

Challenges & Solutions to Achieving Food Integrity

China International Food Safety & Quality Conference

November 4-5, 2020
Sheraton Grand Shanghai Pudong Hotel

Food integrity remains one of the most significant threats to public health, food security, and is costly for the industry and consumers. To address this problem, food businesses are working hand-in-hand with regulators to protect their products and customers from fraud, adulteration, mislabelling, and other deception forms. But as fraud schemes constantly evolve and become more sophisticated and harder to detect, a more adaptive and comprehensive approach for identifying fraudulent activity is now necessary to mitigate them. Join the upcoming sessions for the latest insight and knowledge on what's being done to eliminate and reduce fraudulent activity. Learn which new strategies, methods, programs, and technologies are most effective for preventing the proliferation of fraud and other types of unwanted behavior.



FOOD INTEGRITY & AUTHENTICITY: Global Cooperation and Response to Food Integrity and China's Leadership

November 4, 2020
16.40 Shanghai | 8.40 London



Hosted and Moderated by

Wu Yongning

Chief Scientist, China National Center for Food Safety Risk Assessment (CFSA)
Director, NHC Key Lab of Food Safety Risk Assessment

Panelists



Christopher Elliott
Professor of Food Safety;
Founder, Institute for Global Food Security,
Queens University
Belfast



Saskia van Ruth
Professor,
Wageningen
University and
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Jana Hajslova
RAFA Chair;
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Bert Popping
Managing Director,
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Markus Lipp
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John Spink
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Assistant Professor,
Food Fraud Initiative,
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Lucy Yu
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of Nutrition &
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Chen Ying
Vice President,
Researcher,
Chief Engineer,
China Academy of
Inspection &
Quarantine



Xu Jie
Food Safety Director,
Danone Greater China



Steven Gendel
Senior Director,
Food Science,
Food Chemicals
Codex, U.S.
Pharmacopeia

FOOD INTEGRITY: Ensuring the Authenticity of Food & Preventing Fraud

November 5, 2020
14.00 Shanghai | 6.00 London

Session Chairs

Wu Yongning, Chief Scientist, China National Center for Food Safety Risk Assessment (CFSA);
Director, NHC Key Lab of Food Safety Risk Assessment

Christopher Elliott, Professor of Food Safety; Founder, Institute for Global Food Security, Queens University Belfast

Saskia van Ruth, Professor, Wageningen University and Research

Agenda

How to Prevent and Manage Food Fraud Along The Whole Value Chain as a Global Food Company?

Ivo Muller, Senior Food Safety Manager Innovation and Authenticity, Danone

Covid-19 and Its Impact on Food Fraud Risk Factors

Saskia van Ruth, Professor, Food Authenticity, Wageningen University and Research

New Analytical Approaches for More Trust in Food Integrity

Carsten Fauhl-Hassek, Head of Unit Product Identity, Supply Chains and Traceability, German Federal Institute for Risk Assessment (BfR)

UK-China Partnership Initiative on GI Rice Authenticity

Wu Di, Newton International Fellowship of Royal Society, Institute for Global Food Security, School of Biological Sciences, Queen's University of Belfast

Effective Identification of Food Species by Next Generation Sequencing (NGS)

Chen Ying, Vice President, Researcher, Chief Engineer, China Academy of Inspection & Quarantine

Unlocking the Potential of Ambient Mass Spectrometry in Routine Food Fraud Analysis: The Oregano Case-Study

Chiara Dall'Asta, Professor, Department of Food and Drug, University of Parma, Italy

The Correlation Analysis of Banana Composition and Growing Condition Based on Stable Isotope and Elemental Analysis

Wang Zhijun, PhD candidate, Wageningen University and Research

Application of Real-Time PCR in Food Authentication Analysis

Niu Qiwen, Senior Manager, Wilmar (Shanghai) Biotechnology Research & Development Center Co., Ltd

Sample Preparation: The Great Forgotten in The Development of Rapid Methods. Advantages of Miniaturization

Marta Prado, Research Group Leader, International Iberian Nanotechnology Laboratory (INL)

A Non-Targeted Method for Cocoa Butter Authenticity Based on Rapid Evaporative Ionization Mass Spectrometry (REIMS)

Peng Hong, Senior Research Manager, Mars Global Food Safety Center

Non-Targeted Chromatographic and Spectrometric Authentication Assuring Food Safety

Lucy Yu, Professor, Department of Nutrition & Food Science, University of Maryland

virtual presentation

Sign up today!

Questions? Please contact Peter Lee at: peter.lee@infoexws.com