

Official programme

CIES International Food Safety Conference

13 -15 February 2008

Hotel Okura, Amsterdam, The Netherlands

→ Register now at www.ciesfoodsafety.com

Creating value from **food risk** management



Creating value from food risk management

Hotel Okura, Amsterdam, Netherlands



“ It is a little bit like plumbing. Let’s not talk about the decoration of the house if we don’t have the basic plumbing and electricity in place. That’s food safety.”

Pierre-Olivier Beckers,
President and CEO, Delhaize Group

Hear more CEOs’ thoughts on Food Safety
- don’t miss the Exploring Risk Management session.

The CIES International Food Safety Conference is the **world’s leading event for food business senior executives**. Attracting over 500 food safety professionals from 45 countries worldwide, the event is **renowned for the outstanding learning and networking**.

Featuring over 40 international expert speakers, store visits, networking opportunities and even a dedicated programme for spouses, we guarantee a consistently high-level, interactive programme with the **most up to date thinking and inspirational environment**.

For a business, one of the biggest risks is the loss of consumer confidence in the brand, through a food safety crisis. Reducing risk can help to increase share value. Explore the food safety risk landscape – what are the issues? How are companies turning threats into opportunities and creating value from food risk management? What are the risks of the future?

The conference programme will bring valuable learning to you and your company to help you anticipate and manage change, one of the main drivers of new and emerging risks.

Register online:

www.ciesfoodsafety.com

8 reasons to come to Amsterdam

1. **Exchange** knowledge and best food safety practices with your peers
2. **Discover** the latest Global Food Safety Initiative developments
3. **Explore, discuss and debate** food safety risks and challenges together in Parallel Sessions, Round Table Discussions and dedicated Breakfast Sessions
4. **Network** with over 500 food safety experts from around the world
5. **Learn** about the local retail scene and how Dutch retailers are managing food safety in their stores
6. **Do business** in our networking area where you can meet our partner, sponsors and exhibitors
7. **Visit Amsterdam** – bring your spouse with you and enjoy this fascinating city together
8. **Enjoy CIES Excellence** – Over 50 years of working in the food business provides a wealth of experience that cannot be rivalled. CIES offers the highest level of programme content, service and professionalism to conference delegates.

The conference at a glance

| | Wednesday 13 th February | Thursday 14 th February | Friday 15 th February |
|------------------|-------------------------------------|--|---|
| Breakfast | | Flower Auction Visit Delegate Breakfast | Sponsor Breakfast Sessions |
| Morning | GFSI Stakeholder Meeting | Opening Business Session Optional Partner Programme | Round Table Discussions Optional Partner Programme Closing Business Session |
| Lunch | Conference Registration | Buffet Lunch | Buffet Lunch |
| Afternoon | Optional Store Visits | Parallel Sessions Optional Partner Programme | Transfer to airport |
| Evening | Official Welcome Cocktail | Cocktail and Official Dinner | |

Who should attend?

