



# GLOBAL FOOD SAFETY CONFERENCE 2015



FOOD SAFETY:  
**A SHARED RESPONSIBILITY**

3<sup>rd</sup> to 5<sup>th</sup> March 2015 / Kuala Lumpur, Malaysia

## EXECUTIVE SUMMARY

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# GFSC 2015 IN NUMBERS

70.2M

AUDIENCE REACH VIA MEDIA  
AND SOCIAL MEDIA

1st

TIME IN ASIA

+500

TWEETS WITH THE  
#GFSC2015 HASHTAG

915

FOOD SAFETY SPECIALISTS

50

COUNTRIES

85

SPEAKERS

2

MINISTERS

MALAYSIAN MINISTER OF HEALTH,  
& MINISTER OF INTERNATIONAL  
TRADE & INDUSTRY

+850

VIEWS ON GFSI  
YOUTUBE CHANNEL

+30

STORIES IN ONLINE NEWS,  
+200 IN BLOGS

50

LOCAL & INTERNATIONAL  
MEDIA ON-SITE

MEDIA COVERAGE SPANNING  
PRINT, DIGITAL, TV & RADIO



# GFSI

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# THE GLOBAL FOOD SAFETY CONFERENCE 2015

## A Shared Responsibility

The Consumer Goods Forum (CGF) welcomed 915 delegates from 45 countries to their Global Food Safety Conference in Kuala Lumpur, Malaysia. The annual event, now in its 14th year and held in Asia for the first time, has established itself as the leading business-driven food safety event of the year.

The programme is planned by the CGF's long-standing "Global Food Safety Initiative (GFSI)" whose collaborative approach brings together international food safety experts from the entire supply chain at Technical Working Group and Stakeholder meetings, conferences and regional events. They share knowledge and promote a harmonised approach with a shared aim of "safe food for consumers everywhere."

The participants of GFSI believe that food safety is a shared responsibility. They aim to create linkages with key organisations and regulators,

build confidence in third party certification, build capacity and expand geographic engagement. Many members have committed to recognising the equivalence of the rigorous GFSI benchmarking process which enables aspiring food safety schemes to work within the requirements of the Guidance Document.

The conference, chaired by GFSI Chairman, Cenk Gurol of Japanese retailer Aeon, included a range of Asian speakers who gave delegates a new look at how the work of GFSI is truly having a global impact. On the second day there was a ground breaking announcement from Noraini Binti Dato' Mahd Othman, Senior Director of the Malaysian Ministry of Health. She announced that the Malaysian Government would be nationalising their Sustainable Supplier Development Program which uses the GFSI Global Markets Programme to help small and less developed businesses get started on the road to certification.



## DELEGATE TESTIMONIALS

"I have a great interest in food safety and my job has just changed to become global. This experience has been so positive. The thing I'm taking back to the office is a set of new contacts. I have no idea how else I could have met so many different people interested in food safety in such a short period."

**Jimmie Williams**, Director, Global Government and Public Affairs, McDonald's Corporation, USA

"I've never been to Asia before and I'm so glad I did. I'm really encouraged to see the development of the Global Markets Programme and the engagement of the young people. My favourite part of the conference was when the two young entrepreneurs came on the stage and shared their own food safety stories. It was a very special moment."

**Gillian Kelleher**, VP Food Safety and Quality Assurance, Wegmans, USA – Incoming GFSI Board Member

"This was my first conference. I work for an Indonesian retailer and this has been a great opportunity to meet people from other countries that do the same job as I do. It's the place to be!"

**Hendra Pardede**, Group Quality Assurance Manager, HERO Group, Indonesia

"I have attended the last five conferences because it is the best place to meet the best people to move food safety forward. I'm never disappointed."

**Yuriy Zvazhenko**, Agribusiness Standards Advisory Program in Europe and Central Asia, International Finance Corporation, Ukraine

"Mainly I come for networking, to meet suppliers and to increase my knowledge. I want to understand the global issues better and I have definitely achieved those aims."

**Cynthia Davedason**, Senior Manager, External Manufacturing Asia-Pacific, Mondelez International, Malaysia

"I work for a retailer in Singapore. I came here to listen to the presentations, meet new people and find out what's happening around the world. I have had a great conference."

**Ho Wee Fun**, Senior Manager, Food Safety and Quality, Fairprice, Singapore

"I come for the content and to meet people. Most of all though, I come because so many GFSI members are here. We want to support them and it's a great opportunity to meet lots of them informally. It's been a very rich experience."

**Diane Taillard**, Director, Consumer Safety and Traceability, GS1, Belgium

"My company is involved in GFSI and I have been able to take the opportunity of this Asian event to find out what it's all about for myself. We do a lot of work to help our small suppliers in different markets and I've found out a lot about how GFSI is helping such companies through their Global Markets Programme. This is something I can take back to the people I work with."

**Sheryl Tu**, Senior Manager, Quality Assurance, China and East Pacific, Starbucks Coffee, China



## CONFERENCE SESSIONS

# Plenary Session 1

### OUR SHARED RESPONSIBILITY – CALL FOR ACTION

Moderated by: **Cenk Gurol**, Chairman of the Global Food Safety Initiative and Vice President, AEON Co., Ltd., Japan.

## WELCOME ADDRESS



Cenk Gurol welcomed the 915 delegates, announcing the third highest attendance in the history of the event and the first time the conference had been convened in Asia. He said that no single company is able to do food safety on their own.

