

AmCham Shanghai China Food Safety and Sustainability Conference

May 30, 2013 | Mandarin Oriental Pudong Shanghai



The American Chamber of Commerce in Shanghai
上海美国商会

2013 China Food Safety and Sustainability Conference

The 2013 American Chamber of Commerce Shanghai China Food Safety and Sustainability Conference is a platform for food, agriculture and beverage industry stakeholders to network, and share information and discuss issues related to food safety, supply chain management and sustainability, and regulatory updates and policies.

Join us at the Mandarin Oriental Pudong Shanghai for this full-day conference. Registration opens with a light breakfast from 8:30 a.m. Speakers and programs to 4:30 p.m.

Keynote Address

This year's keynote address will be provided by the imminent Dr. Chen Jun Shi, Academician, Chinese Academy of Engineering; Senior Researcher of National Institute for Nutrition and Food Safety, China Centre for Disease Control.

Lunch Program

The event includes a special lunch program with Peggy Liu, Chairperson and Co-Founder, Joint U.S.-China Collaboration on Clean Energy (JUCCE) to share her vision of accelerating the greening of China through ethical consumption.

Confirmed conference speakers include senior representatives from:

- The Nielsen Company
- IPSOS
- PepsiCo
- World Wildlife Fund
- METRO
- Inner Mongolia Kerchin Beef Company
- Element Fresh
- China Cuisine Association

More speakers to come!

Speakers will participate in panel discussions and presentations on three key areas:

Panel 1 – Food and Beverage market developments and consumer insight

Urbanization, an aging population, greater consumer awareness of food safety, a growing middle class, the increasing presence of an independent female consumer, the boom of the online marketplace and the transition from investment-led to consumption-led growth all contribute to a dynamic and expanding market for the food and beverage industry in China. This panel will discuss these trends, their impact on companies operating in China, and key considerations moving forward into 2013.

TO SECURE YOUR PLACE, please call us at (86 21) 6279 7119 ext. 5652 or email karen.qiu@amcham-shanghai.org

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Panel 2 – Supply Chain Sustainability: Reducing Environmental Impact

Direct and indirect suppliers, soil, water, pesticide, energy and carbon consumption, transportation and logistics emissions, warehousing, packaging and processing concerns all contribute to the vast and complex web that are food, agriculture and beverage companies' supply chains. Learn about innovative and effective programs that reduce the environmental and consumptive impact of companies growing, bottling, packaging and selling food and beverages in China.

Panel 3 – Food Safety Best Practices: From Paper to Practice

A strong food safety record is key to consumer confidence, but very difficult to maintain in China. Internal company policies on testing, standards and conditions often give way to the most basic concerns. Ensuring traceability in the supply chain is one way to monitor conditions under which food and beverages are produced, packaged and transported. Strong relationships with key suppliers underpinned by training, investment, monitoring and continuous improvement is another key measure towards guaranteeing not only safety, but freshness and quality. This panel will highlight some exceptional programs in China that are leading the way towards safer consumption.

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