Regular participants: Aeon, AFAQ, Agrarmarkt, **Ahold**, Ahorramas, AIB, Ajinomoto, Albert Heijn, Arla Foods, Arrowsight, Asda, Auchan, Autogrill, **Bakkavör**, Barilla, BASF, Bayer Cropscience, Billa, Bongrain, Bourbon Corporation, BRC, BSI, BVQi, Cadbury Schweppes, **Campbell Soup**, Campina, Caprabo, Cargill, **Carrefour**, Casino, Cerebos Foods, **Coca-Cola**, Cold Storage, Coles, CMi, Cofrac, Coop Italia, Coop Sweden, Coop Switzerland, Cryolog, CSB System, Dairy Farm International, DANAK, **Danone**, Daymon, **Delhaize**, Deloitte, Develey, DNV, Dr. August Oetker, E&J. Gallo Winery, Ecolab, EFSIS, ENAC, Eroski, Esselunga, Eurofins, FCD, **Ferrero**, Florette, FMI, Food Lion, Freshfields, Geest, Georgia Pacific, Giant, Greencore Group, Gruppo Pam, GS1, **Hannaford**, Harris Teeter, HDE, H.E. Butt, **Heineken**, H.J. Heinz, **Hormel Foods**, ICA, IFS, Il Gigante, Intertek, IQNet, IRAM, J.M Smucker, JQA, John Deere Agri Services, JohnsonDiversey, **Jumbo**, Kamps, Kaufland, Kerry Foods, Kesko, Kraft Foods, Kroger, Lactalis, Laurus, Lawson, Leclerc, Lloyds Register, Loblaws, Lustucru, McCormick, **McDonalds**, Makro, Marie Surgelés, Marks & Spencer, Massmart, **Masterfoods**, Mercadona, Mercator, **Metro**, **Migros**, Moody International, Monoprix, Monsanto, Muddy Boots, **Nestlé**, Norgesgruppen, Northern Foods, NSF, Numico, Nutreco, **Pick'n Pay**, Plumrose, Rewe, Rimi Baltic, SAP, Safeway, **Sainsburys**, SANAS, Sara Lee, Selex, Schuitema, Silliker, SGS, Sobeys, SOK, Somerfield, Sonae, SQF, Starbucks, Stop & Shop, Storck, Struik Foods, Syngenta, Système U, SWEDAC, Sweetbay, Superquinn, Tansas, Target, Tengelmann, **Tesco**, The Kroger, The Seiyu, TNO, **Tokyo Chain Store**, Trace One, Tracetracker, UNY, UKAS, **Unilever**, Waitrose, **Wal-Mart**, Wawa, Woolworths Australia, Woolworths South Africa...

...And everyone else whose work involves food safety!



“It’s up to us to get closer and closer to the source of the products themselves in order to guarantee the quality of the goods independently of where they are coming from. Our responsibility is not only a control responsibility, it also is a training responsibility, effective working together with those producers in markets where we want to source products from.”

José Luis Duran,
Chairman of the Management Board,
Carrefour Group

Hear more CEOs’ thoughts on Food Safety - don’t miss the Exploring Risk Management session.

Wednesday 13th February 2008



“ There’s actually an irony about all this, and it is one that we have to respond to...the reality is that as food has got safer and as companies have gotten more socially responsible, our consumers are demanding even more from all of us. The bar keeps getting raised, literally, every day. And that’s really the single biggest challenge.”

Neville Isdell,
Chairman and CEO,
The Coca-Cola Company

Hear more CEOs’ thoughts on Food Safety
- don’t miss the Exploring Risk Management session.

10.00 - 12.00 GFSI Stakeholder Meeting
11.00 - 20.00 Delegate Registration
12.00 - 18.00 Optional Store Visit Programme

Visit the Dutch retail scene!

CIES invites you to discover the local retail scene in the Amsterdam area. Visit the stores with the hosting food safety managers to learn more about their food safety systems. Places are limited, so register now, by completing the appropriate section on the registration form.

In Amsterdam delegates will receive insights into the operations of:



18.30 - 20.00 Welcome Cocktail for all delegates
and spouses in the Conference Foyer

Thursday 14th February 2008

06.15 - 08.15 Tulips in Amsterdam!

CIES offers you a unique opportunity to visit the fascinating Flower Auctions in Aalsmeer.


- Bloemenveiling Aalsmeer sells more than 22 million flowers and plants every day
- 5,400 specialised growers from all over the world sell their flowers and plants through the Aalsmeer auctions every day
- With nearly more than 1 million m² of floor space, the auction building is the largest commercial building in the world
- Bloemenveiling Aalsmeer turns over EUR 6.6 million every day

