



TPO NETWORK

WORLD CONFERENCE & AWARDS 2012

MATRADE EXHIBITION AND CONVENTION CENTRE (MECC),
KUALA LUMPUR, MALAYSIA, 18 AND 19 OCTOBER, 2012

TRANSFORMING TPOS' BUSINESS THROUGH INNOVATION ENHANCING TPO IMPACT ON EXPORTING SMES THROUGH INNOVATION

BIOGRAPHICAL NOTE

Mr. Hervé Briand

Head, West of France Territorial Unit, French National Institute for Designation of Origin (INAO)



Mr. Briand has been the Head of the West of France Territorial Unit at the French National Institute for Designation of Origin (for IG and Quality) since 2009. Before that he was the Assistant Director for wines and spirit sector and for organic farming after heading the unit in charge of economic studies, then of technical and regulation topics, concerning all the French Designations of Origin (wines, spirits, cheese and all food products).

Before joining INAO, Mr. Briand was a Project Executive in charge of coordination for the activities of the Ministry of Agriculture and Forestry's in French overseas regions. Prior to that, he was a consulting engineer in cereal production, first directly to the producers, then organising information campaigns on cereal producing techniques, for a national committee sitting on the French National Inter-professional Board, and as a consulting engineer in cereal economic studies.

Mr. Briand has an Engineering degree in agronomy.

