



The Consumer Goods
FORUM



GFSI
Global Food
Safety Initiative

全球食品安全倡议中国主题日2014 GFSI FOCUS DAY CHINA 2014

总结报告
POST EVENT REPORT



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The **GFSI Focus Day** was initiated to address those Frequently Asked Questions about the initiative and its activities around the world. The **GFSI Focus Day** aims to provide Chinese stakeholders in the food industry an opportunity to find out more about the Global Food Safety Initiative but it will also serve as a unique opportunity for networking and knowledge exchange.

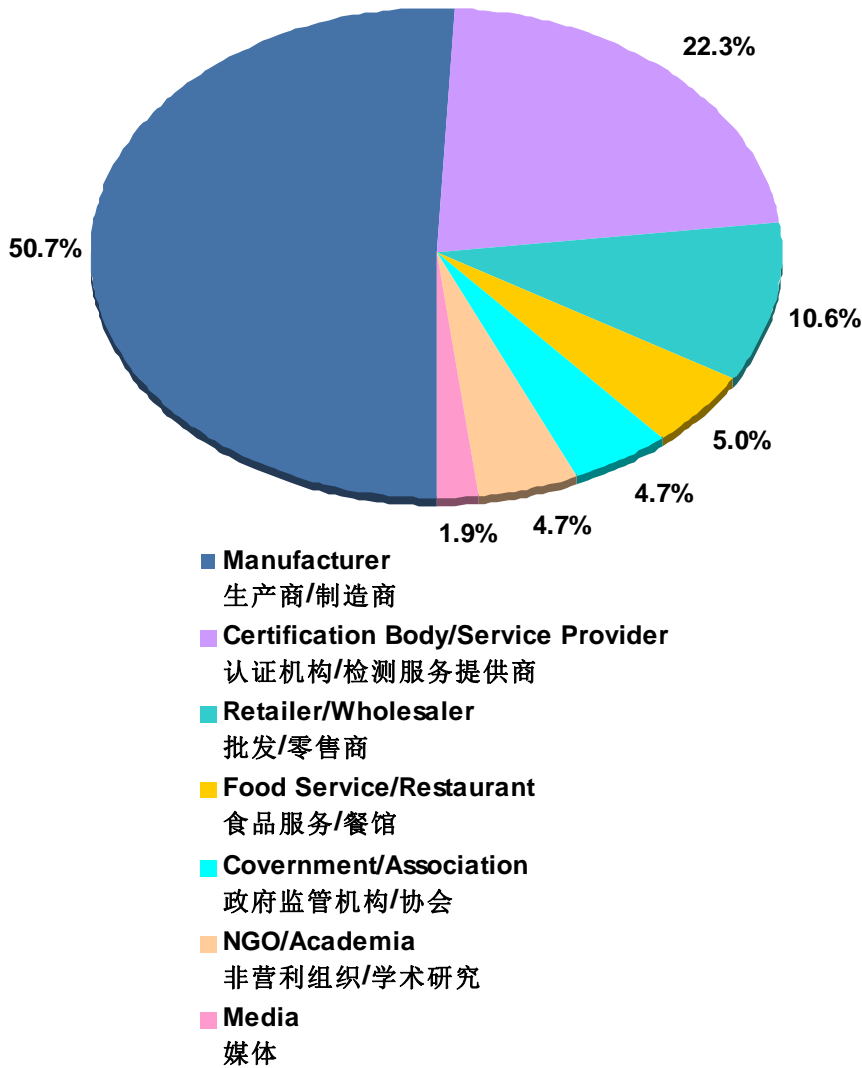
The GFSI China Focus Day 3rd Edition follows on from the success of GFSI China Focus Day 2012 & 2013 events, to continue raising awareness around the benefits of GFSI. It is fortunate that there are almost all board members of GFSI came to China, showing the significance to Chinese market and sharing in-depth experience, case studies and best practices.

Food Safety: A Shared Responsibility 食品安全：共同的责任

TOTAL DELEGATES
与会代表总数 **359**



NATURE OF BUSINESS 商业性质

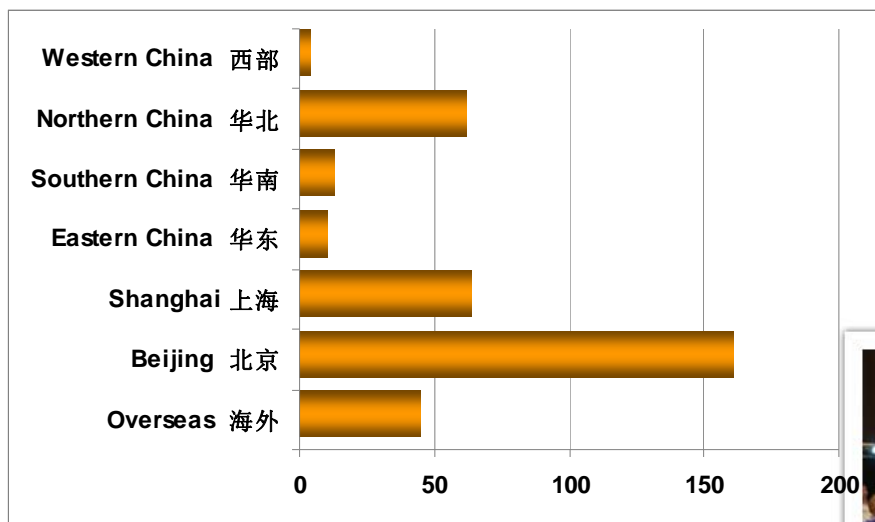


- **Manufacturer**
生产商/制造商
- **Certification Body/Service Provider**
认证机构/检测服务提供商
- **Retailer/Wholesaler**
批发/零售商
- **Food Service/Restaurant**
食品服务/餐馆
- **Government/Association**
政府监管机构/协会
- **NGO/Academia**
非营利组织/学术研究
- **Media**
媒体