Thursday 14th February 2008

Exploring the Risk Management Landscape

| | | |
|---|-------|--|
| | 07.30 | Registration and Welcome Refreshments in the Networking Area |
| Fons Schmid , Vice President Product Safety & Consumer Affairs, Royal Ahold , Netherlands | 08.30 | Welcome Address |
| Roland Vaxelaire , Risk Management, Responsibility and Quality Director, Carrefour Group | 08.45 | GFSI Update |
| Dick Boer , Executive Vice President & COO Europe, President, Albert Heijn , Netherlands | 09.00 | Welcome to Amsterdam and the CIES Food Safety Conference: Food Retailing in the Netherlands |
| Video Presentation and Soundbites by CEOs. Commentary by Kevin Coupe , Content Guy, Morningnewsbeat.com , USA | 09.15 | Food Safety and the View from the Executive Suite Executives in the upper echelons of major retailing and manufacturing organizations have unique perspectives on food safety and risk management - they see them as top priorities, but also must view them within the context of their companies' broader business goals. In this special video presentation, some of the industry's most illustrious and accomplished executives offer their opinions and feelings about these critical issues. |
| Xavier Houot , Partner, Ernst & Young , India | 09.45 | Towards safer global retailing: Managing the increased risks in emerging markets. |
| Yves Rey , Group Quality Director, Danone , France Guy Gavelle Industrial Project Director, Danone Asia Emmanuel Marchant , Deputy General Manager, Danone Communities , France | 10.15 | Selling your brand in developing countries: How to guarantee the safety of the low-income consumer |
|  | 10.45 | Coffee Break |

CASE STUDIES – Creating Value...

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|--|-------|---|
| Ray Carroll , Director, Process Safety, Campbell Soup Company , USA | 11.30 | ...Through new technology Ensuring consistent safety across diverse product ranges and packaging requirements |
| Emily Schamma , Head of Local Sourcing, Tesco Stores Ltd. , UK | 11.55 | ...Locally Customer demands change rapidly - maintaining product integrity while managing the supply chain? |
| | 12.20 | Question and Answer Session |
|  | 12.30 | Buffet Lunch in Exhibition Foyer |

Thursday 14th February 2008

- Parallel Sessions


Please select which session you would like to attend and indicate your choice on the registration form, in order of priority from 1 - 4. If you have specific languages needs, please let us know.

Session 1 • Food Safety in Retail Outlets

How Risk Management Adds Value

| | | |
|---|-------|--|
| Kevin Coupe , Content Guy, Morningnewsbeat.com , USA | 14.00 | Opening Remarks by the Session Chairman |
| Yoshiyuki Tanaka , Group Leader, Major Account Group, Primary & Excess Casualty Dept, AIU Insurance Company , Japan | 14.15 | Reducing the cost of risk: Explaining the actuarial calculation |
| Serban Teodoresco , Managing Director, SafeKey Group, JohnsonDiversey | 14.45 | The impact of risk on share value and how risk management adds brand value |
|  | 15.15 | Coffee Break |
| Speaker to be confirmed | 15.45 | Managing Food Safety to meet the needs of the Japanese Consumer |
| Carlos Eduardo Alvarez Niño , Store Service Procurement Director, Soriana , Mexico | 16.15 | Supply Chain Responsibilities Ensuring food safety in-store |
| | 16.45 | Panel Discussion |
| | 17.00 | Close of Session |

Session 2 • Food Safety Standards - Creating Value

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|---|-------|---|
| Carole Payne , Food Director, SAI Global/EFSIS , UK | 14.00 | Opening Remarks by the Session Chairman |
| David Brackston , Senior Technical Director, BRC , UK | 14.15 | Case Study: Sudan I - Developing safer sourcing for spices |
| Cor Groenveld , Global Product Manager Food Services, Lloyd's Register Quality Assurance , Netherlands and Hans Beuger , Programme Manager Food and Food Safety, Dutch Food and Consumer Product Safety Authority , Netherlands | 14.45 | Dutch HACCP – Working with Dutch regulators to reduce duplication in food inspections |
|  | 15.15 | Coffee Break |
| Stephan Tromp , IFS Director, Germany Professor Bernd Lindemann , University Wiesbaden, Department Geisenheim, Beverage Technology and Quality Management, Germany Marianne Schefczik-Dippel , eBildung AG , Germany | 15.45 | IFS - Educational activities and the IFS eLearning-Platform |
| Paul Ryan , Director SQF, SQF Institute , USA | 16.15 | SQF - Case Study on Leafy Greens |
| | 16.45 | Panel Discussion |
| | 17.00 | Close of Session |

