



GFSI Focus Day China 2019

15th-16th October, 2019

Crowne Plaza Chengdu West, Chengdu China

SPONSORSHIP PACKAGE

Contact:

Yangying XU y.xu@theconsumergoodsforum.com

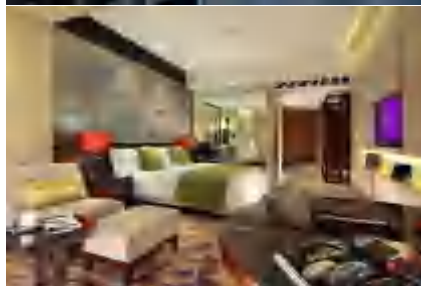
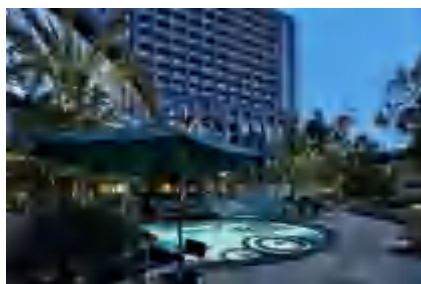
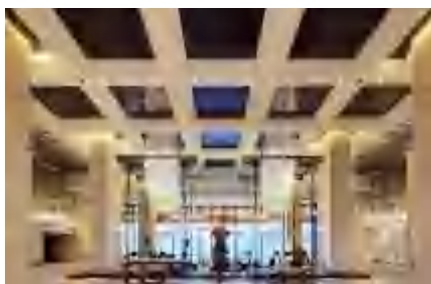
Frank ZHANG z.zhang@theconsumergoodsforum.com

GFSI Focus Day INTRODUCTION

We are delighted to offer your company the opportunity to become an official sponsor of the GFSI Focus Day. Sponsoring companies enable the Global Food Safety Initiative to carry out its mission of providing a platform for knowledge-exchange, thought-leadership and networking for its members. By sponsoring you will become an integral part of the Food Safety Programmes and demonstrate your support of the global food safety sector in China.

When? 15th-16th, October 2019 (Tuesday, Wednesday)

Where? **Crowne Plaza Chengdu West**
No.1 Xi Xin Avenue, Hi-tech Development Zone, Chengdu, Sichuan 611731, P.R. China
Tel: (86) 28 8782 6666 Fax: (86) 28 8782 8899



2019 Programme Overview

15 th October Tuesday	
12:30	Registration
13:30	GFSI China LG General Meeting (member only)
15:30	Coffee Break
16:00	GFSI China LG General Meeting (member only)
17:00	Close
16 th October Wednesday	
08:30	Welcome Coffee and Registration
09:00	Plenary Session
10:30	Coffee Break
11:00	Plenary Session
12:00	Delegate Lunch
13:30	Breakout Session X4
15:30	Coffee Break
16:00	Closing Session
17:00	Close of Focus Day

Programme, registration details and background information will be updated on:

<http://gfsichina.31huiyi.com>

Domestic registration fee for GFSI China Focus Day 2019

REGISTRATION	RMB
Members Regular (CGF&CFSI members)	1,650
Non-member Regular	1,950
Sponsor and sponsor invited guest	1,650
Government and Academic	850

Oversea payment registration fee for GFSI China Focus Day 2019: 2,150 RMB

(this fee includes overseas remittance tax, 3rd party service fee, etc)

You can check your membership status at www.theconsumergoodsforum.com, [CFSI members](#)

Review of 2018 Event

Click following link to read the 2018 GFSI China Focus Day Post-Event Report

<http://www.canevent.com/upload/microInvite/file/9367/1543224683816087723.pdf>

Click following link to read the 2018 GFSI China Focus Day Attendees List

<http://www.canevent.com/upload/microInvite/file/9367/1543224680231094290.pdf>

Click following link to view the 2018 GFSI China Focus Day photo album and the whole event overview

http://www.pailixiang.com/album_ia166421012.html?from=singlemesssage&isappinstalled=0



WHAT ARE THE BENEFITS TO YOUR COMPANY?

This sponsorship package provides a great opportunity to associate and position your company amongst the key players in the food industry through brand exposure, networking and direct marketing. It offers invaluable opportunities to demonstrate your commitment to food safety.

