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## Latcam's Young Professionals Chapter (Junta Joven) Organizes a Seminar on Sustainability in Commodities Trading in Latin America

Latcam's Junta Joven, organized a networking seminar on "**Sustainability in Commodities Trading in Latin America.**" on June 1, 2010 at Bank Clariden Leu, Zurich. The speakers were Ramon Esteve, CEO, ECOM Agroindustrial Corp. Ltd. and Cyrille Jannet, a coffee trader with the Geneva-based company, who managed their Mexico office for ten years. Ramon Esteve is also vice-president of Latcam.

The presentation was a dynamic mix of slides and videos, depicting the coffee business of ECOM, a family-owned commodities trading company that has existed for over 100 years. ECOM is at the forefront of a sustainable business approach to the cultivation, processing and trading of coffee beans in Central and South America.

In a colourful and thorough manner Mssrs. Esteve and Jannet showed how the company operates according to the highest ecological and ethical standards at every step of the integrated value chain that it encompasses. Farmers are trained to cultivate organic, high-quality beans in a way that optimizes resources in an ecologically sensitive fashion. These farmers are also supported in their quest to receive the official imprimatur of globally-recognized companies such as Max Havelaar. It was illuminating to see how capacity building and micro-finance are integral components of ECOM's business model.

Ultimately, the speakers convincingly showed that one can bring a sustainable farming method and production model as well as lasting commercial benefits to local communities, while at the same time reaping the profits from servicing top-level customers such as Nespresso and Starbucks.



Left to right: Ramon Esteve; the audience; Cyrille Jannet; four Junta Joven participants.