



THE TRANSFORMATIVE
POWER OF OIL PALM



**OIL
PALM**
Conference

THE TRANSFORMATIVE POWER OF OIL PALM

PLENARY:

The situation in the vegetable oil market and the impact on prices.

CONFERENCE:

The oleochemical market after the pandemic.



JAMES FRY

Presidente de LMC International en Oxford.

SESSION 2A

OPPORTUNITIES
IN THE PALM VALUE CHAIN.

SEPT 29 | 2022

James is the founder and Chairman of LMC. He continues to play a lead role across LMC International's research areas.

James Fry did his undergraduate degree in Mathematics at New College, Oxford, and D. Phil in Economics at Nuffield College, Oxford. His first university teaching positions were in Zambia and Congo Kinshasa, and he returned to England to teach Economics at Magdalen College, Oxford.

In 1980, he founded LMC International as a consultancy focusing on the economics of agriculture and agri-based industries and is now the company's Chairman. In his time at LMC, he has overseen LMC's expansion into different continents and into a number of different specialist research teams, ranging from the major crops like grains, sugar and oilseeds to coffee, cocoa and rubber. LMC then established separate teams dedicated to downstream activities, as diverse as oleochemicals, biofuels and tyres, and moved on from tyres to the auto sector, where LMC Automotive is now the world's second largest economic consultancy in the auto sector.

LMC's HQ is in the city centre in Oxford, and James decided to emulate LMC's growth path by diversifying his own time, in his case, into local government by being elected to Oxford City Council seven years ago, where he chairs a wide variety of committees.