The GFSI Focus Day is also an excellent way for your business to stay informed on the Global Food Safety Initiative. This is an excellent Opportunity to educate your customers by contributing to the dialogue on topics of interest to your key prospects.

By joining us as a sponsor you will benefit from various advantages before, during and after the GFSI Focus Day. You can tap into a promising and high-growth market while promoting your company product/services. We are also open to your creative suggestions that could add value to the event.

Note: Sponsors opportunities with Pen, Notepads, USB Key in delegate bag and speaker gift ect are available upon request.

GFSI CHINA DAY JADE SPONSOR

Euro 40,000

Only **ONE** opportunity available

- Exclusive Delegate Lunch (400-450 pax) – plus VIP Lunch (50 pax) on 16th Oct.
 - With a possibility to brand the lunch room with one pull up stand and branded products/gifts (conditions may apply)
 - With a possibility to brand the VIP lunch with one pull up stand and branded products/gifts (conditions may apply)
- One page advertisement in the Focus Day onsite participant kit
- W3.6m x H2m pull up stand in the networking area in prime location
- 12 complimentary registrations (including colleagues and guests) and special discounted rate
- One corporate insert in welcome bag
- Display of logo on the conference screen and official thanks from the conference chairman
- Logo on the conference key vision
- Logo on delegate onsite participant kit
- Logo, company profile and link on the event website
- Logo and thank your in GFSI emailing (circulation to 14,000 readers)

GFSI CHINA DAY PLATINUM SPONSOR

Euro 20,000

Only **ONE** opportunity available

- Morning and afternoon coffee breaks on 16th Oct. with a possibility to brand the networking area and provide branded products/gifts (conditions may apply)
- One-page advertisement in the Focus Day onsite participant kit
- W3.6m x H2m pull up stand in the networking area in prime location
- 8 complimentary registrations (including colleagues and guests) and special discounted rate
- One corporate insert in welcome bag
- Display of logo on the conference screen and official thanks from the conference chairman
- Logo on the conference key vision
- Logo on delegate onsite participant kit
- Logo, company profile and link on the event website
- Logo and thank you in GFSI emailing (circulation to 14,000 readers)

GFSI FOCUS DAY DIAMOND SPONSOR

Euro 18,000

Only **ONE** opportunity available

- VIP Welcome Dinner (120-160pax, including GFSI Board members, speakers, GFSI China Local Group members) on Day 1 (15th Oct.) with a possibility to brand the room and provide branded products/gifts (conditions may apply)
- One page advertisement in the Focus Day onsite participant kit
- W2.4m x H2m pull up stand in the networking area in prime location
- 6 complimentary registrations (including colleagues and guests) and special discounted rate
- One corporate insert in welcome bag
- Display of logo on the conference screen and official thanks from the conference chairman
- Logo on the conference key vision
- Logo on delegate onsite participant kit
- Logo, company profile and link on the event website
- Logo and thank you in GFSI emailing (circulation to 14,000 readers)

GFSI FOCUS DAY PEARL SPONSOR

Euro 15,000

Only **THREE** opportunities available

- Choice of sponsorship option (one per sponsor on a first come first served basis):
 - a. Welcome and coffee breaks of Local Group Meeting on Day 1 (15th Oct.) with one pull up stand and branded products/gifts (conditions may apply)
 - b. Official Cocktail (soft drink) on Day 16th Oct. with a possibility to brand the room with one pull up stand and branded products/gifts (conditions may apply)
 - c. VIP Dinner (60pax) on Day 16th Oct. with a possibility to brand the room and provide branded products/gifts (conditions may apply)
- One-page advertisement in the Focus Day onsite participant kit
- W2.4m x H2m pull up stand in the networking area in prime location
- 4 complimentary registrations (including colleagues and guests) and special discounted rate
- One corporate insert in welcome bag
- Display of logo on the conference screen and official thanks from the conference chairman
- Logo on the conference key vision
- Logo on delegate onsite participant kit
- Logo, company profile and link on the event website
- Logo and thank you in GFSI emailing (circulation to 14,000 readers)

GFSI FOCUS DAY CRYSTAL SPONSOR

Euro 12,000

Four opportunities available

- Become each breakout sponsor and allow to have 15mins speech related to the topic
- One page advertisement in the Focus Day onsite participant kit
- W2.4m x H2m pull up stand in the networking area

