

Juan Estéban Orduz

Juan Esteban Orduz is the Chairperson of the World Coffee Producers Forum (WCPF) and the President of Colombian Coffee Federation, Inc., the subsidiary in North America of the National Federation of Coffee Growers of Colombia (FNC). In 2003, Mr. Orduz joined the FNC, a non-profit association that represents more than 540,000 Colombian coffee growing families both domestically and internationally in trade, promotion, economic development policy and government relations matters, after ending a year as fellow at the Weatherhead Center for International Affairs at Harvard University (2002-2003).

Besides leading all FNC's commercial, cooperation, marketing and advocacy areas in the region, Mr. Orduz's is responsible for many global initiatives, such as Colombia's participation in the International Coffee Organization, Colombia's 100 - 100 Sustainability Program and the World Coffee Producers Forum.

Among Mr. Orduz' vast international experience in the public and private sectors, he was Minister Plenipotentiary and Deputy Chief of Mission of the Embassy of Colombia to the United States in Washington, D.C. (1998-2002), where he was one of the leaders in the design and implementation of Plan Colombia -the largest U.S.-Colombia bilateral program for security and social and economic development- and the extension of trade preferences through the Andean Trade Preferences and Drug Eradication Act (ATPDEA), and legal VP of Cemex Colombia, associate at Consultores Jurídicos y Económicos and advisor to the minister of economic development.

Mr. Orduz serves in many boards of directors in different countries, including the Global Coffee Platform-GCP (Germany, NL), Rainforest Alliance (USA and NL), the Coffee Quality Institute CQI (USA), American Friends of Fundación Cardio-Infantil 501(c) 3

(USA), co-vicechairman of the Advisory Board of the Woodrow Wilson International Center for Scholars – Latin American Program (USA, Washington D.C.) and leads the Colombian delegation to the International Coffee Organization (ICO).

Mr. Orduz earned a law degree (J.D.) from El Rosario University in Bogotá, where he received the highest distinction “Colegial de Número” for his academic excellence; he also earned a postgraduate degree in Finance at Los Andes University in Bogotá and is fluent in Spanish (native), English and German.