

## CURRICULUM VITAE

**Name: Mohamed Hassan Heikal**

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**Date of Birth:** 21.06.1950

**Nationality:** Egyptian

**Profession:** Agricultural Economist

### EDUCATION

1990	El-Fayum Faculty of Agriculture Cairo University, Egypt	Ph.D. in Agricultural Economics (Marketing of Red Meat in Egypt)
1982	Faculty of Agriculture El-Azhar University, Egypt	M.Sc in Agricultural Economics (Marketing of Major Vegetables in Egypt).
1973	Agricultural Economics Cairo University, Egypt	Faculty of Agriculture      B.Sc. in

### EXPERIENCE RECORD

#### General Organization for Physical Planning(2003-present

**position:** consultant

**1981 - Present**

**Position:** Consultant

Marketing Survey for Horticulture Products in Farmers Associations (FAs ) in Upper Egypt, AERI/CARE/EQI (2006)

Member of Technical committee for Marketing and Harvest Technology Component ,Middle East Agricultural Program (2004-resent).

Baseline Survey of Grant Small Holder Groups, AERI/Chemonics/EQI (2005)

Horticultural Competitiveness in egypt, AERI/Chemonics/EQI (2005)

Baseline Survey for different Egyptian Governorates in upper Egypt, EQI/CARE International, Egypt (2004)

Agricultural Policy Reform Program (APRP) – Monitoring, Verification and Evaluation Unit, USAID (1999 – 2002)

**Position: field researcher investigator** The purpose of this project was to monitor, verify and report on the GOE's performance in carrying out and achieving MOU policy benchmarks agreed upon with USAID. Conducted a study on the "Impact of the APRP at the Farm Level".

**Responsibility design, collect field survey & tabulate, analysis survey data**

Also conducted a study on the "Availability and Quality of Agricultural Data for the New Lands in Egypt". The study sought to assess the availability and quality of agricultural data documenting the rate of growth in the output of several agricultural products, with a particular

focus on horticultural production and livestock products, and the effects of this growth.

**Responsibility: design, collect field survey & tabulate, analysis survey data**

The Economic and Technical Evaluation for Horticulture Crops Handling, MALR, Marketing Information Project (2002).

Marketing Information System Project, USAID (1998 – 2005)

Market Researcher. Examined the impact of new marketing technology (grading, storage, sorting) on net income of farmers. Disseminated the results of the study to extension officers and provided them with training in the use of the new technologies.

Agricultural Policy Reform Program (APRP) – Monitoring, Verification and Evaluation Unit, USAID (1999 – 2002)

Field Researcher. Participated in studies to monitor, verify and report on the GOE's performance in carrying out and achieving MOU policy benchmarks agreed upon with USAID. These included a study on the "Impact of the APRP at the Farm Level", involving a nationally representative survey of farmers and related individuals and institutions in ten governorates, namely Ismailia, Beheira, Kafr El-Seikh, Sharkia, Dakahlia, Gharbia, Beni Suef, Minya, Assuit, and Qena. Designed the questionnaire and participated in the collection and analysis of data. Also participated in a study on the "Availability and Quality of Agricultural Data for the New Lands in Egypt", which sought to assess the type, quality and completeness of agricultural data being collected to document the rate of growth in the output of several agricultural products (with a particular focus on horticultural production and livestock products) and the effects of this growth. Participated in a survey of key data elements in a representative sample of regions and villages in Nubareya, North Sinai, the New Valley and New Lands in Upper Egypt, to test the reliability of agricultural data collected by MALR.

National Agriculture Research Project (NARP), USAID (1988 – 1992)

Market Researcher. Participated in a study on the "Marketing of Agricultural Products in New Lands". The study, covered cash crops, fruits and vegetables, and livestock products. Was responsible for designing and conducting the study on livestock products in Nubareya, and analyzing the findings.

Irrigated Farm Project, African Fund, Somalia (1984 – 1985)

Agricultural Economist. This project aimed to reclaim and cultivate 20000 hectares with fruits and vegetables. Helped develop a production and marketing plan and prepare a project document for smallholders applying for a US grant.

Egypt-California Project, USAID (1982 – 1985)

Agricultural Economist. Identified and measured horticulture losses through post harvesting and marketing channels. Followed up on the crops at the different marketing stages to determine the percentage of loss at each stage.

Data Collection and Analysis Project, USAID (1982 – 1983)

Researcher on a study to determine the situation and outlook for main cash crops and horticultural crops in Egypt. Participated in the preparation and interpretation of the crop reports.

Study of Economic and Technical Feasibility of Fishing in Somalia Coast, Ministry of Agriculture, Egypt, 1981.

Market Researcher. Participated in the technical and economic studies.