- 4 complimentary registrations (including colleagues and guests) and special discounted rate
- One corporate insert in welcome bag
- Display of logo on the conference room and thanks from the conference chairman
- Logo on delegate onsite participant kit
- Logo and link on the event website
- Logo and thank you in GFSI emailing (circulation to 14,000 readers)

GFSI FOCUS DAY GOLD SPONSOR

Euro 8,000

Only **One** opportunities available

- Delegate bag with company logo
- One page advertisement in the Focus Day onsite participant kit
- W2.4m x H2m pull up stand in the networking area
- 4 complimentary registrations (including colleagues and guests) and special discounted rate
- One corporate insert in welcome bag
- Display of logo on the conference room and thanks from the conference chairman
- Logo on delegate onsite participant kit
- Logo and link on the event website
- Logo and thank you in GFSI emailing (circulation to 14,000 readers)

GFSI FOCUS DAY SILVER SPONSOR

Euro 5,000

Limited opportunities available

- W1.2m x H2m pull up stand in the networking area
- 2 complimentary registrations (including colleagues and guests) and special discounted rate
- One corporate insert in welcome bag
- Display of logo on the conference room and thanks from the conference chairman
- Logo on delegate onsite participant kit
- Logo and link on the event website
- Logo and thank you in GFSI emailing (circulation to 14,000 readers)
- CGF/GFSI China WeChat Official Account publish one company introduction article

GFSI FOCUS DAY BRONZE SPONSOR (No exhibition space)

Euro 2,500

Only **THREE** opportunities available

- Choice of sponsorship option (one per sponsor on a first come first served basis):
 1. Logo on the delegate lanyards
 2. Logo on the delegate pens/gifts inserted in the delegate bag
 3. Logo on the delegate notebooks inserted in the delegate bag
- 1 complimentary registration
- Logo on delegate onsite participant kit
- Logo, company profile and link on the event website
- Logo and thank you in GFSI emailing (circulation to 14,000 readers)

SPONSORSHIP OPPORTUNITIES RECAP

SPONSORSHIP INCLUDES	JADE Euro 40,000	PLATINUM Euro 20,000	DIAMOND Euro 18,000	PEARL Euro 15,000	CRYSTAL Euro 12,000	GOLD Euro 8,000	SILVER Euro 5,000
Delegate Lunch(400-450 pax) plus VIP Lunch (50 pax) on 16 th Oct	YES	N/A	N/A	N/A	N/A	N/A	N/A
Morning and Afternoon Coffee breaks on 16 th Oct with a possibility to brand the networking area and provide branded products/gifts (conditions may apply)	N/A	YES	N/A	N/A	N/A	N/A	N/A
VIP Welcome Dinner (60 pax) on Day 1 (15 th Oct) with a possibility to brand the room and provide branded products/gifts (conditions may apply)	N/A	N/A	YES	N/A	N/A	N/A	N/A
Choice of sponsorship option a. Welcome and coffee breaks of Local Group Meeting on Day 1 (15 th Oct) with one pull up stand and branded products/gifts b. Official Cocktail (soft drink) on Day 16 th Oct with a possibility to brand the room with one pull up stand and branded products/gifts c. VIP Dinner (60pax) on Day 16 th Oct with a possibility to brand the room and provide branded products/gifts	N/A	N/A	N/A	YES	N/A	N/A	N/A
Become each breakout sponsor and allow to have 15 mins speech related to the topic	N/A	N/A	N/A	N/A	YES	N/A	N/A
Delegate bag with company logo	N/A	N/A	N/A	N/A	N/A	YES	N/A
One page advertisement in the Focus Day onsite participant kit	YES	YES	YES	YES	YES	YES	N/A
W3.6m x H2m pull up stand in the networking area in prime location	YES	YES	N/A	N/A	N/A	N/A	N/A
W2.4m x H2m pull up stand in the networking area in prime location	N/A	N/A	YES	YES	YES	YES	N/A
W1.2m x H2m pull up stand in the networking area	N/A	N/A	N/A	N/A	N/A	N/A	YES
Complimentary registrations	12	8	6	4	4	4	2
One corporate insert in welcome bag	YES	YES	YES	YES	YES	YES	YES
Display of logo on the conference screen and official thanks from the conference chairman	YES	YES	YES	YES	YES	YES	YES
Logo on the conference key vision	YES	YES	YES	YES	N/A	N/A	N/A
Logo on delegate onsite participant kit	YES	YES	YES	YES	YES	YES	YES
Logo, company profile and link on the event website	YES	YES	YES	YES	YES	YES	YES
Logo and thank you in GFSI emailing (circulation to 14000 readers)	YES	YES	YES	YES	YES	YES	YES

SPONSORSHIP REGISTRATION – GFSI FOCUS DAY

Company Name

Contact Name

Job Title.....