*"If your competitor or your supplier has a problem, it affects us all. Food safety is a noncompetitive issue which means that we need to always work together.*

*Food supply chains that start in the farm and end on the plate are shared by all of us. That's why the conference theme of 'a shared responsibility' is both relevant and appropriate.*

*I start by asking all of you: Who's responsible for food safety?*

*By 2050 the world's population will be increased by 35% and they will be consuming an extra 100,000,000 tons of food a year. This means that we have to produce and deliver more efficiently in the face of multiple inherent conflicts. I want to tell you how the Global Food Safety Initiative (GFSI) is playing our part in contributing towards change.*

→ **Finding differences between public and private regulations** that are creating barriers.

→ **Harmonisation of standards**, our very first step and still at the heart of our work.

→ **Helping to build capacity**, making sure that small and less developed businesses are able to develop their food safety management systems.

→ **Understanding and managing emerging risks better**, such as food fraud.

→ **Building awareness locally.** We have 4 GFSI Local Groups so far in China, Japan, N America and Mexico. We want more! I want to have a GFSI Local Group right here in the ASEAN region as well as in Europe, Latin America and Africa.

**Who is responsible for food safety? There can be only one answer: We all are!"**

*I ask my question again. Who is responsible for food safety?*

*There can be only one answer: We all are!*

*Are you ready to be a part of food safety history? Join us by taking responsibility."*

### KEY TAKEAWAYS:

- 1 Your food safety problem is all of our problem.
- 2 We need more food for the future and we need to collaborate to resolve the conflicts.
- 3 GFSI is working to find equivalence, increase transparency and build capacity.

# Plenary Session 1

OUR SHARED RESPONSIBILITY – CALL FOR ACTION

## GLOBAL TRENDS IN THE FOOD SECTOR

**Craig Armitage**, Global Food Safety & Quality Service Leader, PwC New Zealand.

Craig Armitage leads the PricewaterhouseCoopers global food safety business and he told delegates about the megatrends that are impacting the global food market.

*"We are facing unprecedented change, multiple challenges and high profile international food safety crises. Any week, a scan of events featuring in the headlines will tell you that food supply and food trust have no borders. These global trends are having a profound impact on society as global food supply comes under attack in both mature and emerging markets. There are global economic power shifts driven by demographic and social changes, rapid urbanisation, climate change and resource scarcity. Simultaneously there are technological breakthroughs and a growing efficiency. This is a story with special relevance here in Asia where we by 2050 where we will see more than half of the world's population, as well as:*

→ **India's population will have grown by 40%** and will surpass China by 2030.

→ **Asian protein consumption will have grown by 128%**. Meat and dairy consumption will go from 64 kg per person per year to 96 kg.

→ To feed the predicted 9.3 billion people, **global agricultural production must grow by 70%** and in fast-growing economies by 100%

→ The G-7 countries (US, Japan, Germany, UK, France, Italy, Canada) will have a **combined GDP of \$69 billion**

→ The E-7 countries (China, India, Brazil, Russia, Indonesia, Mexico and Turkey) will have a **combined GDP of \$138 trillion**



*Consumers will require more energy, more food and more water. Both food security and food safety will be given the highest priority by governments. Wealthier and larger populations are using their strength and we see economic colonisation as they acquire land and food sources in mature and emerging markets. They are also securing their supply chain through technology with enhanced logistical and food safety oversight.*

*These megatrends are all having an impact in some way on food safety. Regulation and technology must find a balanced approach that will protect consumers. Best practice for companies starts with a positive culture of food safety coupled with a risk resilient approach which starts at the top and features end to end integration of food supply chains."*

**Food supply and food trust have no borders."**

### KEY TAKEAWAYS:

- 1 There is a global economic power shift towards Asia.
- 2 Governments will be prioritising food security and food safety.
- 3 Best practice for companies is rooted in a positive culture of food safety.



# Plenary Session 1

OUR SHARED RESPONSIBILITY – CALL FOR ACTION

## TURNING THE ASEAN ECONOMIC COMMUNITY INTO REALITY

Introduction: **His Excellency (HE) Pushpanathan Sundram**, former DSG of ASEAN - currently Managing Director of EAS, Singapore.

The ASEAN Economic Community (AEC) has become the goal of regional economic integration for states across Southeast Asia. With average FDI growth of 14% since 2000 and with a combined GDP of nearly US\$3 trillion, the AEC aims to create a single market and production base that operates in a highly competitive economic region that is characterised by equitable development and full integration into the global economy.

**Datuk Rebecca Sta Maria**, Chief Secretary, Malaysia Ministry of International Trade and Industry.

*"We are building a single market in the form of a free trade*



*The end of 2015 will see the implementation of the ASEAN Economic Committee as well as the completion of the regional comprehensive trade agreement. The proposed regulatory and investment treaty, the Trans Pacific Partnership, will also be completed in 2015.*

*Growth will bring change to all the countries involved and food safety is one of our key challenges as trade barriers are taken down. The harmonisation of regulatory systems in agriculture and food production is key to regional integration. I believe that GFSI can play a key role in this effort with the support of their various tools for developing capacity. I suggest that Food Industry Asia and the ASEAN Food and Beverage Alliance could be important partners to GFSI in this initiative."*

*agreement featuring financial integration, food safety and better integration of services. The main goal is to remove, to the maximum extent possible, barriers within the region to facilitate trade and economic activities. The plan that we started in 2007 is almost complete. The remaining work includes import quotas and product regulatory standards because the non-tariff barriers are a restriction that ASEAN would like to be eliminated to promote free trade."*

**The harmonisation of regulatory systems in agriculture and food production is key to regional integration."**

### KEY TAKEAWAYS:

- 1 The end of 2015 will see the completion of the planning phase.
- 2 Food safety will be a key challenge as trade barriers are taken down.
- 3 GFSI can help with the change through the use of their tools for developing capacity.





