

## Hans C. Muylaert-Gelein

### EDUCATION & QUALIFICATIONS:

- 1995 *Post Graduate Politics Philosophy & Economy (PPE) at University of Oxford, United Kingdom;*  
*Thesis : Foreign Direct Investment in Tanzania*
- 1994 - *Masters in Political Science Cum Laude, Katholic University of Leuven, Belgium*

### PROFESSIONAL EXPERIENCE:

#### Fruition Fruit/Fruits Unlimited

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2006 to current

##### Highlights:

- Setting up of a physical infrastructure (depots in Bapsfontein and Franschoek) and a matching human infrastructure
- Structuring and growing a highly complex business with a very demanding customer under tough economic conditions
- Running 65 different fruit lines with Woolworths including the establishment of a large import business
- Achieved growth of ca, 65% per annum over the past 3 years. Fruition will hit R50m sales in its third year of operation.
- Key account management with Woolworths on commercial and corporate level
- Used Fruition as a conduit to enable the larger merger between Fruits Unlimited and Yukon Group which finalized in March 2008.

#### Yukon International

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2000-2006

##### Highlights:

- Opening of Yukon Europe in a Joint Venture with Colin Bugler to manage our overseas marketing, especially in the UK.
- After the departure of one of the founding partners of Yukon, taking over as the marketing director and partner of Yukon International along with Gerrit De Vries as MD. Over the years we re-invented Yukon International as a general trader into a highly specialized producer and exporter of baby vegetables.
- Financial management of Yukon Farms and assisted in setting it on course to sustainable profitability.
- Built up a range of attractive high end niche products within a fully integrated supply chain that operates profitably at all levels
- Divested from all loss making, high risk business units such as Inter Africa Media Service

#### Yukon International

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1997-2000

##### Highlights:

- Finding direction and strategy for the newly acquired Yukon Farms, based in Bothaville, a farm with 400 employees
- Opened a course onto perishable trading by means of airfreight, still to date the mainstay of the Yukon business with Yukon Farms as the centre of gravity
- Marketing Manager of Cape Citrus, a citrus Joint Venture with Gerhard Scheepers
- Running the PPP4 project of School Books distribution leg in Tanzania for IAMS
- Running the marketing for IAMS in French Speaking Africa (mainly West Africa and Madagascar)

#### Rungis Express GmbH

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1995-1997 – Buyer Fruit & Vegetables

**OTHER ACHIEVEMENTS:**

- Directorships at Yukon International, Yukon Farms ,Yukon Europe, Fruits Unlimited, Asiafresh, Fruition and the Unlimited Group
- 2007, Part of the Presidential Advisory Commission, funded by the Brenthurst Foundation (Oppenheimers) to President Kagame in Rwanda
- Effective communication in English, French, German, Dutch and Afrikaans.