E-mail

Company Address.....

TelephoneFax

Invoice Address (if different from above)

Invoice Purchase Order Number

<input type="checkbox"/>	I wish to become a JADE Sponsor of the GFSI Focus Day	Euro 40,000
<input type="checkbox"/>	I wish to become a PLATINUM Sponsor of the GFSI Focus Day	Euro 20,000
<input type="checkbox"/>	I wish to become a DIMAOND Sponsor of the GFSI Focus Day	Euro 18,000
<input type="checkbox"/>	I wish to become a PEARL Sponsor of the GFSI Focus Day	Euro 15,000
<input type="checkbox"/>	I wish to become a CRYSTAL Sponsor of the GFSI Focus Day	Euro 12,000
<input type="checkbox"/>	I wish to become a GOLD Sponsor of the GFSI Focus Day	Euro 8,000
<input type="checkbox"/>	I wish to become a SILVER Sponsor of the GFSI Focus Day	Euro 5,000
<input type="checkbox"/>	I wish to become a BRONZE Sponsor of the GFSI Focus Day	Euro 2,500

Sponsorship fees do not include any applicable taxes. Down payment of 100% is to be made before the event

I have duly noted the conditions of participation as specified in this document.

Signed on behalf of *(please insert your name here)*

Date Signature

Signed on behalf of The Consumer Goods Forum:

Date Signature

Please return this form duly signed. This will represent a binding agreement between the Consumer Goods Forum and your company.

To confirm:

Please return this form by email directly to:

Fax: +33 1 82 00 95 96

Any questions:

Please contact:

Frank ZHANG

Email: z.zhang@theconsumergoodsforum.com

The Consumer Goods Forum China Office

Tel : +86 021-24269216

Email: shanghai@theconsumergoodsforum.com

GENERAL CONDITIONS AND CANCELLATION POLICY

Upon receipt of the Sponsorship Registration Form, an invoice will be addressed to you corresponding to the amount of your sponsorship. This should be settled **maximum 30 days after the signature of the contract but no later than two weeks prior to the GFSI Focus Day**.

Entrance to the networking area is by name badge only. Registrations are available at regular registration rates. Sponsors receive complimentary registration(s) to attend the Focus Day based on paid sponsorship. They will be allocated to the sponsorship company only and cannot be transferred.

Pull up stand locations are allocated on a "first-come, first-served" basis, in the following order: GFSI Partner, GFSI JADE Sponsor, Focus Day Platinum Sponsor, Focus Day Diamond Sponsor, Focus Day PEARL Sponsor, Focus Day Crystal Sponsor, Focus Day Gold Sponsor, Focus Day Silver Sponsor and Focus Day Bronze Sponsor. A floor plan will be sent to you in due course, outlining the different options available. The Consumer Goods Forum reserves the right to rearrange the floor plan and/or relocate any display. Sponsors must have their pull up stands set up at least one hour prior to the opening session of the Focus Day.

There is no exhibition equipment available. Any supplies such as signs, furniture or brochure racks must be provided by sponsors at their own expense. These must be placed directly in front of the pull up stand, and in accordance with local safety regulations.

Sponsors are responsible for the costs of shipping any promotional material to and from the event venue, and any costs for storage of materials at the venue.

Cancellation policy:

This Sponsorship Registration Form is a binding contract between the parties upon its acceptance by the Consumer Goods Forum. In case of cancellation of this agreement by the sponsor prior to the event, no refund will be made. The Consumer Goods Forum reserves the right to cancel this agreement at any time. If the agreement is cancelled by The Consumer Goods Forum, then the full sponsorship amount will be refunded. In case of an Act of God, no refund will be made.

VENUE INFORMATION

CHENGDU----Land of Abundance



Chengdu, the capital of Sichuan Province, is long honored as the Land of Abundance and the Land of Recreation. Meanwhile, it is the only city that has not changed its name and site over the past 2000 years and more. It stretches across 14.3 thousand kilometers where 20.50 million is under practical and actual administration and management. The climate is pleasant throughout the whole year. It is neither too hot in summer nor too cold in winter. It was named "Best City for Tourists" by UNWTO and was the first UNESCO "World City of Gastronomy" in Asia.