**1975 –2006** : Member of Marketing Research Division Economic Research Institute, Agricultural Research Center, Cairo, Egypt

**2006-present** : Chairman of Marketing Research Division Economic Research Institute, Agricultural Research Center, Cairo, Egypt

Participated in the following studies:

- Market Structure of Wheat and Flour under the Economic Liberalization Policy in Egypt, 2000.
- An Econometric Analysis of Poultry and Slaughterhouses Distribution Pattern in Egypt, 2000.
- Marketing Margins and the Marketing Efficiency of Tomato in Fayoum Governorate, 1995.
- An Analytical Study of the Main Egyptian Exports Crops to Some East European Markets, 1998.
- The Main Features of Egyptian Medicinal and Aromatic Plants Foreign Trade, 1998.
- Raw Leather Production and Marketing in Cairo Slaughterhouses, 1997.
- An Analytical Study of the Main Egyptian Agricultural Export Crops to Saudia Arabia, 1997.
- An Analytical Study of Consumption Expenditure on Some Horticultural Products in Rural and Urban Areas in Egypt, 1996.
- An Analytical Study of Factors Affecting the Consumption of Red Meat and Its Substitutes, 1992.
- The Change in Index Numbers of Prices and Cost of Production for Major Crops and Its Relation with Economic Factors, 1992
- The Competition of Horticulture Trade in Rod El Farag Wholesale Market, 1993.
- An Analytical Study of Production and Marketing of Egyptian Onion, 1993.

<b>LANGUAGES</b>	<b>Speaking</b>	<b>Reading</b>	<b>Writing</b>
Arabic	Excellent	Excellent	Excellent
English	Very Good	Very Good	Very Good

#### **PUBLICATIONS**

- Third bulletin of marketing and statistic indicator (AERI) 2001.
- "Market structure of wheat and flour under economic liberalization policy in Egypt", Mansoura University Journal of Agricultural Sciences, Volume 25 No. 2, February 2000.
- "An Econometric analysis of poultry and slaughter - Houses Distribution pattern in Egypt", Mansoura University Journal of Agricultural Sciences, Volume 25 No. 2, February 2000.
- "Marketing margins and the marketing efficiency of Tomato in Fayoum Governorate",

- Egyptian Journal of Agricultural Economics Volume 5, March 1995.
- "An analytical study of the main Egyptian exports crops to some East European Markets", Egyptian Journal of Agricultural Economics Volume 8 No. 1 March 1998.
  - "The main features of Egyptian medicinal and aromatic plants foreign trade", Egyptian Journal of Agricultural Economics, Volume 8 No. 2 September 1998.
  - "RAW Leather production and marketing in Cairo slaughter - Houses", Egyptian Journal of Agricultural Economics Volume 7 No. 1 March 1997.
  - "An analytical study of the main Egyptian export crops to Saudia Arabia kingdom", 6<sup>th</sup> Cong Ress for Economics and Development in Egypt and Arab countries, Mansoura University. October 1997.
  - "An analytical study of the Main Egyptian Agricultural Export crops to Saudi Arabia King Doom" 6<sup>th</sup> congress for Economics and Development in Egypt and Arab countries 14-16 October 1997.
  - "An Analytical study for the consumption expenditure on some horticulture in rural and urban in Egypt", Egyptian Journal of Agricultural Economics, volume 6, September 1996.
  - "An analytical study for consumption expenditure on some vegetables and fruits in Egypt", Egyptian Journal of agricultural Economics volume 6 No. 2, September 1996
  - "Analytical study for some factors affecting the Red Meat consumption in Egypt", 17<sup>th</sup> international congress for statistics, computer science, scientific and social applications Cairo, Egypt, 1992.
  - "Changing Tendencies in consumption pattern of Red Meat and its substitutes as reflected by family Budget data", 17<sup>th</sup> international congress for statistics, computer science, scientific and social applications Cairo, Egypt, 1992.
  - "Changes in index numbers of prices and cost of production for major crops and it's relation with some Economic factors", Egyptian Journal of Agricultural Economics, Volume 2, March 1992
  - "The competition of horticulture trade in Rod El Farag wholesale market", Egyptian Journal of Agricultural Economics, Volume 3, March 1993.
  - "An analytical study of production and marketing of Egyptian onion", Egyptian Journal, Agric., Econ., Volume 4, September 1993.
  - Second bulletin of marketing and statistic indicator (AERI) 1993.
  - First bulletin of marketing and statistic indicator (AERI) 1990.
  - Study of economic and technical feasibility of fishing in Somalia coast, Ministry of Agricultural, Egypt, 1981.

### **TRAINING:**

Developing Markets for Agricultural Products, USDA, Ft. Collins, Colorado, USA, June 7 - July 30, 1993.