Mr. Zvi Herman, is Executive Director, Agricultural Business Development at LR Group. Held senior level professional and management positions, both in Israel's Ministry of agriculture and rural development and Internationally.

Focusing on agriculture and rural food value chins, in developing countries and emerging economies, in conjunction with governments, international agencies and organizations. Former Diplomat; Minister, Agriculture and Science Affairs accredited to USA, Canada and Mexico, Adviser to Israel's Minister of agriculture, Director of CINADCO, Director Agridev Company Int., Director Negev region, and leading diverse international advisory missions and programs.