Crowne Plaza Chengdu West



- Crowne Plaza Chengdu West is the first international upscale hotel in the West Park of Chengdu Hi-Tech Zone
- While in Chengdu, guests will discover a number of great destinations, including Tianfu Square, Culture Heritage Exhibition Park, Happy Valley Theme Park, Qingcheng Mountain and the world famous Chengdu Panda Base.

Location

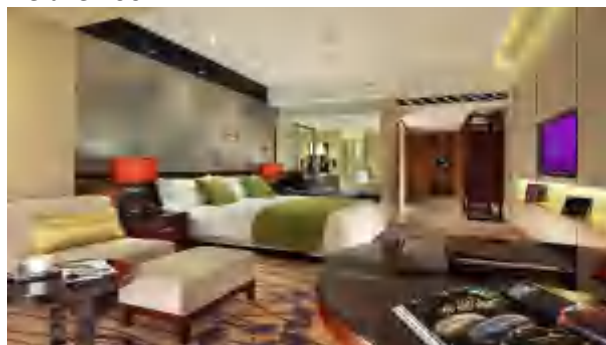
- No. 1 Xixin Ave., Gaoxin District West, Chengdu
- 30 min drive from Chengdu Shuangliu International Airport
- 20 min drive from Chengdu North Train Station
- 5 min walk from Chengdu subway line 2



Diamond Ballroom



Deluxe Room



Yi Du Fu Chinese Restaurant (for VIP lunch)



Garden Café (for delegate lunch)



SUMMARY OF GFSI CHINA FOCUS DAY 2018

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 7th Edition follows on from the success of GFSI China Focus Day 2012 – 2017 events, to continue raising awareness around the benefits of GFSI. It is fortunate that there are board members of GFSI and GFSI Japan Local Group members came to China, with CFSI members, showing the significance to Chinese market and sharing in-depth experience, case studies and best practices.

GFSI 中国主题日活动旨在为中国食品行业的利益相关者提供机会，更多地了解 GFSI，同时也是一次绝佳的机会进行社交联谊和交流分享。第七届全球食品安全倡议中国主题日活动是在前几届活动成功举办的基础上，继续围绕 GFSI 能带来的益处进行深入了解探讨。本次活动邀请到了 GFSI 董事会成员、GFSI 日本工作组成员和 CFSI 成员一起交流、分享成功案例和最佳实践。

Emerging Challenges & The Future of Food Safety 新兴挑战 & 食品安全的未来



Scenes from Focus Day 活动现场



Frédéric RENE, Chief Food Safety Officer, Danone & GFSI Board Member addressed in the Welcome Opening Session.
达能集团首席食品安全官&GFSI董事Frédéric RENE对本次大会进行欢迎介绍。



Shaohua PU, Chairman, Bright Dairy, China addressed in the Opening Session.
光明乳业有限公司党委书记、董事长濮韶华为大会进行欢迎致辞。



Zaotian WAN, VP COFCO&GFSI Board Member addressed in the Opening Session.
中粮集团党组副书记、副总裁 & GFSI 董事万早田代表GFSI董事会致辞。



PIERRE DE GINESTEL, Corporate Quality Director, Auchan & GFSI Board Member and Frédéric RENE, Chief Food Safety Officer, Danone & GFSI Board Member presented the latest GFSI developments around the world and invited all delegates to participate the Global Food Safety Conference in Nice, France, in 2019.
法国欧尚超市企业质量总监 & GFSI 董事 PIERRE DE GINESTEL和达能集团首席食品安全官 & GFSI 董事 Frédéric RENE对GFSI全球食品安全倡议在全球的最新进展进行了介绍，并邀请全体与会代表参加2019年将于法国尼斯举行全球食品安全大会。

Scenes from Focus Day 活动现场



Opening Panel - "Emerging Challenges in Food Safety - Innovation and New Technology for a Better Life", moderated by Yves REY, Senior Advisor for Leading Food Companies, Former Corporate General Manager, Danone Group & Former GFSI Chairman and Honorable Advisor of GFSI China LG.