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# Plenary Session 2

## COLLABORATION IN THE FOOD SUPPLY WEB

Moderator: **Mike Robach**, GFSI Board Member and Vice President, Corporate Food Safety, Quality & Regulatory, Cargill

### ACROSS FRONTIERS: A SMALL SUPPLIER'S ENTRY INTO THE GLOBAL FOOD SUPPLY WEB

**Winnie Lin**, Senior QA Specialist, Food Technologies Division, Kemin, Singapore

*"At Kemin we manufacture more than 500 speciality ingredients that deliver important nutrition and health benefits through products consumed by people and animals. We knew there was a demand for achieving GFSI recognised certification and identified an opportunity to work with the standard FSSC 22000.*

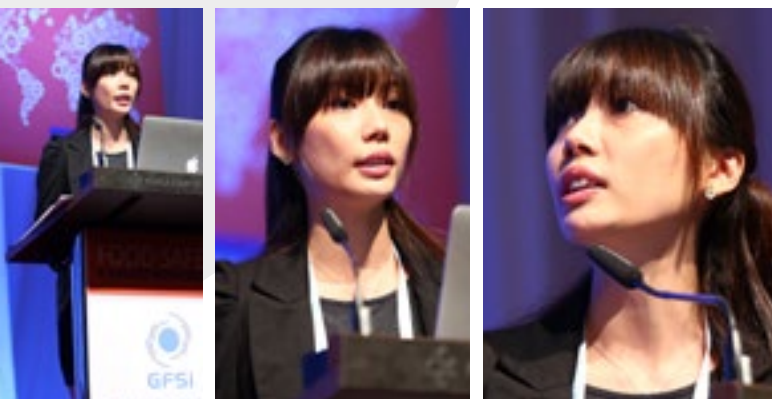
*We were able to develop our food safety management systems and started by creating a new risk assessment process for our raw materials. We created a process flow diagram against which we could evaluate our hazards,*



*allocate risks and decide on our management response. The quality plan for each raw material summarised all the testing that would be required, with its frequencies and limits. We integrated this approach with our testing programme. For example, in sunflower oil we set a batch testing frequency for dioxins (every third lot), for PCPs (every tenth lot) and for pesticides (annually). We validated this work through internal audit and non-conformance management, escalated up to our top management in the event of any major issues.*

*The requirements of FSSC 22000 helped us to select a laboratory that would provide us with a level of assurance that would prove acceptable to our customers. They were all happy with this approach as well as by our risk driven analysis programme.*

*With our "Raw Material Risk Assessment" integrated within FSSC 22000 we have established customer trust and built our brand reputation. It has resulted in a significant increase in the number of customers and of our overall sales."*



**"We knew there was a demand for achieving GFSI recognised certification."**

#### KEY TAKEAWAYS:

- 1 The requirements of FSSC 22000 helped create a new risk assessment process for raw materials.
- 2 Customers responded positively and brand reputation has been enhanced.
- 3 Certification to FSSC 22000 has increased sales.



# Plenary Session 2

COLLABORATION IN THE FOOD SUPPLY WEB

## A KEY LINK IN THE CHAIN: THE MANUFACTURER'S ROLE TO DELIVER SAFE, QUALITY PRODUCE TO MARKET

**Mark Overland**, Director Global Certification, Cargill, US, and **Cor Groenveld**, Global Head of Food Supply Chain Services



The speakers provided different perspectives on the manufacturer's role in supplying quality product to market. Mark Overland, from the manufacturer's perspective, described the history of the integrated food safety management systems (known as FSMS) at Cargill facilities.

*"Previously, we had only HACCP and our employees tended to feel imposed upon. Once we made the change to FSMS we then aligned with FSSC 22000 and all of our business units work with the same system. We went on to develop our own Auditor Academy and embarked on an ongoing calibration of their approach. We believe that it is not the certificate that protects us all, it's the system. Independent assessment of that system through third party audits has helped us to create a sustainable and profitable business."*

***"We believe that it is not the certificate that protects us all, it's the system."***

*"We have learnt about the importance of working with plant employees rather than just imposing new requirements. The structured communication, including a good understanding of accountability, also needs to happen throughout the supply chain. At our Cargill facilities, trained food safety teams design, implement and maintain the systems on a daily basis. These teams are tasked with the regular review and improvement of the systems."*

Cor Groenveld, a GFSI participant since the very beginning, gave the perspective of the Certification Body.

*"I believe this always starts with our consumers and they want two things on their daily shopping list: food safety and quality."*

*My message to all facilities involved in certification to a GFSI recognised scheme is to make sure that they challenge the auditor and their own teams to ensure an in-depth audit. It is not just about hygiene, pre-requisite systems and box ticking on the day, it is also about working together to examine and improve the engagement and commitment within the facility through a thorough assessment of the management system elements that drive food safety. Good, competent auditors are critical to achieve this."*



### KEY TAKEAWAYS:

- 1 Select the GFSI recognised scheme that best suits your needs.
- 2 Select the Certification Body that will push your manufacturing site and company.
- 3 Supply chain assurance is fundamental, so understand your strengths and weaknesses.

