



International Food Safety Conference

PARIS • FRANCE

SOFITEL FORUM RIVE GAUCHE HOTEL

1st - 3rd FEBRUARY, 2006

*Enhancing
transparency
from farm to fork*

www.ciesfoodsafety.com

Why should you and your colleagues attend this event?

The theme of the 2006 conference is "Enhancing Transparency from Farm to Fork". Through a collaborative effort between all stakeholders, the food sector can:

- **Work towards** decreasing food safety scares and risks
- **Provide** better quality products for consumers
- **Enhance** transparency between all the links in the food supply chain

Conference Highlights

- **Learn** how retailers and suppliers manage food safety issues
- **Exchange** knowledge and best practice on food safety
- **Global Reach** – Over 30 countries will be represented at this event
- **Networking opportunities** with food safety experts from around the world
- **Take-away practical ideas** and learnings that you can apply to your business
- **Discover** the latest developments of the Global Food Safety Initiative
- **Breakout sessions** to explore specific challenges faced by stakeholders
- **Debate sessions** to exchange ideas and discuss specific themes in depth
- **Store Tour and Laboratory Visit programme** – discover how French retailers manage in-store food safety
- **CIES Excellence** – Our presence in the food sector over the last 50 years has provided us with a solid grounding. CIES offers the highest level of programme content, service and professionalism to conference delegates and our members.

Wednesday 1st February 2006

Optional Visits:
13.00 – 17.00



Optional Visits

Food Safety in Action

Choose one of the following optional visits. Delegates are requested to register in advance as places are limited. For further details on the tours visit www.ciesfoodsafety.com.

- **Join the Store Tour Programme and visit two French supermarkets**
to get an insight into how food safety is managed in-store and discover the French retail scene.



- **Join the visit to a local laboratory and discover 4 major areas of interest:**

- Microbiology
- Chemistry
- Molecular Biology (GMO, Allergens etc.)
- Sensory Testing



The laboratory belongs to the International Group Silliker, leader in food safety and quality analysis and consulting.

All delegates are invited to join the Official Welcome Cocktail on Wednesday 1st February from 18H30 to 20H in the Conference Foyer at the Sofitel Forum Rive Gauche Hotel.



Plenary Session

Transparency to Reality in the Food Supply Chain

08.00 – 09.00 → Registration and Welcome Coffee in the Networking Area

09.00 – 09.10 → **Welcome Address**

Roland VAXELAIRE, *Quality, Responsibility and Risk Management Director, Carrefour Group, France*

09.10 – 09.35 → **Food Safety and Globalisation – Transparency across borders**

Jean-François NARBONNE, *Professor of Toxicology, Bordeaux University, France*

09.35 – 10.10 → **Food Safety in South Africa, Emerging Markets and Beyond**

Sean SUMMERS, *CEO, Pick'N Pay, South Africa*

10.10 – 10.30 → **The Global Food Safety Initiative – A Collaborative Approach**

Chris ANSTEY, *Product Integrity Manager, Tesco Stores Ltd. UK*

10.30 – 11.00 → Coffee Break in the Networking Area

11.00 – 11.30 → **Building Trust in the Supply Chain**

Hans JÖHR, *Head of Agriculture, Nestlé, Switzerland*

11.30 – 12.00 → **Reducing the impact of incidents through better communication**

Jonathan GRANT-NICHOLAS, *Group Communications Director, Greencore Group, UK*

12.00 – 12.30 → **Food Safety Standards – A Global Manufacturer's Perspective**

Robert J.LAWLESS, *Chairman, President & CEO, McCormick & Company Inc., USA*

12.30 – 14.00 → Lunch. Networking and Exhibition Area open.

Latest programme
is available on
www.ciesfoodsafety.com



Breakout Sessions

Please select the Breakout Session you would like to attend from 14.00 to 17.00 and indicate your choice on the registration form. Places in each session are limited and will be allocated on a first-come, first-served basis.



Food Safety in Retail Outlets

(This session will be in English only)

Discover the results of an exclusive research project, commissioned by CIES, designed to assess food safety best practices by retailers in 8 different countries. How are retailers being more transparent with their consumers by introducing in-store certification?