Panelists were: Wenyi CHE, Chief Advisor, GFSI China Local Group; Dong CHU, Deputy President, China Chain Store & Franchise Association; Xuecong LIU, Secretary General, China Nutrition & Health Food Association; Zhongchao SUN, Executive Secretary General, China Animal Health and Food Safety Initiative

开幕座谈—“应对食品安全面临的新挑战—创新和新技术共创美好生活”，主持人为食品行业资深顾问、前达能集团质量总经理、GFSI前主席 & 中国工作组荣誉专家奕博睿。

座谈嘉宾有：GFSI 中国工作组首席顾问车文毅；中国连锁经营协会副会长楚东；中国营养保健食品协会秘书长刘学聪；全国动物健康与食品安全倡议执行秘书长孙忠超

GFSI CPOs Panel - "GFSI Strategy in Action - Harmonisation in Private Certification Programmes", moderated by Marie-Claude Quentin, Senior Technical Manager, GFSI.

Panelists were: Steve Hart, VP Of Education, Outreach, GAA; Chuanwu XIONG, China Representative, IFS; Sarah WU, China Representative, SQF; Fons Schmid, Chairman, FSSC22000; John Tomlinson, Global Sales & Marketing and APAC Director, BRC

GFSI 战略在行动——行业标准方案的最新协调进展（GFSI 认可的认证方案所有者座谈）主持人为GFSI 高级技术经理 Marie-Claude Quentin女士。

座谈嘉宾有：全球水产养殖联盟(GAA)教育与外展副总裁 Steve Hart；IFS 亚太区代表处负责人熊传武；SQF 中国代表吴明君；FSSC22000 主席 Fons Schmid；英国零售商协会(BRC)全球销售与市场及亚太区总监 John Tomlinson



Scenes from Focus Day 活动现场

Breakout 1 专题讨论1
Trust as Foundation – Collaboration Communication
and Regulatory Affairs
以信任为基础的创新 - 协作沟通和法规事务



Scenes from Focus Day 活动现场

Breakout 2 专题讨论2
E-Commerce Food Safety
互联网+食品安全

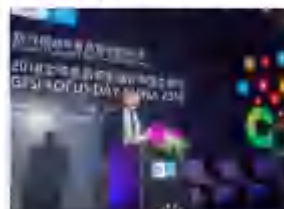


Scenes from Focus Day 活动现场

Breakout 3 专题讨论3
Capability Building in Food Safety
食品安全能力建设



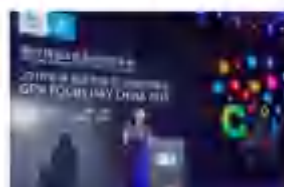
Scenes from Focus Day 活动现场



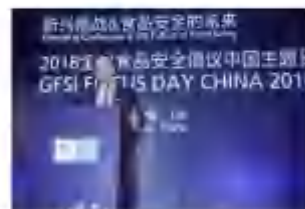
Mr. CHEN, GFSI Quality Director, Asia Pacific & GFSI Board Member shared the best practice of quality and food safety culture at GFSI. 他介绍了GFSI在质量与食品安全文化方面的最佳实践。



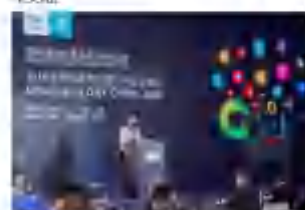
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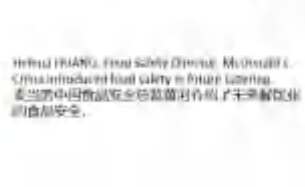
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Zhigang YANG, VP, Mengniu Dairy & GFSI China LG Steering Committee Co-Chair and Jenny CHEN, Senior Director, Regulatory Compliance, Walmart China & GFSI China LG Steering Committee Co-Chair introduced the 2017-2018 GFSI China Local Group progress report.
蒙牛乳业副总裁 & GFSI 中国工作组指导委员会联席主席杨志刚和沃尔玛中国法规合规高级总监 & GFSI 中国工作组指导委员会联席主席陈红进行了2017-2018年GFSI中国工作组进展报告介绍。

The unveiling ceremony of the new report was done with together of the release of the Chinese translation of "Tackling Food Fraud Through Food Safety Management System" and "A Culture of Food Safety A Position Paper from the Global Food Safety Initiative (GFSI)".

