

James W. 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.

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, to develop special projects at the Sojitz Panamax Port facility in Vietnam.

A native 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 Japanese wife have one adult son living in Tokyo.