Session 3 • Food Quality – Are there limits to your responsibility? Going beyond liability to add brand value

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|---|-------|---|
| Fons Schmid , Vice President Product Safety & Consumer Affairs, Royal Ahold , Netherlands | 14.00 | Opening Remarks by the Session Chairman |
| Simone Hertzberger , Vice President, Quality Assurance and Product Integrity, Albert Heijn , Netherlands | 14.30 | Integrated Risk Management |
|  | 15.15 | Coffee Break |
| Chris McCann , Wal-Mart Global Procurement, Asda Stores , UK | 15.45 | The Wal-Mart approach to Food Risk Management How does this play a part in the company CSR policy? |
| Marc Cwikowski , Global Quality, Principal Quality Specialist The Coca-Cola Company | 16.15 | A Global Manufacturer's Perspective: The challenge of managing consumer expectations through the company quality programme |
| | 16.45 | Panel Discussion |
| | 17.00 | Close of Session |

Session 4 • Traceability

The consumer quest for information has never been more pressing.
How does the industry deliver transparency?

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|--|-------|---|
| Miodrag Mitic Vice President - Global Development & Strategy Tracetracker , Belgium | 14.00 | Opening Remarks by the Session Chairman |
| Pierre Georget , CEO, GS1 France and GS1 Europe | 14.15 | Consumer Risk Perception of Traceability The exclusive results of an international survey |
| Jan Kranghand , Senior Department Manager Quality Assurance, Metro , Germany | 14.45 | Case Study – Traceability in the Supply Chain from the producer to the consumer |
|  | 15.15 | Coffee Break |
| Dr. Christoph Günther , Technical Marketing Manager, BASF , Germany | 15.45 | SET – Sustainability, Eco-efficiency and Traceability |
| Jérôme Malavoy , CEO, Trace One , France | 16.15 | Fairtrade: Sustainability at the heart of complex supply chains |
| | 16.45 | Panel Discussion |
| | 17.00 | Close of Session |



19.00

Meet in the hotel lobby for the departure
to the official cocktail and dinner

Friday 15th February 2008

08.15 - Breakfast Sessions hosted by
09.00 

09.30 – 11.00 Round Table Discussions

Four different interactive round table discussions will run in parallel, focusing on the themes outlined below. In each session, the moderator will provide a short introduction to highlight the issue. The audience will then be invited to participate by sharing their opinions and experiences with the others around the table, followed by an interactive question and answer session, led by the moderator.

Please select the session that you would like to attend and indicate your choice on the registration form, in order of priority from 1 - 4. If you have special language needs, please let us know.

| | | |
|---|---|--|
| <p>Terry Babbs, Director, International Trading Law and Technical, Tesco plc, UK</p> | <p>Global Sourcing</p> | <p>As retailers and manufacturers are turning to different markets for sourcing raw materials, ingredients and food products, what are the risks and challenges involved? How is the food business managing some of these risks through the development of Good Agricultural Practices and programmes such as the Global Social Compliance Programme? The debate will focus on potential solutions and recommendations for the food business.</p> |
| <p>Bill McBride General Manager- Food Division, NCS International, Australia</p> | <p>Auditor Competence</p> | <p>In 2003, the Australian Government commissioned a project to “develop and document food safety auditor competency criteria and recommend options and strategies to facilitate the national adoption and implementation of the criteria”. The project report published in July 2004 resulted in nationally endorsed competency criteria for food safety auditors and a management scheme accredited under ISO/IEC 17024:2003.</p> |
| <p>Four years further on, there is very little industry confidence in the national scheme and only a handful of regulatory auditors registered. The original project will be revisited looking at what went wrong with the Australian model, providing a stocktake on current auditor schemes. The debate will focus on lessons and alternative solutions that could be applicable to the international industry.</p> | | |
| <p>Bob Gravani, Professor of Food Science, Cornell University, USA</p> | <p>Food Defence - Bioterrorism</p> | <p>The intentional contamination of the food supply is a concern shared by leaders in all sectors of the food system including growers, food processors, transportation companies, retailers, and the food service industry, as well as government agencies. Although food companies have implemented a variety of measures to reduce the risk of intentional contamination, and make food targets less attractive, there are still vulnerabilities and much work still remains to be done. This roundtable session will address some food terrorist events, address strategies to reduce vulnerabilities and improve food protection and defense in food facilities. Participants will discuss how food businesses can take preventive measures to ensure that these types of risks are managed as effectively as possible.</p> |
| <p>Laurent Combalbert, Director of Business Development and Coordinator for Crisis Negotiation, Geos Group, France</p> | <p>Risk Management</p> | <p>Risk and crisis management applies to all business sectors, including the food industry (from farming and food production to distribution, retail and catering). The industry is faced with a broad range of risks both internal and external: risks related to industrial process operations, environmental risk, labour unrest, risk specific to human resources, commercial risk and country-specific risk. By analyzing concrete case studies, and using real-life scenarios, you will have the opportunity to learn more about this specific threat-scape with in-depth risk mapping for the sector and detailed crisis tracking.</p> |
|  | <p>11.00</p> | <p>Coffee Break</p> |

