

from farm to fork



## FOOD TRACEABILITY...

# THE KEY to GLOBAL MARKET ACCESS

A major conference

Issues vital to stakeholders in the  
SE Asia food and feed industries



## Sunway Resort - Kuala Lumpur, Malaysia

Tuesday, April 1 and Wednesday, April 2, 2008

The Conference will be officially opened by Yang Berhormat Tan Sri Dato' Hj. Muhyiddin b. Hj. Mohd. Yassin,  
Minister of Agriculture and Agro-based Industries, Malaysia

An event of the



Global Food *Traceability* Forum

Incorporating the  
final conference of the  
EU Framework 6  
PETER Project



Promoting European Traceability Excellence & Research

- Speakers include leading European food traceability experts
- Leading industry figures from SE Asia

Making a major contribution to European - Asian understanding



## PROGRAMME :

### Tuesday April 1st

- 09.30 - 10.30 The Conference will be officially opened by:  
Yang Berhormat Tan Sri Dato' Hj. Muhyiddin b. Hj. Mohd. Yassin,  
Minister of Agriculture and Agro-based Industries, Malaysia
- 10.30 - 10.45 **TRACEABILITY - CONNECTING ASIA WITH EUROPE**  
**Ian Smith** - CEO, European Centre of Excellence for Automatic  
Identification and Data Capture and Chairman, Global Food  
Traceability Forum
- 10.45 - 11.15 The Asian perspective on Traceability
- 11.15 - 11.45 EU Rules applying to Asian companies

### SESSION 1 1145 - 1300

#### TRACEABILITY - A CRITICAL INGREDIENT OF THE FOOD SUPPLY CHAIN

Traceability : vital to the world food supply chain.  
**Robert Madge**, Director, FoodReg Malaysia

How traceability can add value to your products.  
**Begona Perez Villareal**, Azti Tecnalia, Spain

The Marketing Information Channel: the need to communicate data within the supply chain.  
**Adriaan Kole**, Wageningen Univ. Holland

### SESSION 2 1430 - 1630

#### TRACEABILITY - IS IT A TECHNICAL BARRIER TO TRADE?

How Traceability and Food Safety influence Trading Opportunities between Asia and Europe.  
**Petter Olsen**, Norwegian Fish and Food Institute

EU Food Safety Regulations and how they affect Asian food exports.  
**Chusak Cheunprayoth**, GlobalGap, Thailand

Food Miles, Pesticides or Biodiversity; How can we assess what is really relevant?  
**Mark Goedkoop**, PRe. Holland

Certification of the Shrimp Market in Asia - Is market access a level playing field

Traceability - Supporting World-wide prosperity  
**Ian Smith**, GFT Forum, UK

### SESSION 3 1630 - 1730

#### NETWORKING AND PANEL DISCUSSION



Wednesday April 2nd

**SESSION 4** 0830 - 1030

**HALAL TRACEABILITY - A ROUTE TO OPENING NEW MARKETS**

Developing the Global Halal Market through Traceability

Global standardisation of Halal Best Practices

An integrated approach to Halal Traceability, Safety and Authentication.  
**Fe Jazzareen Mor Japar Khan**, Food Industry Consultant, Yakin IT, Malaysia.

Malaysia as a world player in the Halal Market

Practical issues of Halal certification

The European perspective on Halal

**SESSION 5** 1100 - 1300

**THE EUROPEAN PROGRAM - NEW SCIENCE IN TRACEABILITY**

New Approaches for tracing the origin of food.  
**Paul Brereton**, TRACE, Central Science Laboratory, UK.

New seafood supply from aquaculture and the need for traceability.  
**Erling Larsen**, SEAFOODplus, Denmark.

Detection and tracking of DNA of alien origin in food and the food chain.  
**Elena Maestri**, UNIVERSITY of PARMA Italy.

Implementing a "networking platform" to promote and enhance Science and Technical co-operation in Food Quality and Safety between Europe and Asia.  
**Dominique Pallet**, CIRAD, France.

The FoodTrace Framework and the Internet of Things.  
**Professor Anthony Furness**, FOODTRACE, UK.

