

Knowledge Committee

QUICK-FIRE CHAT WITH LUCAS QUEK,
DIRECTOR FOR KNOWLEDGE COMMITTEE

SC: Hi Lucas, welcome to the CAA Sub-Committee board as Director for Knowledge Committee! What attracted you to this role?

LQ: *"Afternoon Shirley! I'm grateful for the opportunity to serve the CAA in this capacity. Having been a huge beneficiary of the mentorship, guidance, and training that my forebears have provided over the years, I'm keen to serve the association in this capacity to "pay it forward" - enabling/facilitating the next generation of cocoa and chocolate enthusiasts and professionals on their journey in this industry. At the same time, I also hope to support the industry as together we navigate uncertainties of the future by bringing insights from the outside-in."*



SC: Lucas, can you share with us your day job and how it will help in your role here at CAA?

LQ: *"As a Strategic Account Manager at Cargill Cocoa & Chocolate Asia Pacific, I am responsible for serving customers in the region for their Cocoa and Chocolate demands. Anticipating needs and collaborating proactively to mitigate issues is part and parcel of my work, and it is this zeal to synergise and seek win-win solutions that I believe will enable me to bring value to this role."*



SC: According to the Davos Agenda 2021, one of the focus was to reimagine education, so, say in the next 2 years, what kind of education focus do you think the association should have.

LQ: *"I believe the association's focus should lie on 2 fronts:*

- *Building and enriching the platform for discourse and engagement within the industry; especially in collaboration with the other sub-committees on their areas of expertise*
- *Bridging and bringing insights from without; to help facilitate and support the industry through the many transformations that are occurring simultaneously.*

Finally, and, perhaps, idealistically, I'm hoping that the Knowledge Committee will not only build competency, but also engender passion in this wonderful world of cocoa."

QUICK-FIRE CHAT WITH LUCAS QUEK,
DIRECTOR FOR KNOWLEDGE COMMITTEE

SC: Last question: Covid has changed the way courses are conducted from classroom to virtual space and the pandemic has accelerated what was already on the horizon: Industry 4.0, the digitization of work, and online learning.

In the Future of Jobs report, they mapped how jobs and skills of the future will look like and there will be a big shift in the division of labor between humans and machines which could displace an estimated 85 million jobs by 2025. With that transformation would also be 97 million new job roles."

How will education help with job transformation or skills upgrading so employees can stay relevant? In your opinion, what opportunities or challenges will this pose to our industry?

LQ:" To quote one of the videos posted in the WEF website: "the most valuable asset of any economy or company is its Human Capital". Technological advancements have made accessing learning and development tools much more available; and therein lies the tremendous opportunity for companies to invest in its Human Capital. These same advances also present the industry with the opportunity to generate and publish content like never before possible - and the Knowledge Committee will be working with members on both these aspects going forward.

While the impact of technological advances (and the resultant re-skilling required of workforces) has traditionally been industrially focused, I believe one of the main areas of opportunity (and challenge) will be in rolling these out to the farmers and their communities who are essential to the future security of our industry. Perhaps, it is through the Association that we can collectively champion the sustainable well-being of farming communities to ensure that they too reap the benefits of these technological advancements."