



Lauro Arias is an agriculture economist and food scientist with more than ten years experience in public and private development. He has offered his expertise in feasibility studies and wine marketing to Matson Consulting. As Executive Director of Wines of Uruguay, Mr. Arias directed all marketing and financial activities, and successfully coordinated international sales for 25 member wineries. An international wine marketing expert, he holds key contacts with British and European buyers and the specialized press, as well as staff of the University of South Australia in Adelaide and University of California at Davis. He has worked with the Inter-American Development Bank and the Uruguayan Ministry of Agriculture and often participates in meetings in Latin America and the Caribbean with colleagues from UN agencies.

Mr. Arias holds a Master of Science degree in Agricultural Economics and a Bachelor of Science in Food Science, Food Economics and Marketing, both degrees from Reading University, England. He is fluent in Spanish and has a working knowledge of Portuguese and French. He is a native of Uruguay.