How does FMI's CHILL programme help US retailers and their shoppers to reduce the risk of foodborne illnesses?

- 14.00 – 14.10 → **Opening Remarks** *by Session Chairman*
Elizabeth HARRINGTON, *President & CEO, E-Harrington Global, USA*
- 14.10 – 14.45 → **Update on GFSI Good Retail Practices Study**
Alan PARKER, *Director, JohnsonDiversey Consulting North America, USA*
- 14.45 – 15.15 → **Transparency to the consumer – In-Store Certification**
Pascal LÉGLISE, *Quality Director, Carrefour, Belgium*
- 15.15 – 15.45 → *Coffee Break in the Networking Area*
- 15.45 – 16.15 → **Project CHILL - How retailers and government collaborate to educate consumers**
Dr. Jill HOLLINGSWORTH, *Vice President Food Safety, FMI, USA*
- 16.15 – 16.40 → **Panel Discussion & Debate**
- 16.40 – 16.45 → **Closing Remarks** *from the Session Chairman*



Auditing & Food Safety Standards

(This session will be in English and French)

What is the value of a certificate?

How do retailers and manufacturers use certificates to better manage food safety in the supply chain and what are their expectations?

What are the challenges for an auditor in the field?

How can stakeholders work together to improve auditor competence and make the system more transparent?

- 14.00 – 14.10 → **Opening Remarks** *by Session Chairman*
Marjan SMIT, *Managing Director, International Supplier Auditing by*
- 14.10 – 14.35 → **A retailer approach to certification and the use of standards**
Speaker to be confirmed
- 14.35 – 14.55 → **How can certification bodies better meet customer needs?**
William PURSLEY, *Vice President of Food Safety Education and International Development, AIB International, USA*
- 14.55 – 15.15 → **Case Study - Auditing challenges and expectations from an auditor in the field**
Miguel STEVENS, *Independent Auditor, Belgium*
- 15.15 – 15.45 → *Coffee Break in the Networking Area*
- 15.45 – 16.15 → **Effective Accreditation and Auditor Competence**
Simon FEARY, *Director and CEO, International Register of Certificated Auditors*
- 16.15 – 16.40 → **Panel Discussion & Debate**
- 16.40 – 16.45 → **Closing Remarks** *from the Session Chairman*

Breakout 3

Every organisation is at risk from a potential crisis. What are the real risks compared with reality? What are the tools that your company should put in place to avoid a crisis from occurring? How do you guarantee a coordinated, effective response to an incident? How could a crisis affect your brand value? How can you plan to combat the emerging risks of the future?

Risk & Crisis Management

(This session will be in English only)

- 14.00 – 14.10 | ➔ **Opening Remarks** *by Session Chairman*
Lawrence HUTTER, *Partner, Deloitte, UK*
- 14.10 – 14.35 | ➔ **Case Study: The Belgian Dioxin Crisis**
Speaker to be confirmed
- 14.35 – 14.55 | ➔ **Protect your brand through effective crisis management**
Emmanuelle TRAN THANH TAM, *Managing Director, Acyan, France*
- 14.55 – 15.15 | ➔ **Brand value - How your brand value can be affected in a crisis?**
Maurice NUSSENBAUM, *Professor of Finance & Financial Expert, SORGEM Evaluation, France*
- 15.15 – 15.45 | ➔ *Coffee Break in the Networking Area*
- 15.45 – 16.15 | ➔ **Predicting the emerging risks of the future?**
Speaker to be confirmed
- 16.15 – 16.40 | ➔ **Panel Discussion & Debate**
- 16.40 – 16.45 | ➔ **Closing Remarks** *from the Session Chairman*

Breakout 4

Recent reports and statistics have shown that obesity now poses a major threat to consumer health, in addition to the traditional foodborne illnesses. This session will examine how the food business is dealing with this issue and how the promotion of a healthier diet and lifestyle can be integrated into food safety management systems, whilst providing greater transparency to the consumer.

