

## Alec William GORDON

### 1 Personal

Year of birth	1934
Marital status	Divorced; two children
Academic qualifications	BA Hons. Modern History (Oxford)

### 2 Career summary

Since 1995	Independent consultant specialising in energy and commodities. Consultant editor to the Economist Intelligence Unit (EIU); consultant editor and contributor to <i>EIU World Commodity Forecasts</i> , and <i>EIU World Commodity Profiles</i> .
1980-95	Editor, <i>EIU World Commodity Forecasts</i> , <i>EIU World Commodity Profiles</i> and <i>EIU Quarterly Energy Reviews</i> , plus independent consultancy.
1976-80	Independent consultancy.
1974-76	Economist, International Coffee Organisation.
1962-74	The Economist Intelligence Unit; editor, <i>EIU quarterly Rubber Trends</i> .
1957-62	Industrial banking (ICFC); <i>The Times</i> .

### 3 Languages (proficiency 1-5)

	Reading	Speaking	Writing
French	4	3	3
Spanish	2	1	1
Italian	1	1	1

#### 4 Work experience (geographical)

<b>Region</b>	<b>Country</b>
Europe	EU countries
East Africa	Kenya, Tanzania, Ethiopia, Mauritius, Seychelles, Djibouti
West Africa	Liberia, Nigeria, Ghana, Côte d'Ivoire, Togo, Mali
Central Africa	Uganda, Cameroon, Congo (Dem Rep)
Southern Africa	South Africa, Botswana, Comores, Madagascar
Middle East	Saudi Arabia
South-East Asia	Singapore, Malaysia, Indonesia
South Asia	Bangladesh, India
East Asia	China
Australasia	Australia, Papua New Guinea
Latin America	Ecuador

#### 5 Work experience (topical)

<b>Area</b>	<b>Notes</b>
Aluminium	Markets for semis and foil
Coal	Production and markets
Cocoa	Primary production and processing; markets
Coffee	Primary production and processing; markets
Enamelware	Markets
Energy	Crude oil, natural gas, steam coal, renewables
Fertilisers	Markets
Foodgrain storage	Bangladesh survey
Hides, skins & leather	Trade and markets
Natural rubber	Primary production; tyre manufacture & markets
Oil and gas	Production and markets
Port operations	Clearance and customs procedures
Primary commodities	Mainly tropical
Printing ink	Markets
Road transport	Project appraisal
Shipping	General cargo transportation
Shiprepairing	Cost analysis

## 6 Project summaries (since 1990)

<b>Date</b>	Current (ongoing contract)
<b>Responsibility</b>	Consultant editor (energy & commodities) to the Economist Intelligence Unit; editorial responsibility for the EIU's quarterly <i>World Commodity Forecasts</i> covering about 30 hard and soft commodities plus crude oil.
<b>Client</b>	Economist Intelligence Unit
<b>Notes</b>	Also contributor on natural rubber to <i>WCF</i> .

<b>Date</b>	2002
<b>Project</b>	Windpower in the EU
<b>Client/sponsor</b>	Financial Times
<b>Notes</b>	Survey of windpower generation and market prospects in the EU. Survey & management report commissioned by FT Energy.

<b>Date</b>	(annual survey)
<b>Project</b>	New and renewable energy in the UK
<b>Client/sponsor</b>	Japanese government agency
<b>Notes</b>	Covers fuel cells, wind energy, tidal energy, geothermal energy, coal liquefaction & gasification, biomass energy.

<b>Date</b>	1998
<b>Project</b>	Cocoa/coffee export controls, Cameroon (with Maxwell Stamp)
<b>Client/sponsor</b>	EU Commission
<b>Notes</b>	Excessive regulation handicaps the export of goods through the port of Douala. The study recommended procedural reforms, based on a survey of procedures in Cameroon, Benin and Côte d'Ivoire.
<b>Key words</b>	Ports/export procedures/shipping/marine transport/cocoa/coffee/rubber/cotton/STABEX

<b>Date</b>	1997
<b>Project</b>	Liberalisation of coffee market in Kenya (with Price Waterhouse and ADE)
<b>Client/sponsor</b>	EU Commission
<b>Notes</b>	Marketing consultant. STABEX-funded project.

