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## Scheme of Promotion Week for Asia-Europe Cooperation in Food Safety Industry (Draft)

### I. Project name

Promotion Week for Asia-Europe Cooperation in Food Safety Industry

### II. Time

6-7 November, 2014

### III. Venue

Changsha, Hunan province, China

### IV. Organizations

#### Hosts:

Ministry of Foreign Affairs of the People's Republic of China

China Council for the Promotion of International Trade

Asia-Europe Foundation

Changsha People's Government

#### Supporters: (TBC)

Ministry of Agriculture

China Food and Drug Administration

Certification and Accreditation Administration of the People's Republic of China

#### Co-organizers:

Relevant countries' (Australia, Hungary, New Zealand, Republic of Korea,

Turkey, Italy) agencies in China, chambers of commerce, food industry

associations and other relevant organizations

#### Organizers:

Economic Information Department, China Council for the Promotion of

International Trade

China Center for Food and Drug International Exchange (CFDC)

CCPIF Changsha Branch

CCOIC Changsha Branch

### V. Project background and purpose

Food safety problem increasingly becomes an important transnational security issue commonly faced by Asia-European Parties. There is a consensus that it is the common interests of countries in Asia and Europe to jointly promote wider industry coordination and cooperation in food safety field. In this background, this project aims to offer professional seminars, business matching-up meetings for enterprise projects, special trainings, exhibition activities, etc., introduce advanced technology and management experience in food safety management from developed countries in Asia and Europe, help the countries and enterprises with relatively un-developed food safety management improve the cognition and capacity building of food safety regulations so as to promote the exchanges and cooperation in food production and processing enterprises among the nations in Asia and Europe.

The Asia-Europe Foundation was established in 1997. It is the only standing organization under the framework of Asia-Europe Conference. Its secretary office is set in Singapore. The Foundation's priority task is to build up communication platforms for academic, culture and talents, to unite the governments, business circles and the peoples among Asian and European countries, to work with member countries under the Asia-Europe Conference to implement related advocates produced in the state leaders' conferences and minister conferences, to host related events to enhance the mutual understandings and cooperation between Asia and Europe.

#### **VI. Contents**

##### **I. Asian-European food safety and industrial development cooperation forum**

**Agenda:** 09:30-12:30 6-7 November

**Hosts:** Ministry of Foreign Affairs of the People's Republic of China

China Council for the Promotion of International Trade

Asia-Europe Foundation

**Supporters:** (TBC)

China Food and Drug Administration

Certification and Accreditation Administration of the People's Republic of China

**Co-organizers:**

Related countries' (Hungary, Australia, New Zealand, Republic of Korea, Italy, Turkey) agencies in China, chambers of commerce, food industry associations and other relevant organizations

**Organizers:**

Economic Information Department, China Council for the Promotion of

International Trade

China Center for Food and Drug International Exchange (CCFD)

Changsha Municipal's Government

CCPFE - CCOIC Human Sub-council

**Agenda:**

**On the morning November 6: launching ceremony and theme forum**

09:30-10:00 The launching ceremony of promotion week of Asian-European food safety industry cooperation

Hosts: Official of Changsha Municipal Government

09:35-09:45 Opening speech: Official from China Council for the Promotion of International Trade

09:45-09:55 Opening speech: Official from Ministry of Foreign Affairs

09:55-10:00 Opening speech: Official from Asia-Europe Foundation

10:00-11:30 **Keynote speech: strengthening the cooperation among the governments; improving food safety supervision system construction in Asia and Europe and promoting healthy development of food industries:**

Host: Director General of Economic Information Department of China Council for the Promotion of International Trade

Guest speakers to be invited: officials from Asian and European Food Safety Authorities

11:15-11:30 Tea break

11:30-12:30 **Panel Discussion: Food safety social shared governance jointly promoted by all the nations in Asia and Europe**

Hosts: official from Asia-Europe Foundation

Discussion topics: food safety management measures of nations in Asia and Europe; playing the role of business associations and trade associations; establishing and perfecting the enterprise food safety credit system; food safety management and brand construction.

November 6 14:30-16:30

**Seminar:** Food enterprise quality control and brand construction, improving international competitiveness of food enterprises

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November 7 09 : 30-11 : 30

**Parallel Seminar 1:** Promotion seminar on Asian Countries' food safety

**Parallel Seminar 2:** Promotion seminar on European Countries' food safety

## **2. China (Changsha) international food safety technology and product display**

**Objective:** To exhibit the well-known brand safe food from all the nations in Asia and Europe, organic food, the production of relevant food safety, detection technology, testing equipment, food certification service agencies; to provide a platform of exchanges and cooperation for the national and international enterprises in the above fields so as to promote the products and technology trading for food industry enterprises from all the nations in Asia and Europe.

**Intended Invitees:** agricultural and food processing enterprises from Asia and Europe; national food safety monitoring institutions in the above regions, food safety technology research and development institutions, food safety certification service agencies and Chinese and foreign food industry purchasers;

## **3. Training for the construction of food safety certification system**

**Time:** 14:00-17 : 30, November 7

**Size:** 150

**Forms:** Training, field visit, project consulting

**Partners:** Certification and Accreditation Administration of the People's Republic of China (TBC)

Organic Industry Committee of China International Chamber of Commerce (TBC)

**Contents:** To invite the experts from European and Asian national food detecting standards setting and food safety monitoring and accrediting agencies to China to make special subject training of international market access standards and certification system for Asian and European agricultural and food processing enterprises; to invite Asian and European food manufacturers and exporters to China to make technology exchange and training for national enterprises; to invite Asian and European certification system experts to promote safe food, green food, organic food certification mechanism in different food enterprises.

**Trainers to be invited:** Asian and European food safety standards authorities and related certification agencies.

**4. Business visit to local food Industrial Parks and enterprises**

**Time :** 13 : 15 - 17:30 , November 7