Nutrition & Obesity

(This session will be in English only)

- 14.00 – 14.20 | ➔ **Opening Remarks** *by Session Chairman*
Alfons SCHMID, *Vice President, Food Safety & Consumer Affairs, Royal Ahold, Netherlands*
- 14.20 – 14.45 | ➔ **New solutions for a healthier lifestyle**
Lisbeth KOHLS, *Senior Vice President Corporate Responsibility, ICA AB, Sweden*
- 14.45 – 15.15 | ➔ **Healthy Eating, responding to the challenge: UK retailers' approach to nutrition and health**
Andrew OPIE, *Director of Food Policy, BRC, UK*
- 15.15 – 15.45 | ➔ *Coffee Break in the Networking Area*
- 15.45 – 16.15 | ➔ **The Unilever Experience in improving consumer nutrition & health**
Dick TOET, *Vice-President External Affairs Foods Unilever, The Netherlands*
- 16.15 – 16.40 | ➔ **Panel Discussion & Debate**
- 16.40 – 16.45 | ➔ **Closing Remarks** *from the Session Chairman*

Plenary Session

Delegates are invited to reconvene in the Grand Lacs conference room. ➔

- 17.00 – 17.05 | ➔ **Introduction** *by Session Chairman*
Alfons SCHMID, *Vice President, Food Safety & Consumer Affairs, Royal Ahold, Netherlands*
- 17.05 – 17.30 | ➔ **Closing Speech – Food Safety, Consumer Health & Nutrition**
Paola TESTORI-COGGI, *Director Food Safety, DG Health & Consumer Protection, European Commission, Belgium*
- 17.30 | ➔ **Close of Day 1**

19.00

➔ *An evening cruise on the River Seine in the heart of Paris with cocktails and buffet dinner.*



Friday 3rd February 2006

Morning Session:
08.45 – 10.00

Plenary Session

Transparency for Stakeholders

07.45 – 08.30

→ Welcome Coffee in the Networking Area

08.30 – 08.45

→ Welcome and Feedback from the Breakout Sessions on Day 1

Rajan KAMALANATHAN, *Director of Compliance, Wal-Mart Stores Inc., USA*

08.45 – 09.05

→ The challenges of producing an effective food safety standard

Olivier PEYRAT, *Director General, Groupe AFNOR, France*

09.05 – 09.20

→ Comparison and Implementation of GFSI recognised Standards

Marjan SMIT, *Managing Director, International Supplier Auditing bv*

09.20 – 09.40

→ ISO 22000 – Transparency in the Supply Chain

Yves REY, *Corporate Quality General Manager, Danone, France*

09.40 – 10.00

→ On the road to harmonisation in the automotive industry

Speaker to be confirmed

10.00 – 10.30

→ Coffee Break in the Networking Area

Debate Sessions

Debate Session 1:
10.30 – 11.25

Debate Session 2:
11.25 – 12.30

Six different debate sessions will run in parallel, focusing on the themes outlined below. In each session, the moderator and panel participants will provide a short introduction to highlight the issue. The audience will then be invited to participate by sharing their opinions and experiences and to freely ask questions to the moderator and panel in order to examine each issue in depth and to create a live debate. Each session will be repeated to allow delegates to participate in two different sessions.

Please **select two Debate Sessions** that you would like to attend and indicate your choice on the registration form. Places in each session are limited and will be allocated on a first-come, first served basis.

A Traceability

Miodrag MITIC, *Business Development General Manager, GSI Global Office, Belgium*

How can a new Global Traceability Standard make a difference?

Retailers, manufacturers, and suppliers of ingredients and materials will present why they developed a global, open, multi-sector standard and how it is being implemented within their supply chains.

B Packaging

Wim HOEBERT, *Secretary General, FEFCO, Belgium*
Paul WATTS, *KAPPA CORBY CORLON PACKAGING, UK*

How can the use of standards in this area contribute to reduce the food safety risk?

There is now a clear demand for Good Manufacturing Practices, hygiene management and transparency coming from the food processing industry and from retailers, who need to ensure that packaging is manufactured in a controlled environment as far as quality, hygiene and traceability are concerned. How can the use of standards help to reduce risk?

