

### **Veteran Ag Marketer Returns To USSEC As Japan Country Representative**

James Echle has re-joined USSEC as its Japan Country Representative. Echle previously served the American Soybean Association for 12 years, first as the ASA Southeast Asia director in Singapore from 1990 to 1998 and then the ASA Japan Director from June 1998 to September 2001.

“Jim is up and running in USSEC’s Tokyo office,” USSEC CEO Jim Sutter said. “As USSEC Country Representative in Japan Jim will direct and oversee projects and activities servicing the largest soybean processing and importing customers, as well as activities that promote US soy in animal and human utilization.”

Japan, the third-largest international trading partner of the U.S., purchased 86 million bushels of U.S. soybeans and 14 million bushels of U.S. soy meal during the most recent marketing year. Echle left ASA in September 2001 to become Asian CEO of Biomin Laboratory, an Austrian feed additive company in Singapore. He was transferred to Vietnam in 2003 as COO of Biomin Vietnam to develop the market in South Vietnam and opened an office in Ho Chi Minh City. He retired from Biomin when he reached the mandatory Austrian retirement age in 2008 and was hired as a consultant on a two-year contract to Sojitz Vietnam, a large Japanese Trading House, to develop special projects at the Sojitz Panamax Port facility in Vietnam. Prior to his initial tenure at ASA, Echle worked in the animal health industry and was involved in sales and marketing of veterinary products while living in Japan, Singapore, Australia and Hong Kong. He also worked for four years in India and Vietnam prior to Graduate School.

A native of Indiana, Echle has spent nearly 42 of the past 44 years in the Asia/Pacific region. He has a Masters in International Management from the Thunderbird School of Global Management in Glendale, Arizona, where he concentrated in Asian culture, International Management and Japanese. Echle and his wife have one adult son living in Tokyo.



*The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and soy products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service.*