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Yansong Wang  
Assistant Vice President  
Mengniu Group



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# Plenary Session 2

COLLABORATION IN THE FOOD SUPPLY WEB

## FOOD SAFETY AND SUPPLY WEB MANAGEMENT: A RETAILER'S PERSPECTIVE

**Jan Kranghand**, Regional Director QA MCCI Asia, Metro China

*"The first thing that I had to come to terms with when arriving in China was the sheer scale of the country and its food industry. For example, there are 200 million farms and 500,000 food processing factories. Following a consolidation of food safety standards in 2013, there are 300 new national standards addressing dairy safety, limits of pollutants and traces of pesticides among many other topics. The aim is to clarify the existing standards and consolidate them to a unified mandate for food safety by the end of 2015.*

*For more than 70% of the population, food safety is their number one concern and every year 90 million people suffer from food borne illness. Consumers are very proud to be Chinese but they have lost confidence in products and there is a preference for imports.*

*We wanted to regain their trust and started in our own stores. We decided to work on changing and improving people's culture by introducing HACCP and we found that it's not easy. However, there is a lot of enthusiasm and we even have a national HACCP Day on December 12. Our target is for all of our 86 METRO wholesale stores to achieve certification to a GFSI recognised scheme.*

*For our suppliers and our products we undertake risk assessment. The good news is that for 61% we are able to manage with 'standard diligence'. Not so good is that we have 37% that we manage with 'vigilance'. Just 2% are in what we call 'intensive care'. In our supply chain, working with our Star Farm consultancy partners, we start with the GSSI Global Markets Programme. We now have more than 20,000 farmers trained in food*



*safety and almost 3,000 products that we can trace back to source. This means that consumers can scan a barcode with their phone and see the place of production. A new development has been unannounced audits, arriving at the factory at 8am and entering for the inspection. In the event that access is denied for these assessments, the supplier is delisted."*



**For more than 70% of the population, food safety is their number one concern. ”**

### KEY TAKEAWAYS:

- ① Chinese national food safety standards are being revised and consolidated.
- ② 86 METRO wholesale stores shall be achieving certification to GFSI recognised standard during 2015.
- ③ METRO use the GFSI Global Markets Programme for farmers and suppliers.

## Plenary Session 2

COLLABORATION IN THE FOOD SUPPLY WEB

# STRENGTHENING THE WEB: HARNESSING PUBLIC AND PRIVATE SECTOR RESOURCES IN DEVELOPING COUNTRIES

**Nathan Belete**, Manager, Agriculture Practice East Asia Pacific, World Bank

Nathan Belete told delegates about the Global Food Safety Partnership (GFSP) that was formed in December 2012 by the Asia-Pacific Economic Cooperation Food Safety Cooperation Forum with the World Bank.

"I want to share some of the work that we've been doing following our discussions with governments around the world. Our main focus is capacity building to promote food safety but we're also interested in improving public health and fostering economic growth. Our work is concentrated in developing and middle income countries.

We believe that we have something that sets us apart in the delivery of capacity building. We bring together the activities of the public and private sectors, seeking to coordinate so we can avoid duplication while we leverage our partner resources to achieve the necessary scale and address the entire food supply chain web.

Here are a few examples of what we're doing.

→ HACCP capacity building with training and examination, Shanghai and Malaysia.

**None of us are in a unique position and change needs a coordinated approach."**

→ Aquaculture capacity building, open source training with the Responsible Aquaculture Foundation and the Global Aquaculture Alliance.

→ Needs assessment, working with FAO to provide a coordinated set of recommendations in Zambia for both public and private sectors.

→ Chemical risk assessment, bridging previous work to provide an open source module due to be piloted in 2015.

→ Laboratory capacity building, exercising leverage in public, private and academic expertise to conduct a four phase training activity with three Chinese institutions.

This conference has reinforced that basic message that none of us are in a unique position and change needs a coordinated approach. We ask you all to join the digital resource network and share your knowledge and best practices."



### KEY TAKEAWAYS:

- 1 GFSP has a main focus on capacity building to promote food safety.
- 2 GFSP is bringing together the activities of the public and private sectors.
- 3 Connect your company to the global platform and benefit from the experience of others.



## ANY FRIDGE WITH SAFE AND SUSTAINABLE FOOD IS A WINNER!

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# Plenary Session 3

## COLLABORATION BETWEEN PUBLIC AND PRIVATE TO ADVANCE FOOD SAFETY

Moderator: **Tom Heilandt**, Secretary, Codex Alimentarius Commission, Italy

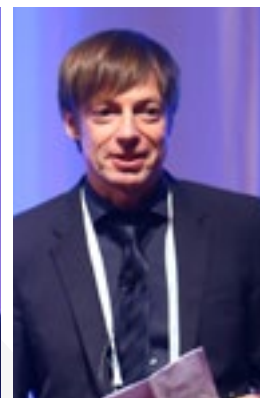
### PANEL DISCUSSION

**Jacky Le Gosles**, Directorate Veterinary and International Affairs, European Commission, Brussels

Jacky Le Goslès works in the European Commission as an Advisor to the Directorate General for Health and Food Safety, known as DG Sante (previously DG Sanco). He said that the European Union with its 28 Member States and 500m consumers is one of the world's biggest importers of food.

