

**Jo Cadilhon**

Marketing Officer (Quality Improvement)

FAO Regional Office for Asia and the Pacific, Thailand

Jo Cadilhon provides technical assistance in quality improvement of agricultural products from a marketing perspective. Given his expertise in marketing and value chain analysis, this includes activities in support of marketing food products: regional market studies, support to field projects, provision of policy and technical support to member countries, capacity building and institutional strengthening.

Jo majored in agricultural sciences from AgroParisTech. He also holds an MSc in rural public administration from AgroParisTech, an MSc in geography and development practices from Paris University and a PhD in food marketing from Imperial College London.

Expertise: Food policy, marketing, value chain analysis, supply chain management, economics, food production systems