	人数	%
Manufacturer 生产商/制造商	182	50.7%
Certification Body/Service Provider 认证机构/检测服务提供商	80	22.3%
Retailer/Wholesaler 批发/零售商	38	10.6%
Food Service/Restaurant 食品服务/餐馆	18	5.0%
Government/Association 政府监管机构/协会	17	4.7%
NGO/Academia 非营利组织/学术研究	17	4.7%
Media 媒体	7	1.9%
Total 总计	359	100.0%



GEOGRAPHIC BREAKDOWN 地区细分



		%	
Overseas 海外		45	12.5%
	USA	15	4.2%
	Japan	4	1.1%
	HK	5	1.4%
	Korea	4	1.1%
	France	6	1.7%
	Other	11	3.1%
Beijing 北京		161	44.8%
Shanghai 上海		64	17.8%
Eastern China 华东		10	2.8%
	Jiangsu	10	2.8%
Southern China 华南		13	3.6%
	Guangdong	9	2.5%
	Hubei	4	1.1%
Northern China 华北		62	17.3%
	Hebei	12	3.3%
	Tianjin	11	3.1%
	Anhui	4	1.1%
	Henan	5	1.4%
	Liaoning	1	0.3%
	Shanxi	2	0.6%
	Shandong	13	3.6%
	Neimenggu	10	2.8%
	Jilin	2	0.6%
	Helongjiang	2	0.6%
Western China 西部		4	1.1%
	Gansu	2	0.6%
	Sichuan	2	0.6%
Total 共计		359	100.0%



Day 1 Program 第一天日程

GFSI China Focus Day - August 27th, 2014 (Wednesday)	
12:00 - 14:00	Registration Open & Welcome Coffee
14:00	Welcome and Introduction Cenk GUROL, Chairman of Global Food Safety Initiative Board & Vice President, AEON Co., Ltd., Japan
	Government Insights
14:10	Latest Food Safety Governance Trends in China Jiacai TENG, Vice Minister, CFDA (China Food and Drug Administration)
14:25	Latest Update from CNCA Weijun LIU, Deputy Chief Administrator, CNCA (Certification and Accreditation Administration of China)
14:40	Academia Insights Junshi CHEN, Chief Adviser of CFSA (China National Center for Food Safety Risk Assessment)
	Food Safety: A Shared Commitment from the Top Moderator: Junshi CHEN, Chief Adviser of CFSA (China National Center for Food Safety Risk Assessment)
	Industry Leader Insights
14:50	Zaotian WAN, Vice President, COFCO Corporation
15:00	Jie HONG, CEO of China Resources Enterprise, Limited and CEO of China Resources Vanguard Co., Ltd
15:10	Robert ASPELL, President, Cargill China
15:20	Jeroen de GROOT, President, Metro Cash & Carry China
15:30	Chongjian ZHANG, Vice President, Bright Food (Group) Co., Ltd.
15:40	Chunhua CHEN, Co-Chairwoman and CEO, New Hope Liuhe, China
15:50	Top Executives Panel
16:00	Coffee Break (hosted by Cargill)
	Global Food Safety Initiative – A Shared Platform for Food Safety Moderator: Junshi CHEN, Chief Adviser of CFSA (China National Center for Food Safety Risk Assessment)
16:30	Global Food Safety Initiative – Latest Developments Mike ROBACH, Vice-Chair of the GFSI Board and Vice President, Food Safety, Quality and Regulatory Affairs, Cargill, USA
16:45	Global Food Safety Initiative in China – Social Governance Yves REY, GFSI Board Member and Corporate Quality General Manager, Danone, France
17:00	Chinese Manufacturer Perspective Zhigang YANG, Director, Quality & Safety Management, COFCO Corporation, China
17:15	Chinese Retailer Perspective Hong JIANG, Director, National Quality Management, China Resources Vanguard
17:30	Supply Chain Food Safety Challenges & Solutions: GFSI Board Panel • John CARTER, Vice President Metro Group: Global Director Quality Assurance, Metro Cash & Carry, Germany • Anthony HUGGETT, Vice President Quality Management, Nestlé, Switzerland • Hong JIANG, Director, National Quality Management, China Resources Vanguard
18:00	Opening Cocktail (hosted by McDonald's China) Welcome Address