*"What we want is a harmonised single market and for all our consumers to have confidence in the system. The principles for EU legislation are based on the Sanitary and PhytoSanitary agreement with the right measures taken to protect public health based on science with no unjustified trade barriers. We want the SPS measures of our Member State competent authorities that are equivalent to be accepted, based on an objective demonstration of protection. We want the same for all countries that import into the EU.*

*Our regulatory framework, with six tools (being individual regulations) addresses all the food chain from primary production to the consumer and includes in its scope industry, catering, transport and distribution.*



*For certain higher risk foods, such as seeds intended for the production of sprouts, there are additional specific requirements.*

*To deliver the framework on imported food we have four levels of control, starting at the bottom with the food business operators and so on. We have a series of extra controls we use in the case of unfavorable audits or repeated non-compliances. We can be tough but we prefer to try to improve the situation so we've started official training, it's a scheme called "Better training for safer food." Technical assistance for this training is provided by other European*

*Commission services such as DG DEVCO and DG TRADE."*

**“We can be tough but we prefer to try to improve the situation.”**





# Plenary Session 3

COLLABORATION BETWEEN PUBLIC AND PRIVATE TO ADVANCE FOOD SAFETY

## SOUTHEAST ASIA

**Dr. Siti Noorbaiyah Abdul Malek**, Manager, Agriculture Practice East Asia Pacific, World Bank

*"Public-private partnerships are very common in Asia and have been around since early times. However, more recently they have been used as loosely defined structures that allow private entities to participate in public activities to improve public life. In the ASEAN integration scheme, the food sector is well represented. Establishing and updating food legislation is the first step. Then we can move on through food control management, food inspection and the development of adequate laboratory infrastructure. That will allow us to then concentrate on industry compliance, education and the development of international and regional trade frameworks."*

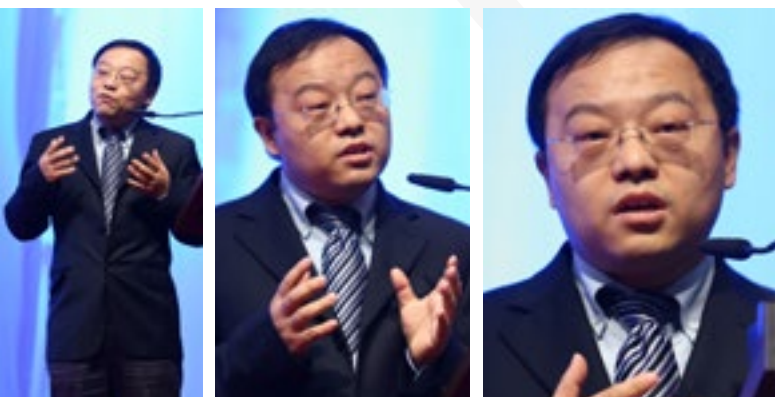
**Public-private partnerships allow private entities to participate in public activities."**



*To help make this happen, we have together formed a new organisation, the ASEAN Food and Beverage Alliance from national associations, federations and other organisations from each member country."*

## CHINA

**Maohua Wang**, CNCA (China Certification and Accreditation Administration)



*"We are set up as a government watchdog. We do not ourselves do any certification or accreditation. Our data shows that there are 20,000 companies exporting to China because it's a great market for them. If you want to join them, you will of course have to compete with others but it is actually quite straightforward with three key steps:*

- You must be a legal processor
- You must meet our national standards
- You must be registered with CNCA

*However, following various recent scandals we now recognise that imported food does not automatically equal safe and high quality food. In China we have established 3rd party certification schemes, such as organic and GAP. We now formally co-operate with GFSI in benchmarking and setting regulations and recognise certification to GFSI recognised standards in our process of registration. That means exporters can get registration faster".*

**We recognise certification to GFSI recognised standards in our process of registration."**

# Plenary Session 3

COLLABORATION BETWEEN PUBLIC AND PRIVATE TO ADVANCE FOOD SAFETY

## CHINA

**Yansong Wang**, VP, Quality and Safety Management, Mengniu COFCO, China

*"We are the largest supplier of products and services in the agri- food sector in China. Our aim is to use renewable natural resources to provide healthy and nutritious food. To achieve this aim, I will tell you about how in our dairy*

**Our inspiration is to optimise a quality management system to an international level."**



sector we are building a firm foundation based on our quality and safety strategy with strict food safety and quality control. That is how we believe that we can rebuild Chinese consumers' confidence. Our inspiration is to optimise a quality management system that is based on continuous improvement with standards, technology, testing and IT tools to an international level. This has to start with feed and progress through animal husbandry and health to ensure consistent milk quality and safety, providing a complete supply chain solution with credible testing at every stage."

## JAPAN

**Mika Yokota**, Director, Food Industrial Corporate Affairs Office, Food Industry Affairs Bureau at the Ministry of Agriculture, Forestry, and Fisheries

*"We should recognise the reality of both global and local issues. That means we need to work on harmonisation of regulations globally while enhancing food safety activities locally, whilst recognising each situation and culture. This is particularly true in Japan because our food industry is mostly small and medium sized businesses supplying food locally.*

**We have been working with the GFSI Global Markets Programme and found that there is a good match and harmonisation is underway."**



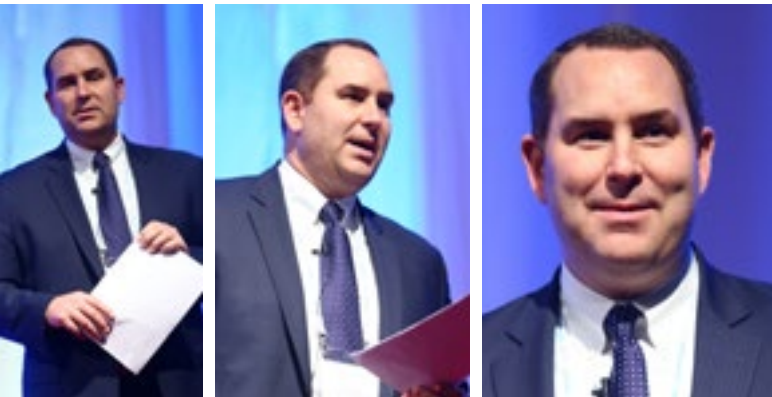
safety issues so we started our Food Communication Project which so far has involved 1,715 food businesses. Our activities include seminars, group work and networking. We make common tools, share good practice and discuss international developments. We have also been working with the GFSI Global Markets Programme which has been very important. We have compared our own checklist with it and found that there is a good match. Harmonisation is underway."

