

Three Agricultural Trading Appointments

Three market-specific hires under a rolling retainer, supporting one agricultural expansion programme.

GRAINS & EDIBLE OILS | ASIA PACIFIC & NORTH AFRICA

THE CLIENT OBJECTIVE

A grain producer, trading house and processor wanted to expand sales across several regional markets. The hiring programme covered Australia, Thailand and North Africa, with roles supporting containerised and bulk trading in grains and edible oils. The client needed local commercial capability aligned with its products and intended routes to market.

THE SEARCH CHALLENGE

The appointments shared an expansion objective but required different customer relationships, language capability and country-market experience. A trader relevant to one territory was not automatically suitable for another. The search had to retain those local distinctions while supporting the programme as a whole.

HOW WE APPROACHED IT

We worked through a rolling retainer covering all three requirements. Each brief was considered against its own combination of product exposure, local network and language needs. That approach kept the work connected to the client's overall expansion plan while preserving a distinct candidate requirement for each market. All three searches progressed to completed appointments.

THE COMMERCIAL FIT

The programme required regional specificity within a continuing search relationship. The common client objective provided continuity, while local commercial requirements shaped who was relevant for each appointment. This avoided reducing three different markets to a single broad agricultural trader specification.

THE OUTCOME

All three traders were appointed, covering Australia, Thailand and North Africa. The hires established sustained local coverage in the client's target markets, with each selected for the product experience, customer relationships and language capability required by their remit. All three remained with the business following appointment, supporting the commercial expansion that had prompted the hiring programme. The rolling engagement delivered the complete set of regional appointments.