

Victor Phaff – Managing Director Phaff Export Marketing

After completing his marketing degree, Victor Phaff (59) gained his experience in the international agriculture and food marketing sector. He is a hands on marketer with an broad network in Agri and Food. He knows what it is to export products in practice. He speaks five languages and runs a successful export marketing agency for almost 25 years. Over the last 35 years, he has witnessed international export evaluations from the telex and good personal contacts with buyers, to the more rational standards with certificates, short supply channels and social media.

Over the last 24 years, Victor gained more and more experience in the food & beverage business. Phaff Export Marketing works with governments, export boards and also for private companies. Victor participated in almost all the important food trade shows in the world (except Australia and New Zealand), and managed incoming and outgoing trade missions. His main field of experience remains in Europe where he has the necessary contacts within the retail, food service, trade and processing sectors. Victor has recognized the success of large introductions like frozen Guacamole from Mexico and sweet onions from Chile and Peru.

Since 2006 Phaff Export Marketing is working for SUSTA where he and his colleague Karin Defossez are running the European activities and are supporting the US exporters as good as possible. Together with SUSTA and the US exporters they have gained several export success in Europe.