GFSI 中国主题日- 8月27日(星期三)	
12:00 - 14:00	注册及欢迎咖啡
14:00	开幕与嘉宾介绍 GFSI全球食品安全倡议董事会主席&永旺集团副总裁Cenk GUROL
	政府观点-中国食品安全治理
14:10	国家食品药品监督管理局副局长 滕佳材
14:25	国家质量监督检验检疫总局, 国家认监委副主任 刘卫军
14:40	专家观点 国家食品安全风险评估中心首席顾问 陈君石院士
	食品安全: 来自最高层的共同承诺 主持人: 国家食品安全风险评估中心首席顾问 陈君石院士
	企业高层观点
14:50	中粮集团副总裁 万早田
15:00	华润万家有限公司首席执行官 洪杰
15:10	嘉吉中国总裁 安博泰
15:20	麦德龙现购自运中国区总裁 席龙
15:30	光明集团副总裁 张崇建
15:40	新希望六和联席董事长兼首席执行官 陈春花
15:40	高层问答
16:00	茶歇/展览时段 (嘉吉支持)
	全球食品安全倡议 (GFSI) - 一个共享的食品安全平台 主持人: 国家食品安全风险评估中心首席顾问 陈君石院士
16:30	全球食品安全倡议-最新进展 GFSI全球食品安全倡议董事会副主席&美国嘉吉集团食品安全法规事务副总裁Mike ROBACH
16:45	全球食品安全倡议在中国 GFSI全球食品安全倡议董事&达能集团质量总经理 奕博睿
17:00	中国生产商观点 中粮集团质量与安全管理部食品安全部总经理 杨志刚
17:15	中国零售商观点 华润万家质量管理部总经理 江红
17:30	供应链食品安全挑战&解决方案: GFSI董事会研讨 • 德国麦德龙集团副总裁及现购自运全球质量保证总监John CARTER • 瑞士雀巢公司质量管理副总裁 Anthony C.HUGGETT • 中国华润万家有限公司质量管理总经理 江红
18:00	开幕酒会 (麦当劳中国)

GFSI China Focus Day - August 28th, 2014 (Thursday)

08:30 Welcome Coffee and Registration	
Breakout 1 Food Safety Capacity Building	Breakout 2 Building Trust Through Transparency
Moderator: Cindy JIANG , GFSI Board Member, Senior Director of Worldwide Quality, Food Safety and Nutrition, McDonald's, USA	Moderator: Yves REY , GFSI Board Member and Corporate Quality General Manager, Danone, France
09:00 Opening Remarks	09:00 Opening Remarks
09:05 Retailer Case Study Herve MARTIN , National Quality Manager, Carrefour, China	09:05 Risk Communication on Food Safety Hong WANG , Director, Food Safety Administration Division 3, CFDA (China Food and Drug Administration)
09:25 Retailer Case Study Xin JIANG , Country Manager Quality Assurance Metro China	09:25 Overview the Development of GMOs and Their Safety Administration in China Yun-Bo LUO , Dean of Food Science and Engineering College, China Agricultural University, China
09:45 Manufacturer Case Study Heidi YAO , Quality assurance director, PepsiCo Great China	09:45 Understanding Consumer Attitudes and Communicating the Benefits of Food Biotechnology David SCHMIDT , President and CEO, International Food Information Council (IFIC), USA
10:05 Manufacturer Case Study Matthew FINGER , QA Director, Asia Pacific, Tyson Foods, Inc. China	10:05 Integrating Agricultural Biotechnology into Food and Feed Supply Chain - Experiences and Lessons Learned Randal GIROUX , Vice President Food Safety, Quality and Regulatory, Cargill, USA
10:25 GFSI Global Markets Pilot Training Update Jin YUE , Deputy Director, Bor S. Luh Food Safety Research Center of Shanghai Jiao Tong University	10:25 The Challenges and Opportunities of Current GMO Detection Jianxin SHI , Shanghai Jiao Tong University
10:45 Panel Discussion	10:45 Panel Discussion
10:55 - 11:30 Coffee Break (hosted by Danone)	
Building Confidence In Third Party Certification Moderator: John CARTER , GFSI Board Member & Vice President Metro Group, Global Director Quality Assurance, Metro Cash & Carry, Germany	
11:30 Introduction by Moderator: What are the GFSI recognised schemes and what do they mean to me?	
11:40 IFS - Global Key in the Food Industry Hans Peter REUST , General Manager, Starfarm China	
12:00 GLOBALG.A.P. Xin ZHOU , Liaison Asia & Trainer of GLOBALG.A.P.	
12:20 Food Safety Certification in Manufacturing Facilities Kenny CHUANG , Director Global Quality Assurance, Rich's Products	
12:40 Food Safety Certification in Retail Stores Jan KRANGHAND , Director Regional QA MCCI Asia/Head of QA MCC China	
13:00 Panel Discussion: What Makes an Effective & Efficient Audit?	
13:10 - 14:10 Networking Lunch (hosted by COFCO)	
Closing Session: Shared Responsibility Through Collaboration Moderator: Anthony HUGGETT , GFSI Board Member & Vice President Quality Management, Nestlé, Switzerland	
Facing the Food Fraud Challenge Through Social Governance	
14:10 Food Defense update Hong QIN , Certification Supervision Dept., Qingdao CIQ	
14:30 GFSI Food Fraud Think Tank Update Petra WISSENBERG , Ph.D. Food Safety External Affairs & Strategic Projects Director, Danone	
15:00 Facing the Challenge Through Capacity Building Paul Gallemore , Chief Compliance Officer, Walmart China	
15:20 Coffee Break (hosted by Danone)	
15:50 Food Safety Standards Harmonisation Update Yongxiang FAN , Dr. Director of Food Safety Standards Division I, China National Centre for Food Safety Risk Assessment	
16:15 Danone Case Study: Dual Auditing Maohua WANG , Director, Registration Department, CNCA (Certification and Accreditation Administration of China), China	
16:45 Yves REY , Corporate Quality General Manager, Danone, France Jie XU , Quality & Food Safety, and Corporate Affairs Director, DANONE	
17:00 Our Shared Responsibility - Call for Action	
17:00 Closing Remarks - Zaotian WAN , Vice President, COFCO Corporation, China	