### KEY TAKEAWAYS (from full session):

- 1 Regulations for imports into the EU and China consider supplier competence as one of their filters for facilitating trade.
- 2 There is recognition of the need for harmonisation of regulations.
- 3 Solutions need to start with consideration and understanding of local food safety culture.

# Plenary Session 4

## KNOWLEDGE SHARING AS A CATALYST FOR GROWTH



Moderator: **Peter Begg**, Sr. Director, Global Quality Programs, Mondelēz International (MDLZ), USA

## AN INTRODUCTION TO THE SUSTAINABLE SUPPLIER DEVELOPMENT PROGRAM WITH THE GFSI GLOBAL MARKETS PROGRAMME (MALAYSIA)

**Gerardo Pataconni**, Chief, Quality, Productivity and Enterprises Upgrading, UNIDO, Austria

*"This all began with a UNIDO conference in Egypt in 2008 when we invited Catherine Francois from GFSI to join us. In 2009, my colleague Ali Badarneh attended the first meeting of the GFSI Global Markets Programme and from that moment, a really great story began. Since then we have worked in many countries, starting in Egypt, then working in India, Russia and Zambia, always in partnership with retailers. We have learnt so much about how to build capacity locally. When we came to Malaysia, which is going to be the story of this session, we wanted to showcase our expertise and develop this ipublic-private partnership with Aeon as the retailer and we launched in Kuala Lumpur in January 2013."*



**“Our own role was to bring these parties together.”**

*"Our own role was to bring these parties together. We're starting to look at extending the scope further and we are looking for new ideas and new partnerships because we really want to expand this activity."*



# Plenary Session 4

## KNOWLEDGE SHARING AS A CATALYST FOR GROWTH

**Ali Bardaneh**, Industrial Development Officer, Quality, Standards and Conformity Unit, Trade Capacity Building Branch, UNIDO, Austria

**SSDP has resulted in a functioning internship methodology to support local professional development. ”**

*“Our journey here in Malaysia has used the GFSI Global Markets Protocol as the basis for all our work. We wanted to improve food safety performance, enhance trade performance, develop sustainable local food safety capacity and promote public-private partnerships. We had three tasks, to build the partnership, to develop the program and to look like the protocol. We started with 25 suppliers and*



*we trained our local experts and then they got started with the suppliers. SSDP has resulted in a functioning internship methodology to support local scale-up and professional development with fresh graduates. I’m very pleased to say that now it is fully aligned with the national standards.”*

## SSDP PARTICIPANTS TESTIMONIAL - YOUNG ENTREPRENEURS

**Samantha Mah**, Marketing Manager, Wide Tropism Sdn Bhd Malaysia

*“We are a small importer pack distributor of staple foods, mostly organic. We’ve been a part of this story and I can tell all of you that it’s changed everything that we do. We realise that business is about growth and that being small does not mean that you don’t need food safety. For us it’s not only a must, it’s a way of life.*

**The main outcome is really about business and for our sales growth we achieved a result that we never expected. ”**

*We started with just renting a small office and we were rejected when we started approaching Aeon because we had no food safety systems. We tried again and again and we never gave up. Then they asked us to join SSDP and we found that change is about improvement. We also found that everything takes time. We started at Basic level but I’m really proud to tell you that we have just completed Intermediate. This has been a lot of change for us and it took us two years but finally, in May 2014 we were accepted by Aeon. When we started this business we didn’t know that food safety was that important.*

*The main outcome is really about business and for our sales growth we achieved a result that we never expected. This has given us the confidence to sell our products more widely. We got all of this from being involved in SSDP and now we have the confidence to really build something special.”*





# Plenary Session 4

## KNOWLEDGE SHARING AS A CATALYST FOR GROWTH

**Philip Wong**, Nis Spice Sdn. Bhd, Malaysia

*"We're a small family run spice company and we focus on Malaysian cuisine. All of our products are preservative free with no added MSG. We've learnt so much from our involvement in SSDP. I can tell all of you that before we had no knowledge of food safety at all. We know so much more now that it's increased our confidence level, improved our product and increased our business opportunities.*

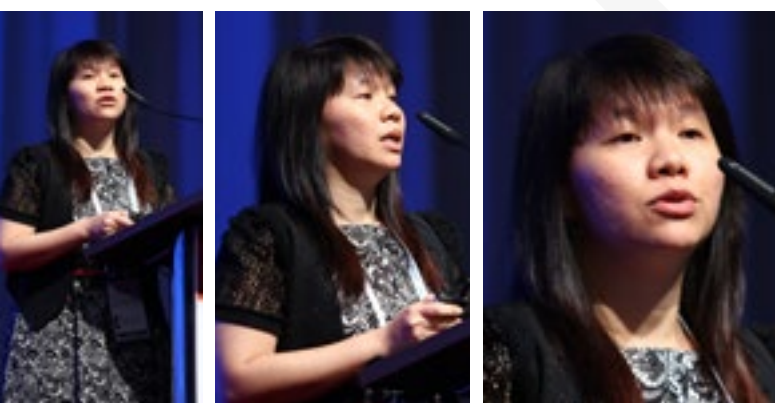
*We passed Basic and then went to Intermediate level. We had an intern from the University who helped us so much. You must remember that previously we did nothing at all. We found the benefits of QA and QC and he helped us set up procedures. We didn't know about washing our hands or cleaning our machines. He educated us and together we made a quality manual and found out about laboratory*

