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# THE EU – ASEAN FORUM ON FOOD SAFETY

Shelf life • Traceability • Cold Chain • Labelling

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## NURTURING THE EU-ASEAN DIALOGUE ON FOOD SAFETY | 08th-09th DEC 2015

Food security is a condition that *"exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life."*

*Definition by Food and Agriculture Organization of the United Nations*

A two-day forum *to facilitate the harmonisation of food safety standards, regulations and legislation in the ASEAN region.*

Inputs from EU-ASEAN industry experts on tackling regulatory issues and benefits from harmonised standards, especially in the context of food quality and safety.

### BE A PART OF THIS EVENT.

Share your expert views and debate with academics, policy makers and practitioners from across the world with a direct interest and passion in food safety management.



# 08th - 09th DEC 2015

JOIN US! THIS 2 DAY FORUM WILL TAKE PLACE IN  
KUALA LUMPUR, MALAYSIA, A KEY HUB WITHIN ASEAN.



**ACCELERATE** the removal of trade barriers and promote the alignment of standards with international guidelines.

**APPROPRIATE** dialogue with governments and other influential opinion leaders in the region.

**PROMOTE** and systemize food safety standards with international guidelines and further advocate the dissolution of trade barriers.

**FACILITATE** a fair and open dialogue between governments and influential thought leaders in the region.

## QUOTES

from 2014 speakers

Teoh Keng Ngee, Senior Manager -Scientific Program, ILSI Southeast Asia Region, Singapore

“ In terms of harmonising standards in the EU, there are mandatory regulations and directives; while in ASEAN this is mostly still a voluntary process that needs to be adopted by member countries individually ”

Carolyn Lee, Food Traceability Manager, GS1 Global Office, Belgium

“ Global standards play a role in critical areas when they are integrated to build smart traceability systems ”

Prof. Dr. Martin Holle, Professor of Food Law and Administrative Law, Hamburg University of Applied Sciences, Germany

“ Because consumers are unable to check the facts, they have to believe what they are told by the manufacturer, and if they feel they cannot trust this, then they are unlikely to continue believing in the safety of the food they buy ”

Dr. Anni Mitin, Executive Director, Southeast Asian Council for Food Security & Fair Trade (SEACON), Malaysia

“ While there are expectations that the ASEAN Economic Community will be achieved in 2015, we haven't even addressed consumption aspects of harmonisation because our focus has been on production. We have to start looking at how to improve on the consumption or the market in the region ”

## WHO SHOULD ATTEND

Food and biotech business:

- Retailers
- Service professionals
- Manufacturers

Government agencies:

- Health
- Agriculture
- Domestic trade

Associations:

- Food
- Agriculture
- Biotech
- Food Safety

Solution providers:

- Logistics
- Software
- Supply chain

Experts:

- Academics
- Policy makers

The forum brings together **EU and ASEAN food industry** experts, decision makers & thought leaders and encourages (closed door debates) to facilitate and conceive innovative ideas and practical solutions to implement.

*A must attend event for key food industry leaders and groups.*

**REGISTER NOW!** For more info, visit: [www.eu-aseanforum.com](http://www.eu-aseanforum.com)