Day 2 Program 会议日程

GFSI 中国主题日 - 8月28日 (星期四)

08:30 注册及欢迎咖啡	
专题一 食品安全能力培养	专题二 透明传递信任
主持人 GFSI 董事&美国麦当劳食品安全和营养全球质量高级总监 蒋纲	主持人 GFSI 董事&达能集团质量总经理 奕博睿
09:00 主持人介绍	09:00 主持人介绍
09:05 零售商案例分享 家乐福中国全球质量保证经理 马国维	09:05 食品安全风险交流 国家食品药品监督管理局食品安全监管三司司长 王红
09:25 零售商案例分享 麦德龙中国全国质量保证经理 江新	09:25 中国转基因发展及其安全管理现状 中国农业大学食品科学与营养工程学院院长 罗云波
09:45 生产商案例分享 百事大中国区质量保证总监 姚晖	09:45 了解消费者的态度, 交流食品生物技术带来的益处 国际食品信息委员会 (IFIC) 总裁兼 CEO David SCHMIDT
10:05 生产商案例分享 泰森中国食品有限公司亚太区质量总监 Matthew FINGER	10:05 农业生物技术在食品和饲料供应链中运用的经验和教训 美国嘉吉质量和法规部食品安全副总裁 Randal GIROUX
10:25 全球市场试点项目进展 上海交通大学陆伯勤食品安全研究中心副主任 岳进	10:25 转基因生物检测面临的挑战和机遇 上海交通大学 石建新
10:45 交流研讨	10:45 交流研讨
10:55 - 11:30 茶歇/展览时段 (达能支持)	
建立对第三方认证的信任 主持人: GFSI 董事&德国麦德龙集团副总裁及现购自运全球质量保证总监 John CARTER	
11:30 主持人介绍: GFSI 认可方案	
11:40 IFS - 食品行业的金钥匙 麦咨达 (上海) 农业信息咨询有限公司总经理 Hans Peter BEUST	
12:00 GLOBALG.A.P. (全球农业良好规范) GLOBALG.A.P. 代表 周鑫	
12:20 生产商食品安全认证 美国福益食品全球质量保证总监 庄梵	
12:40 零售商的食品安全认证 麦德龙亚太质量总监 杨翰	
13:00 交流讨论: 如何实现高效的审计	
13:10 - 14:10 交流午餐 (中粮支持)	
闭幕环节: 通过合作共担责任 主持人: GFSI 董事&瑞士雀巢公司质量管理副总裁 Anthony C. HUGGETT	
通过社会共治应对食品供应链挑战	
14:10 食品防护进展更新 青岛出入境检验检疫局认证监管处 秦红	
14:30 GFSI 防范食品欺诈管理进展更新 达能集团质量项目总监 Petra WISSENBERG 密歇根州立大学食品安全项目食品欺诈研究主任 John SPINK 博士	
15:00 通过能力培养应对挑战 沃尔玛中国首席合规官 Paul Gallemore	
15:20 茶歇/展览时段 (达能支持)	
15:50 食品安全标准整合 国家食品安全风险评估中心研究员&标准一部副主任 樊永祥	
16:15 案例分享: 双重审计 国家认监委注册部农产品认证处处长 王茂华 法国达能企业质量总经理 奕博睿 达能公司质量和食品安全、公司对外事务总监 徐杰	
16:45 我们共同的责任 - 行动倡议	
17:00 闭幕致辞 GFSI 董事&中粮集团副总裁 万早田	





滕佳材 Jiakai TENG
国家食品药品监督管理总局副局长
Vice Minister, CFDA (China Food and Drug
Administration)



刘卫军 Weijun LIU
国家质量监督检验检疫总局，国家认监委副主任
Deputy Chief Administrator, CNCA
(Certification and Accreditation Administration
of China)



Cenk GUROL
GFSI董事会主席&永旺集团副总裁
Chairman of Global Food Safety Initiative
Board & Vice President, AEON Co., Ltd.,



陈君石 Junshi CHEN
国家食品安全风险评估中心首席顾问
Chief Adviser of CFSA (China National Center
for Food Safety Risk Assessment)



万早田 Zao Tian WAN
中粮集团副总裁
Vice President, COFCO Corporation



洪杰 Jie HONG
华润万家有限公司首席执行官
CEO of China Resources Enterprise, Limited
and CEO of China Resources Vanguard Co., Ltd



安博泰 Robert ASPELL
嘉吉中国总裁
President, Cargill China



席龙 Jeroen de GROOT
麦德龙现购自运中国区总裁
President, Metro Cash & Carry China



张崇建 Chongjian ZHANG
光明集团副总裁
Vice President, Bright Food (Group) Co., Ltd.



