



THE TRANSFORMATIVE  
POWER OF OIL PALM



**OIL  
PALM**  
Conference

THE TRANSFORMATIVE POWER OF OIL PALM

CONFERENCE:

# *Relevance of the local market in Latin America to promote sustainability on the oil palm industry. Strategy and challenges.*



## FRANCISCO NARANJO

Director for Latin America at Roundtable  
on Sustainable Palm Oil (RSPO)

**SESSION 1B**

CHALLENGES OF  
SUSTAINABLE MARKETS.

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Francisco joined the Roundtable on Sustainable Palm Oil (RSPO) secretariat in November 2014 and serves as Director General for Latin America. In this role, he is responsible for promoting the participation of different stakeholders in RSPO and promoting the production and use of sustainable palm oil in the region.

Before joining RSPO, he was the Executive Director of the National Association of Oil Palm Growers of Ecuador (ANCUPA) where for more than five years he promoted sustainable palm oil production in that country and built a complete network of stakeholders in oil palm industry in Latin America. Francisco graduated as a Civil Engineer from the National Polytechnic School of Ecuador and later obtained a master's degree in Environmental Management from the San Francisco University of Quito.

Key Areas of Expertise: Sustainable commodities  
and certification.