**“Every morning we check everything is clean and I can tell you that we've become very particular.”**



*testing. Previously, we did not know why our customers asked for analysis or testing. We found out about protective clothing and hygiene to prevent cross-contamination so that we now keep finished goods and raw materials separate. We found out about traceability. Every morning we check everything is clean and I can tell you that we've become very particular. It's been a big learning curve and it has made us happy with our sales increasing really well."*

**BUILDING HUMAN CAPACITY:** **Dr Lee**, University Malaysia Sabah



*"I will share with you how SSDP has provided real opportunities for industrial training for our students. Any students that are enrolled on the course must do 6 months in industry. It's a part of our specific objectives to expose our students to work experience so they can build their experience and soft skills.*

*Last year, Aeon asked us to participate. Aeon also trained two of our students and I can tell you that it has been very effective for them as individuals. They were able to develop themselves and build their network for their future careers. It's a really smart partnership for Aeon – in return they have enhanced their knowledge and are able to work in new job opportunities."*

**“They were able to develop themselves and build their network for their future careers.”**

**GOVERNMENT INVOLVEMENT:** **Noraini Binti Dato' Mohd Othman**, Senior Director, Malaysia Ministry of Health



*"It is with the greatest pleasure that I am able to present the last part of this story. Here in Malaysia we have various regulations that we must follow, including our Food Act 2011.*

*Regulation 9 requires all establishments to have in place a food safety programme. We have designed a very simple certification, it's a stepped approach. We have linked this with SSDP which has been integrated across all our work for food safety activities. This is a win win situation for us all. There are benefits for all food establishments that can implement food safety programs through this public-private partnership. We are very excited about this project and I would like to invite you all to join us in the future."*


**SSDP has been integrated across all our work for food safety activities. ”**

### KEY TAKEAWAYS (from full session):

- 1 UNIDO are looking for ideas and partners for new public-private partnerships, based on the GFSI Global Markets Programme, around the world.
- 2 The small companies that have been involved in the SSDP have seen growth in their confidence and their sales.
- 3 The Malaysian government has nationalised the SSDP. All retailers are being invited to participate.



## Advancing food safety through *Smart* innovation



3M brings food safety innovation and expertise to food and beverage processors around the globe. Our trusted solutions include a full line of sample collection and preparation products, quality indicators, pathogen tests and hygiene monitoring products—all designed to work together to help you mitigate risk, enhance productivity and improve operations. It's about protecting your brand, as well as your bottom line, to keep your business moving forward. That's *smart* innovation for you.

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The 3M logo, consisting of the letters "3M" in a bold, red, sans-serif font.

# Plenary Session 5

## SECURING THE FUTURE OF FOOD – OUR SHARED RESPONSIBILITY

Moderator: **Peter Freedman**, Managing Director of The Consumer Goods Forum

### THE RESPONSIBILITY FOR THE SAFETY OF FOOD

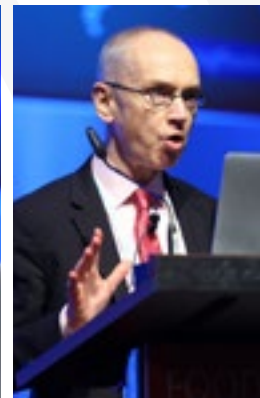
**Tom Heilandt**, Secretary, Codex Alimentarius Commission, Italy

*“Food is a commodity like no other. It is in all our homes, we buy it or grow it, cook it, eat it and feed it to our children. It gives us the energy to live and create. It makes us grow strong and healthy. But it can also make us ill or even kill us.*

*Food has become an international traveler. It crosses international boundaries with ease, often changing form along the way. There are new challenges: emerging diseases, food fraud, malnutrition, obesity. So it is important both to have and to continually review rules.*

*Our work never stops. There are 20 technical committees, 186 member countries and 200 observers. There are over 300 standards and thousands of chemical residue limits. Many developing countries contribute to and rely on Codex standards to improve their food safety and I can say that this has changed the life of many of their citizens.*

*Codex plays a key role in establishing and reviewing all of these global food safety standards. This means that we are already there in*



*every home. However, the relationship between Codex and industry, between public and private, still has a long way to go and must be encouraged and developed.*

*If food is now an international traveler, please think of the Codex Alimentarius as the silent companion, travelling every step of the way. Codex is looking to GFSI to take those steps down that road with us.”*

**“Food is a commodity like no other. It is in all our homes, we buy it or grow it, cook it, eat it and feed it to our children. It gives us the energy to live and create. It makes us grow strong and healthy. But it can also make us ill or kill us.”**





