Bastiaan Bijl.

'Sector Study on Lentils – Advisory Services on Export Development of Priority Sectors of Nepal' Published by International Trade Centre under European Commission Asia Trust Fund . October 2007. Frederic Devé, Ramesh Munankami, Bastiaan Bijl.

'Sector Study on Tea – Advisory Services on Export Development of Priority Sectors of Nepal' Published by International Trade Centre under European Commission Asia Trust Fund . October 2007. Mahinda Warakhaule, Ramesh Munankami, Bastiaan Bijl.

OTHER EXPERIENCES AND SKILLS:

- Fluent in: English, Dutch
- Good working knowledge of: French, Chewa
- Learning: Hindi, Swahili
- Lived 18 years in Malawi, travelled extensively in Africa, Asia and the Middle East, have visited over 50 countries
- Conducted research on Small Business Development Policy for the Malaysian Government 1996/97
- Ran tour operations in Malawi in summers of 1994/95
- Hobbies: skiing, hiking, squash, DIY, reading, traveling