Linking Geographical information with classical traceability data to facilitate the certification of product origin.  
**Dominique Buffet**, Geo TraceAgri, Belgium.

The PETER Project and its potential impact on Asia:  
**Michel Debord**, PETER Co-ordinator, France

**SESSION 6** 1400 - 1530

**COMBATING BIO-TERRORISM AND FOOD FRAUD**

How the Bio-Terrorism Act affects the Food and Beverage Industry.  
**Marta Marmioli**, University of Parma, Italy.

Responding to food and agricultural threats and tracking potential adulteration.

Preventing food fraud and counterfeiting.  
**Professor Anthony Furness**, European Centre of Excellence for AIDC

**SESSION 7** 1600 - 1730

**ASIAN FEEDBACK TO THE EU**

Practical experience from Malaysia

Solutions arising from Asia

Panel of Asian representatives

**SUMMING UP** - Conference conclusions and recommendations to EU

(NOTE: this programme is subject to minor change)

# Registration Form

Register online now by visiting [www.gftf.org](http://www.gftf.org)

Food Traceability - THE KEYS TO GLOBAL MARKET ACCESS April 1st and 2nd, Sunway Resort, Kuala Lumpur Malaysia

## Four Easy Ways to Register:

**By Post to:** FoodReg Malaysia Sdn Bhd  
Suite S-08, 2320 Century Square  
Jalan Usahawan, 63000 Cyberjaya,  
Selangor Darul Ehsan, Malaysia

Global Food Traceability Forum  
The Old Vicarage,  
All Souls Road,  
Halifax, HX3 6DR, UK

**By Telephone:** + 603 8318 4113

**By Fax:** + 603 8319 6113

**On-line:** [www.gftf.org](http://www.gftf.org)

## DELEGATE FEES:

**2 day pass (without accommodation)**

Early Bird  
995 MYR (\$345 US)

After March 12  
1,395 MYR (\$445 US)

The registration fee includes: Certificate of participation; lunches, refreshments and full conference documentation.

**2 day pass (with accommodation)**

Single room in Pyramid Hotel  
Discount per person sharing twin room

Early Bird  
1,705 MYR (\$545 US)  
235 MYR (\$95 US)

After March 12  
2,105 MYR (\$645 US)  
235MYR (\$95 US)

The registration fee includes: Certificate(s) of participation; lunches; refreshments and full documentation; two nights bed and breakfast including taxes in the 4-Star Pyramid Hotel adjoining the conference centre in twin or single.

## Attendees Details

Mr/Mrs/Other Full Name	Job Title	Telephone	Email
1 .....			
2 .....			
3 .....			

## Company details (Signatory must be authorised to sign on behalf of contracting organisation)

Name..... Job Title..... Authorising signature.....  
Organisation name..... Industry.....  
Address..... Postcode..... Country.....  
Telephone..... Fax..... Email.....

**Method of payment:** Registration is only confirmed on receipt of payment. Please quote FTF0408, your company name and delegate(s) name(s).

Bank transfer   
Mastercard  Visa  Amex  Please invoice me   
Cardholders name.....  
Card number   
Cardholders signature.....  
Expiry date  /  Issue Number  (Maestro cards only)  
Security Number  (Please write the last 3 numbers printed on the reverse of your card.  
If Amex, the 4 numbers printed on the front of your card).

Bank Transfers: Payment by bank transfer must quote the delegate name and reference above.

Bank transfers should be made to: FoodReg Malaysia Sdn Bhd, HSBC Bank Malaysia Berhad, 33 Jalan Sultan Ismail, 50250 Kuala Lumpur.  
Swift Code HPMBMYKL.

Account (Ringgit Malaysia); 203-248-448-101  
Account Number (USD); 203-248-448-725

Payment terms are seven days and must be received before the conference date in order to guarantee your place. Unpaid registrations will be billed 50% of the registration fee if you do not attend the event. You will be given a copy of the full conference documentation.

Cancellation: Should you be unable to attend, a substitute is welcome at no extra charge. A 50% refund and the course documentation will be provided for cancellations received in writing up to 14 days before the event. We regret no refunds can be made for cancellations received less than 2 weeks prior to the conference.