

## PROJECT REPORT SUMMARY

<b>Project nr:</b>	RT(2010)7
<b>Subject:</b>	Mission to China: Chairing an afternoon session, giving a lecture and networking at the 4 <sup>th</sup> China International Food Safety & Quality Conference, organised by the Chinese government agency AQSIQ (China Entry/Exit Inspection and Quarantine Association).
<b>Sponsored by (RT):</b>	The participation of Orange House Partnership was partly sponsored by the organizing committee (hotel expenses, lunches and dinners, registration fees). OHP was invited by Mr Ge Zhirong, President of the AQSIQ, which is more or less the most powerful 'semi-ministry' in China.
<b>Start and end-dates and venue:</b>	10-11 November 2010, the Longemont Hotel, Shanghai, China
<b>Experts involved (relevant for OHP):</b>	<ul style="list-style-type: none"> <li>• Mr Ge Zhirong, President AQSIQ, China;</li> <li>• Michael Taylor, Deputy Commissioner for Foods, US.FDA;</li> <li>• Marc Montureux, Director General, French Agency for Food, Environmental and Occupational Health and Safety;</li> <li>• John Lynch, Executive Director Food Safety and Consumer Protection, Canadian Food Inspection Agency;</li> <li>• Alida Oppers, Director, Dep. Of Food, Animal Health and Welfare and Consumer Policies, MOA, the Netherlands;</li> <li>• Li Tairan, Division Director, Bureau of Food Safety Integrated Coordination and Health Supervision, MOH, China;</li> <li>• Isabel Walls, National Program Leader, Epidemiology of Food Safety, US.DOA;</li> </ul> and many others.
<b>Background and Objectives:</b>	Visibility in China for Orange House Partnership is important to build close relationships with Chinese key individuals at adequately high level in the government. Since the comprehensive training OHP has delivered in 2009, its name (and fame) starts to be recognized not only at the MOH, but also at MOA and AQSIQ. The session chaired by OHP was titled: "Risk Assessment and Risk Management" and speakers, including Dr Li Tairan of MOH and Prof Yongning Wu (Chief Scientist of the National Institute of Nutrition and Food Safety of the CDC, China and member of the High Level Food safety Commission) were selected or suggested by OHP.
<b>Meetings and Missions:</b>	<ul style="list-style-type: none"> <li>• Interesting conversation with Isabel Walls about food security and the huge amount of food that is lost post harvest and the educative role OHP can play in training and advice about storage, packing and transport of food. USDOA is keen in talking with OHP. They execute projects for USAID. I introduced Alan Goldberg, the OHP Chair and they will</li> </ul>

	<p>arrange for a meeting in DC.</p> <ul style="list-style-type: none"> <li>• Involved in a plenary panel discussion about Strengthen confidence in the safety of food involving regulatory representatives (Steve Hathaway, Science Director, NZFSA, Li Tairan), retailers (Stefano Crea, Food &amp; Beverages), restaurants (Joaquin Pelaez of YUM!) and producers (Robert Parrish of Global Food), and chaired by Peter Karim Ben Embarek, Team Leader, WHO, China. I made it clear that trust is the single most important qualification one can strive for. One cannot ask for trust: it will be given if you are considered trustworthy. My shortest recommendation was: tell always the truth, do it fast, tell it all, tell it repeatedly, tell it yourself.</li> <li>• Interesting discussions and initiatives for future cooperation with Joe Lederman, Specialist in global food legislation (Australia); Marc Mortureux and Valerie Baduel (whom I know well) of the French ANSES (the new food agency); Martin Slayne, Director Global regulatory Affairs, PEPSICO (I know him well, we discussed the fair food and food labelling project); Caroline Smith Dewaal, Director at Science in the Public Interest, Capitol Hill consumer lobbying group, and many others.</li> </ul>
<p><b>Main Topics and observations:</b></p>	<p>A very interesting meeting with lots of new and old, renewed, contacts. My presentation about food security, safety and quality went down very well and many young Chinese attendants approached me for a copy (see PDF file attached). The industry may have been the least happy about it when I made a strong plea to stop the misleading and false claims on food products. The Greens may have been not too happy when I spoke negatively about crops for biofuel for reasons of unfair completion with much needed crops for food, the low efficiency rate and the unfair subsidies in the US for corn growers (for ethanol).</p> <p>There was a larger than usual number of North American attendants, mostly from the food industry. I was much pleased to notice also many young Chinese academics.</p>
<p><b>Documentation</b></p>	<p>Power Point presentation (attached as PDF file)</p>
<p><b>Date:</b></p>	<p>17 November 2010</p>
<p><b>Signature:</b></p>	<p>Herman B.W.M.Koëter</p>