

**Philip M. Seng
President & CEO
U.S. Meat Export Federation**

Philip M. Seng, the president and CEO of the U.S. Meat Export Federation and immediate Past President of the International Meat Secretariat (IMS), has directed USMEF strategies in international programs, research, technical services, industry relations and global communications since January, 1990.

Mr. Seng was a member of the President's Agricultural Policy Advisory Council in Washington and served four terms as IMS President, the only American ever to hold that position.

He played a central role in U.S./Japanese beef negotiations leading to the historic 1988 beef liberalization. His marketing strategies served as a case study in Harvard University Business School, where he has been a guest lecturer several times.

Mr. Seng was identified by the "2004 Morse Target" as one of the Americans "who influence overall policy toward East Asia."