陈春花 Chunhua CHEN
新希望六和联席董事长兼首席执行官
Co-Chairwoman and CEO, New Hope Liuhe,
China



Mike ROBACH
GFSI董事会副主席&
美国嘉吉集团食品安全法规事务副总裁
Vice-Chair of the GFSI Board and Vice President, Food
Safety, Quality and Regulatory Affairs, Cargill, USA



奕博睿 Yves REY
GFSI董事&达能集团质量总经理
GFSI Board Member and Corporate Quality
General Manager, Danone, France



杨志刚 Zhigang YANG
中粮集团质量与安全管理部食品安全部总经理
Director, Quality & Safety Management,
COFCO Corporation, China



江红 Hong JIANG
华润万家质量管理部总经理
Director, National Quality Management, China
Resources Vanguard



John CARTER
德国麦德龙集团自有品牌产品质量保证高级总监
Senior Director Own Brand and Product Quality
Assurance, Metro Cash & Carry, Germany



Anthony C. HUGGETT
瑞士雀巢公司质量管理副总裁
Vice President Quality Management, Nestlé,
Switzerland



蒋纲 Cindy JIANG
GFSI董事&美国麦当劳食品安全和营养全球质量高级总监
GFSI Board Member; Senior Director of Worldwide Quality,
Food Safety and Nutrition, McDonald's, USA



马国维 Herve MARTIN
家乐福中国全球质量保证经理
National Quality Manager, Carrefour, China



王红 Hong WANG
国家食品药品监督管理局食品安全监管三司司长
Director, Food Safety Administration Division 3,
CFDA (China Food and Drug



罗云波 Yun-Bo LUO
中国农业大学食品科学与营养工程学院院长
Dean of Food Science and Engineering
College, China Agricultural University, China



江新 Xin JIANG
麦德龙中国全国质量保证经理
Country Manager Quality Assurance Metro China
Administration)



David SCHMIDT
国际食品信息委员会(IFIC)总裁兼CEO
President and CEO, International Food
Information Council (IFIC), USA



姚晖 Heidi YAO
百事大中国区质量保证总监
Quality assurance director, PepsiCo Great China



Randal GIROUX
美国嘉吉质量和法规部食品安全副总裁
Vice President Food Safety, Quality and
Regulatory, Cargill, USA



Matthew FINGERIFS
泰森中国食品有限公司亚太区质量总监
QA Director, Asia Pacific, Tyson Foods, Inc. China



岳进 Jin YUE
上海交通大学陆伯勋食品安全研究中心主任助理
Director Assistant, Bor S. Luh Food Safety Research
Center, Shanghai Jiao Tong University (SJTU)



石建新 Jianxin SHI
上海交通大学
Shanghai Jiao Tong University



Hans Peter BEUST
麦咨达(上海)农业信息咨询有限公司总经理
General Manager, Starfarm China



周鑫 Xin ZHOU
GLOBALG.A.P. 代表
Liaison Asia & Trainer of GLOBALG.A.P.



庄梵 Kenny CHUANG
美国维益食品全球质量保证总监
Director Global Quality Assurance, Rich's Products.



秦红 Hong QIN
青岛出入境检验检疫局认证监管处
Certification Supervision Dept., Qingdao CIQ



John SPINK
密歇根州立大学食品安全项目食品欺诈研究主任
PHD, Director & Assistant Professor, Food
Fraud Initiative, Michigan State University



Petra WISSEBURG
达能集团质量项目总监
Corporate Quality Projects Director, DANONE



Paul Gallemore
沃尔玛中国首席合规官
Chief Compliance Officer, Walmart China



樊永祥 Yongxiang FAN,
国家食品安全风险评估中心研究员&标准一部副主任
Dr. Director of Food Safety Standards Division I, China
National Centre for Food Safety Risk



王茂华 Maohua WANG
国家认监委注册部农产品认证处处长
Director, Registration Department, CNCA



徐杰 Jie XU
达能公司质量和食品安全、公司对外事务总监
Quality & Food Safety, and Corporate Affairs
Director, DANONE

Scenes from GFSI China Focus Day
活动现场



On the behalf of government, Mr. Teng Jiakai, Vice Minister of CFDA gave a welcome address in the Opening Session
国家食品药品监督管理总局副局长滕佳材代表政府部门在开幕式上致辞



On the behalf of CNCA, Mr. Liu Weijun, Deputy Director of CNCA gave congratulations for China Focus Day
国家认证认可监督管理委员会副主任刘卫军代表认监委表示对大会召开的祝贺



Industry leader insights: CEOs from COFCO, CRV, Cargill China, Metro China, Bright Food Group and New Hope Liuhe China.
企业高层观点：来自中粮，华润万家，嘉吉中国，麦德龙中国，光明集团和新希望六和的CEO和高管们畅谈食品安全



VIP Luncheon and delegate luncheon sponsored by COFCO at Mio restaurant
中粮赞助VIP午宴和会议代表午餐



Breakout Session I moderated by Cindy Jiang, Food Safety Capacity Building
专题一：食品安全能力培养，由麦当劳食品安全和营养全球质量高级总监蒋纲主持



Breakout Session II moderated by Yves Rey, Building Trust Through Transparency
专题二：透明传递信任，由达能集团质量总经理奕傅睿主持