# Plenary Session 5

SECURING THE FUTURE OF FOOD – OUR SHARED RESPONSIBILITY

## A CULTURE OF SHARED PURPOSE - A CALL TO ACTION

**Pradeep Pant**, Former President, Asia Pacific and EEMEA Mondelez

*“Asia is poised to become a global leader in the food industry and the driving force of the full food supply chain will be needed to match the coming growth of private consumption. The retail value of our food sector is estimated to be 2 trillion dollars with 25 percent in packaged goods. However, the twin challenges of obesity and malnutrition casts a shadow over the optimism of this future growth. We also face the challenge of food wastage arising from poor supply chains with underinvestment and poor practice.*

*Old style food consumption was characterised by solid consumer trust combined with a strong sense of local food culture. There were defined roles for everyone and no culture of shared responsibility. I believe that here in Asia the food industry woke up to the essential importance of shared responsibility with the melamine crisis in China. Crisis has often been the driver of change and this instance it reinforced the message that many have been saying: now is not the time to act alone. From this crisis Food Industry Asia was formed which now provides an opportunity for the major food manufacturers to speak with one voice in Asia in areas such as regulatory standards, food safety and effective public health approaches.*

*Now, as an industry, we need to pick up speed. It's time to not only get to grips with the essential processes of best practice but also with the cultural dynamic that means food safety becomes a way of life. We need*



*to find a shared belief starting at the local level so we can go forward together and break down the old silos to find a spirit of shared responsibility. Suspicion and mistrust has no place in something as enjoyable as food. It's time to change. We need the passion and drive of both individuals and companies.*

*I leave you with a single question: “What personal action will you take when you wake up tomorrow?”*

**“In Asia the food industry woke up to the essential importance of shared responsibility with the melamine crisis in China.”**

### KEY TAKEAWAYS:

- 1 The end of 2015 will see the completion of the planning phase.
- 2 Food safety will be a key challenge as trade barriers are taken down.
- 3 GFSI can help with the change through the use of their tools for developing capacity.

Written by Chris Anstey, Independent Consultant [www.anstey-ltd.co](http://www.anstey-ltd.co)

## CLOSE OF CONFERENCE



See the full GFSC 2015 Programme:

[http://www.tcgffoodsafety.com/images/PDF/gfsi\\_conference\\_programme\\_2015\\_website.pdf](http://www.tcgffoodsafety.com/images/PDF/gfsi_conference_programme_2015_website.pdf)

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## CONFERENCE PHOTOS





www.tcgffoodsafety.com



## NETWORKING MOMENTS





## OPENING CEREMONY



The Global Food Safety Conference was opened by GFSI Chairman Cenk Gurol, the Minister of Health Malaysia and the Minister of International Trade and Industry Malaysia



See the GFSC 2015 Photo Gallery :  
<https://www.flickr.com/photos/130140467@N03/sets/72157651334019405/>

## DISCOVERY TOURS



The Food Safety Discovery Tours offered a unique insight into various food safety management systems.



Find out more:  
<http://www.tcgffoodsafety.com/index.php/the-conference/store-tours>

## BREAKOUT SESSIONS



In addition to the Plenary sessions, 10 Breakout Sessions completed the Programme to address hot topics in food safety.



See the full GFSC 2015 Programme:  
[http://www.tcgffoodsafety.com/images/PDF/gfsi\\_conference\\_programme\\_2015\\_website.pdf](http://www.tcgffoodsafety.com/images/PDF/gfsi_conference_programme_2015_website.pdf)

## GFSI STAKEHOLDER MEETING



The Conference ended with the annual Stakeholder Meeting, an open dialogue on current and emerging food safety issues and an opportunity to shape future GFSI objectives.



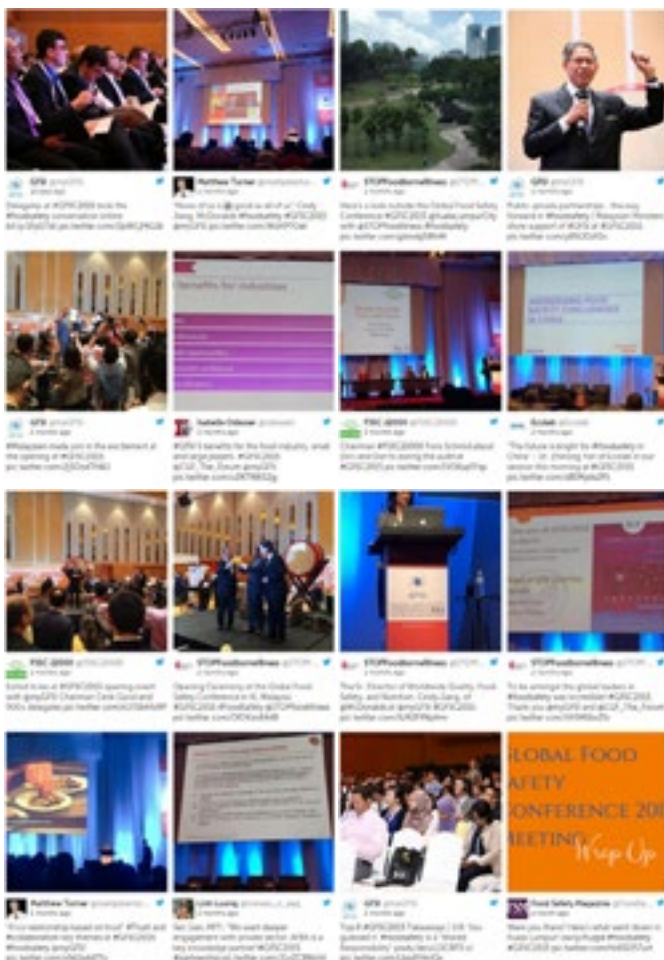
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