C Labelling & Allergens

Christophe DUFOUR, *Scientific Director, Silliker Group, France*
Vittorio RAMAZZA, *Product Development Manager, Coop Italia, Italy*
Blainie FERCHAL, *Quality & Environmental Affairs Manager, Stalaven Group, France*

Food Allergens : Practical solutions along the food chain

In the context of international trade, the responsibilities of food operators, retailers and their suppliers are increasing in order to fulfil regulatory requirements with regard to the risk of allergens, specifically on food labelling and traceability. What are the trends worldwide? How are retailers managing the risk? What are the practical tools that have been developed to evaluate the risk and to structure the quality system accordingly?

D Auditor Competence & Training

Simon FEARY, *Director and CEO, International Register of Certificated Auditors*
Johann ZÜBLIN, *Head of Standards and Social Compliance, Migros, Switzerland*
Jan KRANGHAND, *Director Quality Assurance & R&D, Struik Foods Europe, Netherlands*

Auditor competence is critical to ensure that food safety management systems meet internationally accepted standards. How can auditor competency be defined and measured effectively? What measures are necessary to ensure that audits are conducted successfully and consistently?

E Food Legislation & Regulations

Paul BOWDEN, *Partner, Freshfields UK*
Tom SNEILING, *Associate, Freshfields, UK*

New Developments in Food Law

Examples of new regulations in the EU, USA and Asia. How is the European Union trying to harmonise rules to regulate the food chain whilst seeking to improve food safety? How can this help to facilitate EU trade and improve responsiveness to food crises and the additional risks?

F Bioterrorism and Emerging Risks

Dr. Russell CROSS, *Former Administrator of FSIS (Food Safety & Inspection Service) under Bush 41 and currently Deputy Vice Chancellor for Agriculture, Texas A&M University, USA*
Mike ROZZANO, *General Manager and Senior VP, Plumrose, USA*

What are the major challenges for a nation facing the threat of bioterrorism?

Is there a solution to this growing threat? What is the importance of improving employee food safety awareness and training? How effective can the human element be in managing potential risks? What are the cost benefits of protecting your brand?

12.30 – 14.00

→ Buffet Lunch in the Networking Area



Food Safety Around the world

14.00 – 14.05 → **Opening Remarks** by *Session Chairman*

Rajan KAMALANATHAN, *Director of Compliance, Wal-Mart Stores Inc., USA*

14.05 – 14.30 → **Food Safety in Japan - Retailers working towards greater transparency**

Yasuhide CHIKAZAWA, *President, Kanto Regional Company, Japan*

14.30 – 15.30 → **The American Perspective: “Food Safety, Food Security, Food Intelligence”**

There is no single American attitude toward food safety and security. There are a plethora of opinions and emotions...

CIES recently asked MorningNewsBeat.com’s Kevin Coupe to go from East coast to West coast to produce a video illustrating the issue in all its complexities from the consumer, media, retailer and regulatory perspective.

Live analysis by Kevin COUPE, *“The Content Guy”/Founder, MorningNewsBeat.com, USA* and Dr. Jill HOLLINGSWORTH, *Vice President Food Safety, FMI, USA*.

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15.30 → **Wrap Up and Closing Remarks** by *Session Chairman*

14.45 → **Transfer to Orly and Charles de Gaulle Airports**

Any Questions?

For on-line registrations, further details and the regularly updated conference programme, please visit → www.ciesfoodsafety.com

If you have any questions or are interested in sponsoring or exhibiting at this prestigious event, please contact

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Register before 18th November 2005
and get a discount on your registration fee!
Group packages are available on request.



What is CIES?

CIES - The Food Business Forum is the only independent global food business network. It serves the CEOs and senior management of 175 retailer and 175 supplier member companies, and their subsidiaries, in over 150 countries.

Providing a platform for knowledge-exchange, thought-leadership and networking, CIES has been growing with the food business for over 50 years. Its strength lies in the active commitment of its member companies and its privileged access to key industry players which allows the organisation to facilitate the development of common positions and tools on key strategic and practical issues affecting the food business.

CIES - The Food Business Forum would like to thank the partner of GFSI for their active contribution:



CIES - The Food Business Forum would like to thank our sponsors for their contribution to this event:



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