Sponsors Display 赞助商展示



VIP Lunch sponsored by
COFCO

VIP午餐由中粮赞助

Reception Cocktail
sponsored by
McDonald's

欢迎酒会由麦当劳赞助

Delegate Lunch & wine
sponsored by COFCO

会议代表午餐和红酒由
中粮赞助

Coffee Break on Day 1
sponsored by Cargill

第一天的茶歇由嘉吉公
司赞助

Coffee Break on Day 2
sponsored by Danone

第二天的茶歇由达能公
司赞助

Sponsors Display 赞助商展示



COFCO

McDonald's

Danone



Cargill

Sealed Air

3M



DNV

Ecolab

IFS



Intertek

Rentokil
Initial

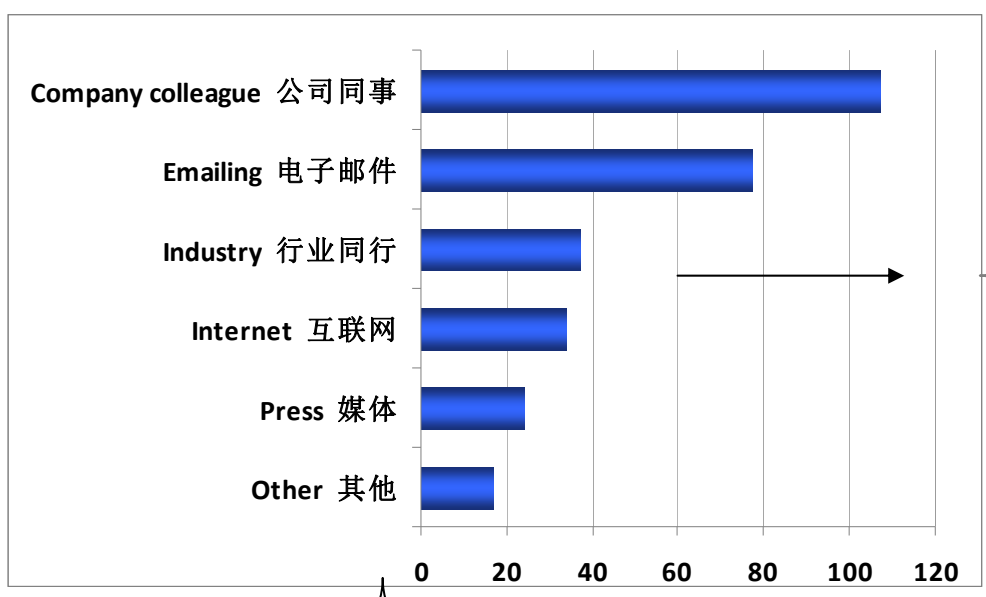
SGS

Sponsors Display 赞助商展示



Online Registration Statistics 在线登记数据分析

- How have you heard about the GFSI Focus Day?

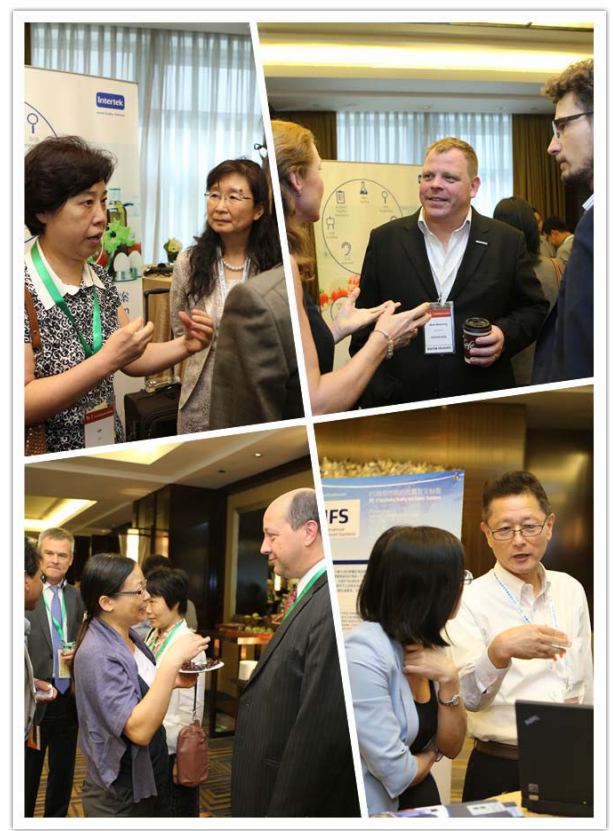


Industry Peer:

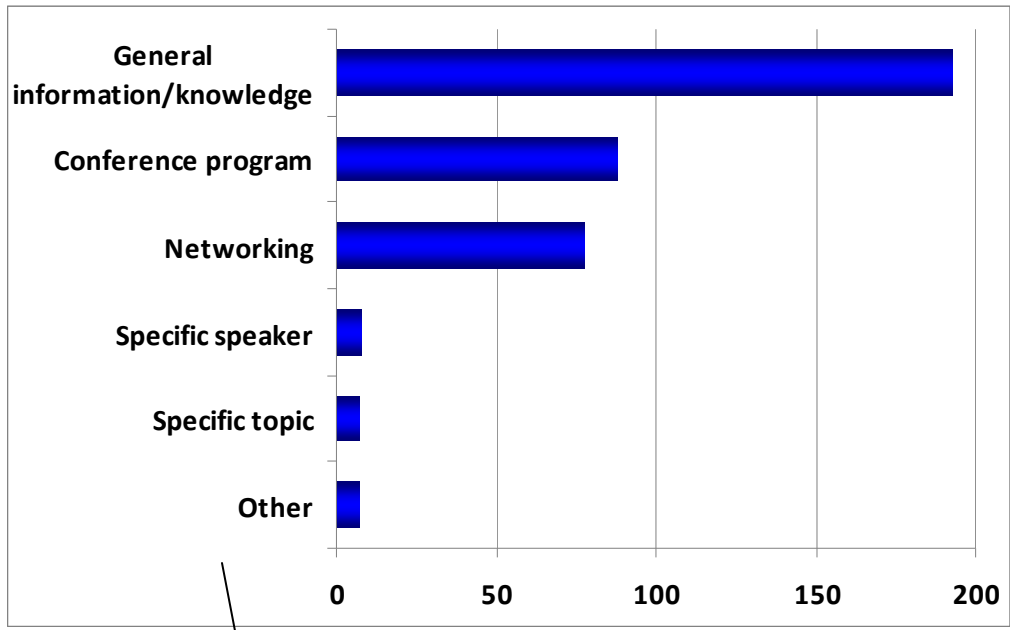
SGS	9
COFCO	8
Danone	4
Cargill	4
GFSI	4
IFS	2
Nestle	1
Yves Rey	1
Mike Robach	1
Cindy Jiang	1



GFSI	3
Company arrange	3
Board member	2
Invited	2
CCFA	2
Partner	1
Speaker	1
Food Certification	1



What are your main reason(s) for attending this event?



Other: COFCO
Board member
Speaker
GFSI

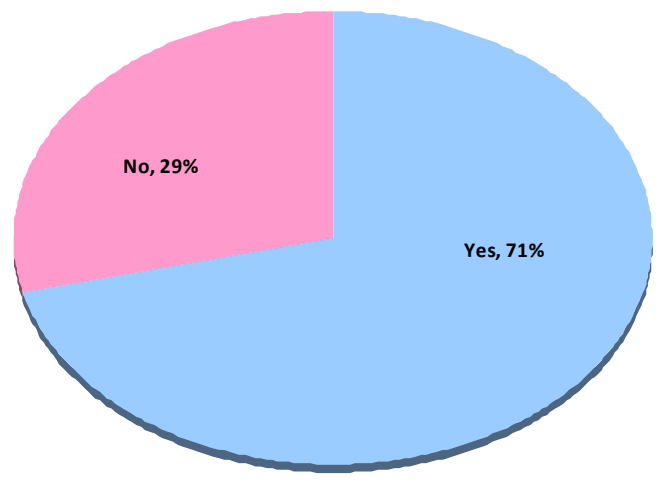
Specific speaker:

- Yves Rey
- Jianxin Shi
- Cindy Jiang
- John Spink
- Yue Jin

Specific topic:

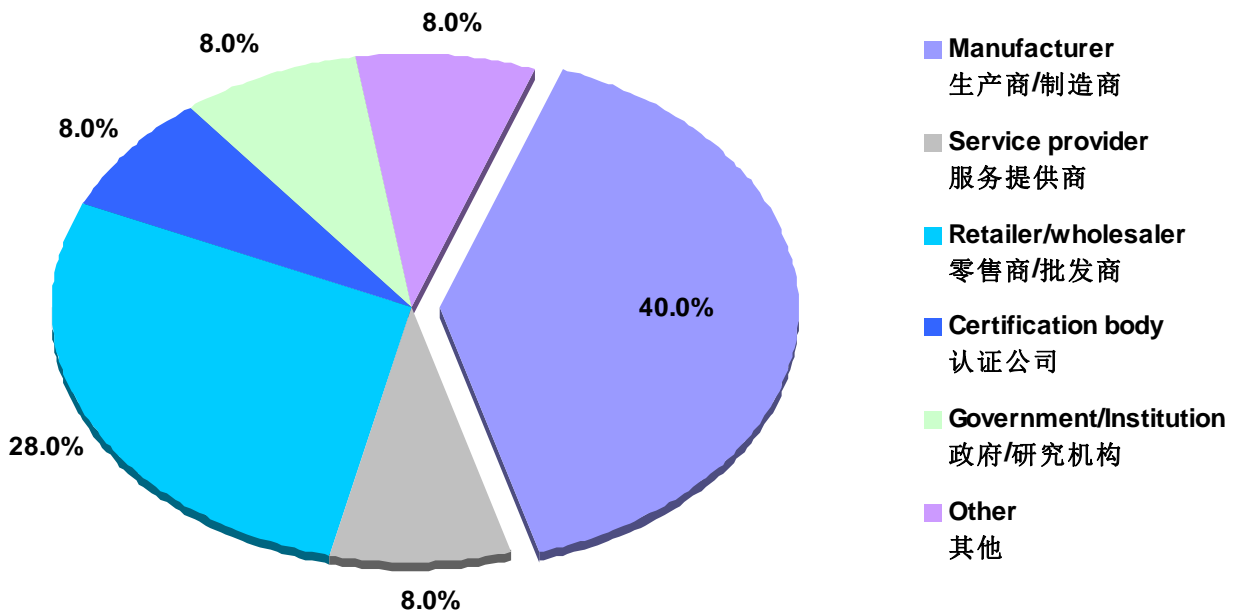
- Food Safety
- Food Fraud
- Auditing
- Capacity Building

Do you agree that we provide your contact email to our sponsors?