Closing Plenary Session – Managing Risk in the Future

| | | |
|---|-------|---|
| | 11.25 | Welcome Address by the Session Chairman |
| Jason Clay , VP & Managing Director Agriculture, WWF , USA | 11.30 | Managing change – responsible buying practices in the food supply chain |
| Niels Lucas Luijckx , Senior Scientist Risk Management, TNO Quality of Life , Netherlands | 11.55 | Managing Risks in the Food Chain - The Future |
| Dr. Patrick Wall , Professor Public Health, School of Public Health & Population Sciences, University College Dublin, Ireland. Chair of the European Food Safety Authority Management Board | 12.15 | Regulation and brand reputation What are public authorities doing to assess risk and to anticipate emerging risks? What is the interaction with the food business and how is this communicated to consumers? |
| Video Presentation and Soundbites by CEOs' | 12.45 | Creating Values and Value from Food Risk Management: CEOs' Gaze Into The Future. Some of the industry's chief executives predict what the next big food safety issues will be...and more importantly, what food companies must do to ensure that consumers have the right information, and see the food industry as occupying the appropriate position when it comes to both safety-related value and values. |
| | 13.15 | Closing Remarks by the Session Chairman |
|  | 13.30 | Buffet Lunch in Exhibition Foyer and transfers to airport at 14.45 |

Partner's Programme

new!

We are delighted to welcome spouses and partners to Amsterdam. This year, we have developed the **"Amsterdam Experience Programme"** to give a taste of the local culture and history to those wishing to soak up the local atmosphere. The programme will run in parallel to the business sessions whilst combining the networking opportunities with the delegates to guarantee a memorable experience for all.

Wednesday
13th February

18.30 Official
Opening Cocktail

13th

Thursday
14th February

Flower Auction Visit
Tropical Museum
Visit
Chocolate Workshop
Official Cocktail and
Dinner

14th

Friday
15th February

Breakfast Sessions
Canal Cruise and
City Tour by Boat
Buffet Lunch at
the Hotel Okura

15th



“ Consumers are as interested in global warming as they are in the organic/health nature of the product, as they are in their view of what safety is, no pesticides, for example. I'm not sure you can separate them. I think this really is the lesson – when it comes to topics like food safety, you need a holistic view of it. It is part of a total fabric of your offering to consumers.”

Michael D. White,
CEO, PepsiCo International

Hear more CEOs' thoughts on Food Safety
- don't miss the Exploring Risk Management session.

“Spotme, a brilliant new gadget that even James Bond would be proud of, makes networking a breeze.”

Holland Herald



CIES will bring you an exclusive and powerful conference tool for networking and communication that will change your conference experience forever.