<b>Key words</b>	Coffee/marketing/STABEX
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<b>Date</b>	1996
<b>Project</b>	Assessment of STABEX in Uganda (with Maxwell Stamp Associates)
<b>Client/sponsor</b>	EU Commission
<b>Notes</b>	The study assessed the implementation of the 1990 and 1991 STABEX transfers
<b>Key words</b>	Coffee marketing/development policy/STABEX

<b>Date</b>	1995
<b>Project</b>	Feasibility of restoring Tororo phosphatic fertiliser plant, Uganda (with Maxwell Stamp).
<b>Client/sponsor</b>	EU Commission
<b>Notes</b>	Consultant. The work involved an assessment of the market for inorganic fertilisers in Uganda and Eastern Kenya in relation to production and transport costs.
<b>Key words</b>	Project appraisal

<b>Date</b>	1995
<b>Project</b>	Investment opportunities and incentives, Uganda
<b>Client/sponsor</b>	UNIDO
<b>Notes</b>	Survey of industrial development and investment incentives.
<b>Key words</b>	Investment / Industrial development policy

<b>Date</b>	1994
<b>Project</b>	Commercial feasibility of exporting ground roast coffee from Côte d'Ivoire to Russia and southern Europe.
<b>Client/sponsor</b>	CDC
<b>Notes</b>	Consultant. The work involved an assessment of netback value of coffee fob Abidjan, allowing for likely retail values and shipping costs, including packaging, freight etc.
<b>Key words</b>	Project appraisal/marine transport

<b>Date</b>	1993
<b>Project</b>	Establishment of a commodity exchange in Guangzhou, China (with Ernst & Young), specialising in natural rubber.
<b>Client/sponsor</b>	General Bureau of Land Reclamation and Farm Enterprise, Guangdong/Asian Development Bank
<b>Notes</b>	The consultancy was part of a programme of technical assistance provided to the General Bureau with the broad aim of restructuring the Bureau and the marketing of agricultural produce in the province.
<b>Key words</b>	Commodity markets/marketing/rubber

<b>Date</b>	1990
<b>Project</b>	Uganda: coffee sector policy (with ULG Agriculture & Fisheries Development Ltd)
<b>Client/sponsor</b>	Bank of Uganda/World Bank
<b>Notes</b>	Consultancy about policy measures for reforming the domestic and export marketing of coffee, including coffee export taxation.
<b>Key words</b>	Agriculture policy appraisal/coffee

<b>Date</b>	1989
<b>Project</b>	Reorganisation of Uganda Coffee Marketing Board (with Phoenix Associates, Washington)
<b>Client/sponsor</b>	Coffee Marketing Board /World Bank
<b>Notes</b>	Marketing consultant to project; provision of domestic and export marketing recommendations for improving CMB's export marketing performance.
<b>Key words</b>	Export marketing /coffee

## 7 Publications

<b>Title</b>	<b>Role</b>	<b>Publisher</b>
<i>WORLD COMMODITY FORECASTS</i>	Editor and contributor	EIU quarterly
<i>QUARTERLY ENERGY REVIEWS</i>	Editor and contributor	EIU quarterly
<i>WORLD COMMODITY PROFILES</i>	Editor and contributor	EIU quarterly
<i>STEAM COAL AND ENERGY NEEDS IN EUROPE TO 2000.</i>	Author	EIU Special Report
<i>PETROCHEMICALS: an Industry and its Future.</i>	Editor	EIU Special Report
<i>OIL PRICES TO 2000; the Economics of the Oil Market.</i>	Editor	EIU Special Report
<i>PRICING &amp; MARKETING ELECTRICITY: New Directions in Power Supply.</i>	Editor	EIU Special Report
<i>ELECTRICITY IN ASIA PACIFIC: Power Station Fuel Demand to 2000.</i>	Editor	EIU Special Report
<i>ELECTRICITY SUPPLY IN THE ARAB MIDDLE EAST TO 2000</i>	Editor	EIU Special Report

## 8 Professional bodies

**PRASEG** (Parliamentary Renewable & Sustainable Energy Group)

**ICEA** (International Consulting Economists' Association)

*Updated 27/3/08*