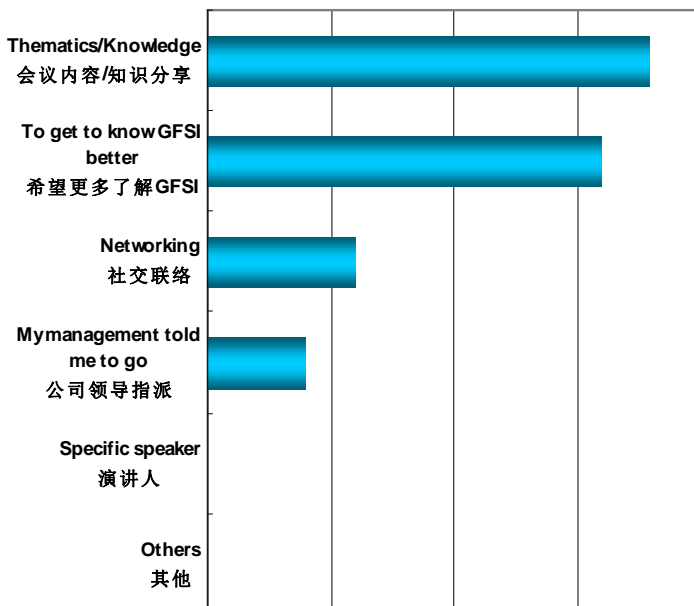


Total Questionnaire Collected:

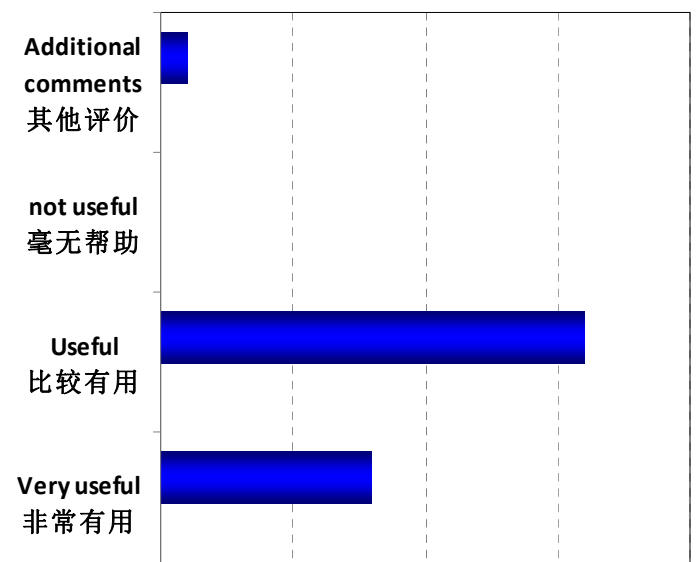
And they are:



Q1. What were your main reasons for attending the GFSI Focus Day? 您参加GFSI主题日活动的主要目的是?



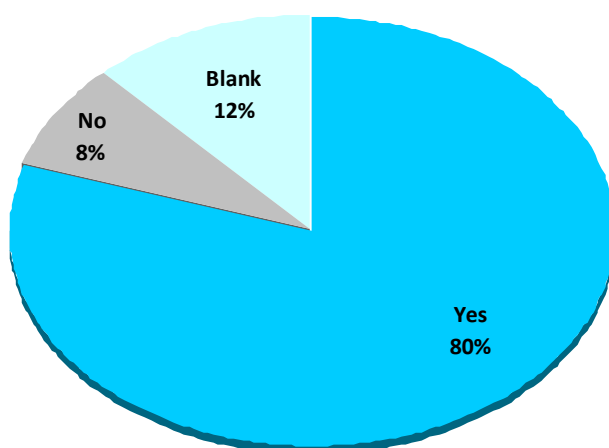
Q2. Let us know how you liked the Focus Day and how useful you found it. /请说明主题日活动是否对您有用。



Q3 Focus Day Organisation/主题日活动的组织情况

General Organisation 组织情况	Conference Audiovisuals 会议音视频效果	Registration 登记	Interpretation 同传翻译	Overall evaluation 整体评价
4.45	4.5	4.3	4.2	4.3

Q4 Would you attend another GFSI event?/
您还会参与其他GFSI的活动吗?



Q5 Additional Comments?/其他建议?

- I found, and I wished to attend both breakout sessions
- Michigan Uni. John & Petra's presentation was extremely impressed and got new aspects for the control
- One is no trash available, another is there are two breakout session on Aug. 28, as one person could not be divided into two. Would you do a survey in advance, whether hold one plenary session or based on different industry.
- Good to have Chinese/English presentations being multi-lingual.
- Good topics according to Chinese market and concerns
- How about lucky draw system? Last day's last.
- More basical knowledge of GFSI
- Same speaker from one company gave a speech, much duplicate contents; and conference time control could be better, and some interpreter is not familiar with contents
- The contents should be more specific, or targeted and guidance. Less speeches of governor and scholar would be more welcomed.

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Co-Host



合作协会
Cooperation
Association



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Jade Sponsor



白金赞助商
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Pearl Sponsor



水晶赞助商
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Bronze Sponsor





GFSI FOCUS DAY CHINA 2014

August 2014 / China



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Share Knowledge and Network with
over 300 Food Safety Experts
from Asia

August 2014
China