“The real challenge is how do you audit and verify what companies are saying is actually the truth. And I think that is where the pressure is going to be in the future, whether from society or from your customers... It is incumbent on the manufacturers who supply the products to comply with what we want as the customer.”

Gareth Ackerman,
Chairman, Pick'n Pay Holdings

Hear more CEOs' thoughts on Food Safety - don't miss the Exploring Risk Management session.

Social and networking programme

Optional Store Visits in Amsterdam

Wednesday 13th February 2008

An opportunity to learn and take home ideas from the dynamic Dutch retail scene!

Welcome Cocktail - Hotel Okura

Wednesday 13th February 2008

The official conference programme begins with a welcome cocktail served in the networking area where you can meet with your industry peers and learn more from exhibiting companies.

Optional Flower Auction Visit to Aalsmeer

Thursday 14th February 2008

An early morning visit allows you to see Europe's largest flower auction market where over 22 million flowers and plants are sold every day.

Official Cocktail and Dinner at Beurs van Berlage

After a busy day of doing business and exchanging the latest knowledge on food safety, enjoy drinks and some fine food in the relaxed atmosphere at the old stock exchange, the Beurs van Berlage, situated in the heart of Amsterdam.

Towards the end of the evening, let your hair down and enjoy some live music, provided by the internationally renowned Dutch popular orchestra Taylor Mate. An unforgettable experience with some food safety musical surprises, which we guarantee will spice up your evening!

Many thanks to our hosts:

 **Ahold**

Heineken
International

The Global Food Safety Initiative Board Members

The thematics of the CIES International Food Safety Conference are developed by the Global Food Safety Initiative Board of Directors, experts who meet on a regular basis to ensure the participants have the latest thinking and developments in food safety.

The GFSI Board creates this event as a platform for discussion on top-of-mind issues and to bring knowledge and networking to food safety specialists from around the globe.



Roland Vaxelaire
Chairman of the GFSI
Quality, Responsibility
and Risk Management
Director
CARREFOUR GROUP.



Terry Babbs
International
Trading Law and
Technical Director
TESCO, UK



Bryan Farnsworth
VP Quality
Management
**HORMEL FOODS
CORP. USA**



Catherine François
Senior Manager
Food Safety
**CIES - THE FOOD
BUSINESS FORUM**



Cory Hedman
Food Safety and
Quality Assurance
Director
**HANNAFORD
BROS. CO. USA**



Alfons L. Schmid
Vice President
Product Safety
& Consumer Affairs
**ROYAL AHOLD
Netherlands**



Hans-Jürgen Matern
Division Manager
Quality Assurance
**METRO AG,
Germany**



Yves Rey
Corporate Quality
General Manager
**DANONE GROUP
France**



Johann Züblin
Head of Standards
& Social Compliance
**Federation of MIGROS
Cooperatives,
Switzerland**

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Conference Sponsors:



What is CIES?

CIES - The Food Business Forum is the only independent global food business network. It serves the CEOs' and senior management of nearly 400 members, in over 150 countries, with retailers being the largest single group.

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.



Sign up today for the 2008 CIES International Food Safety Conference

- by using the enclosed registration forms or
- by registering online at www.ciesfoodsafety.com

Any questions?

**For booking services,
please contact:**

Ormès / CIES Food Safety Secretariat
18-20 rue Fourcroy, 75017 Paris, France
Tel: +33 1 40 53 40 64 / 69
Fax: +33 1 40 53 40 65
Email: ciesfoodsafety@ciesnet.com

**For any other enquiries
please contact:**

Marjo Järvinen
CIES - The Food Business Forum
7 rue de Madrid, 75008 Paris, France
Tel: +33 1 44 69 84 82
Fax: +33 1 44 69 99 39
Email: m.jarvinen@ciesnet.com

Conference Venue

Hotel Okura Amsterdam

Ferdinand Bolstraat 333
1072 LH Amsterdam,
The Netherlands
Tel: + 31 20 678 71 11
Fax: +31 20 671 23 44
www.okura.nl

For programme updates, practical information and online registration, visit our conference website www.ciesfoodsafety.com