《不同视角看追溯》报告发布的揭幕仪式以及《通过食品安全管理体系应对食品掺假》和《食品安全文化全球食品安全倡议 (GFSI) 意见书》的中文译本发布。



Top Leadership Panel – "Collaborative Future of Food Safety to Face Emerging Challenges", moderated by Junshi CHEN, Chief Adviser of CFSA (China National Center for Food Safety Risk Assessment) & GFSI China LG Honorable Advisor
Panelists were: Nobuyuki Tsuzuki, Director, Food Industrial Corporate Affairs Office, Food Industry Affairs Bureau, Ministry of Agriculture, Forestry and Fisheries (MAFF); Claude Sarrailh, President, Metro China & GFSI China LG Supervisory Board Co-Chair; Angela LIU, Chairlady of New Hope Liuhe, China & GFSI Board Member; Zhigang CHEN, Director, Safety Department, COFCO & GFSI China LG Steering Committee Vice Chair; Linda ZHANG, VP, Product Innovation, Food Safety & Quality, China & Asia Pacific, Starbucks

高层座谈：“食品安全在新兴挑战下的协作未来”，主持人为陈君石院士。座谈的嘉宾：日本农林水产省食品企业行动室长 Nobuyuki Tsuzuki；麦德龙中国区总裁 & GFSI 中国工作组理事会联席主席 康德；新希望六和股份有限公司董事长 & GFSI 董事 刘畅；中粮集团安全部总监 & GFSI 中国工作组指导委员会副主席 杨志刚；星巴克中国及亚太地区产品创新、食品安全和法规副总裁 张玲



Scenes from Focus Day 活动现场



Junshi CHEN, Chief Adviser of CFSA (China National Center for Food Safety Risk Assessment) & GFSI China LG Honorable Advisor gave a speech on prospects for the future of food safety.

陈君石院士进行了以“食品安全的未来趋势展望”为主旨的发言。



Joseph Scimeca, Vice President, Global Regulatory and Scientific Affairs, Corporate Food Safety Quality and Regulatory, Cargill gave a speech on building public-private-partnerships (PPPs).

嘉吉公司食品安全质量和法规全球监管和科学事务副总裁 Joseph Scimeca进行了以“建立公私合作伙伴关系 (PPPs)”为主旨的发言。



Andrew Miles, President of Sam's Club China and Deputy CEO of Walmart China gave a speech on Walmart stores and Sam's Club: building trust through food safety.

山姆会员商店中国业务总裁及沃尔玛中国首席执行官官文安进行了以“沃尔玛门店和山姆会员商店：通过食品安全建立信任”为主旨的发言。



Nobuyuki Tsuzuki, Director, Food Industrial Corporate Affairs Office, Food Industry Affairs Bureau, Ministry of Agriculture, Forestry and Fisheries (MAFF), Japan introduced the food safety management in Japan.

日本农林水产省食品企业行动室长都筑伸幸介绍了日本的食品安全管理。



Claude Sarrailh, President, Metro China & GFSI China LG Supervisory Board Co-Chair gave a speech on future of sustainable food safety - private own brand to meet the consumer consumption classification.

麦德龙中国区总裁 & GFSI 中国工作组理事会联席主席康德进行了以“可持续食品安全的未来-满足消费分级下顾客需求的自有品牌发展”为主旨的发言。



Angela LIU, Chairlady of New Hope Liuhe, China & GFSI Board Member delivered a closing remark and sincerely invited everyone to participate in the 8th GFSI China Focus Day to be held in Chengdu, Sichuan on October 16, 2019

新希望六和董事长 & GFSI 董事刘畅女士进行了闭幕致辞，并诚挚地邀请大家参加将于2019年10月16日将于四川成都举行的第八届“全球食品安全倡议 (GFSI) 中国主题日”

Sponsors Display 赞助商展示



GFSI LG General Meeting Coffee Break
Sponsored by Brightdairy
GFSI中国工作组会议茶歇由光明乳业赞助



