



## **Casper van Kempen**

Casper van Kempen (Dutch) obtained Master degrees in Economics at Rotterdam University (NL), in Agricultural Economics at Reading University (UK) and in Business Administration at IMD in Lausanne (Switzerland).

He spent 17 years in international assignments abroad, working in Switzerland, France, United States of America, West Africa and the Caribbean. Casper held several international senior sales and marketing management positions in flower and vegetable seed companies. He had his first exposure to piracy and counterfeited products when directing a pharmaceutical wholesale company in West Africa (2003-05). From 2006-2010 he co-ordinated the annual anti-piracy campaign in flowers for the Fleuroselect (flower breeders) organisation in Western Europe. In 2010 he took up his present position, starting the Anti-Infringement Bureau for IP Rights on Plant Material in Brussels, with 12 vegetable seed companies as members.