VIP Lunch and Lunch Sponsored by New
Hope Liuhe
VIP午餐及代表午餐由新希望六和赞助



VIP Reception Dinner Sponsored by COFCO
嘉宾欢迎晚宴由中粮集团赞助



Coffee Break Sponsored by Danone
茶歇由达能集团赞助

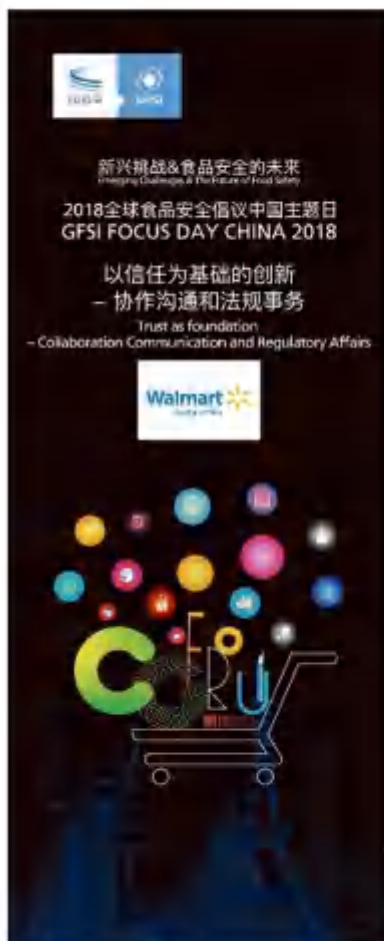
Sponsors Display 赞助商展示



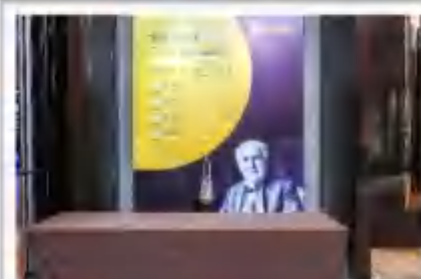
Breakout 1 Sponsored by Walmart
Food Safety Collaboration Center
专题1赞助商: 沃尔玛食品安全
协作中心

Breakout 2 Sponsored by Starbucks
专题2赞助商: 星巴克

Breakout 3 Sponsored by Ecolab
专题3赞助商: 艺康集团



Sponsors Display 赞助商展示



BACKGROUND INFORMATION

THE CONSUMER GOODS FORUM



The Consumer Goods Forum (CGF) is a global, parity-based industry network, driven by its members. It brings together the CEOs and senior management of over 400 retailers, manufacturers, service providers and other stakeholders across 70 countries and reflects the diversity of the industry in geography, size, product category and format. Forum member companies have combined sales of EUR 3.5 trillion. Their retailer and manufacturer members directly employ nearly 10 million people with a further 90 million related jobs estimated along the value chain.

The Consumer Goods Forum is governed by its Board of Directors, which includes 52 manufacturer and retailer CEOs and Chairmen.

The Forum provides a unique global platform for knowledge exchange and initiatives around five strategic priorities – Emerging Trends, Sustainability, Safety & Health, Operational Excellence and Knowledge Sharing & People Development – which are central to the advancement of today's consumer goods industry.

The Forum's vision is: "Better lives through better business". To fulfil this, its members have given the Forum a mandate to develop common positions on key strategic and operational issues affecting the consumer goods business, with a strong focus on non-competitive process improvement. The Forum's success is driven by the active participation of the key players in the sector, who together develop and lead the implementation of best practices along the value chain.

With its headquarters in Paris and its regional offices in Washington, D.C., Shanghai, Bogotá and Tokyo, the CGF serves its members throughout the world. For more information, please visit www.theconsumergoodsforum.com

GLOBAL FOOD SAFETY INITIATIVE



The Global Food Safety Initiative (GFSI) is a business-driven initiative for the continuous improvement of food safety management systems to ensure confidence in the delivery of safe food to consumers worldwide. It is a non-for-profit international organisation coordinated by The Consumer Goods Forum. GFSI was launched in 2000 following a number of food safety crises when consumer confidence was at an all-time low. Its collaborative approach to food safety brings together international food safety experts from the entire food supply chain at technical working group and stakeholder meetings, conferences and regional events to share knowledge and promote a harmonized approach to managing food safety across the industry.

GFSI Vision: Safe food for consumers everywhere

GFSI Mission: Provide continuous improvement in food safety management systems to ensure confidence in the delivery of safe food to consumers worldwide

GFSI Objectives:

- Reduce food safety risks by delivering equivalence and convergence between effective food safety management systems
- Manage cost in the global food system by eliminating redundancy and improving operational efficiency
- Develop competencies and capacity building in food safety to create consistent and effective global food systems
- Provide a unique international stakeholder platform for collaboration, knowledge exchange and networking. For more information go to www.mygfsi.com