

# THE AGRI-FOOD SAFETY AND STANDARDS SEMINAR

15th January 2009  
Concorde Hotel Kuala Lumpur

Serving the Global Market through a Safe Food Source

## INTRODUCTION

The recent series of food safety issues that has made headlines both locally and internationally has raised the question of, "How safe is our food source?" In light of the emphasis that has been put on food security internationally, the issue of agri-food standards and safety then poses to be a challenge that needs to be resolved, because regardless of the abundance of food source and production, if the final product does not meet standards and safety fit for the consumers, all the efforts put into the processing of those food will be wasted in the end.

Agri-food standards and safety is not only important to the image and reputation of business organizations, it also relates to other issues such as health, productivity, consumer confidence and trade of a nation. As such, it is already clear that the potential ripple effects of non-conformance of agri-food standards and safety would be of such large magnitude, that its importance requires the immediate attention of both the private and public sectors alike.

Hence, this seminar attempts to bring about the attention of the parties involved in this area by starting out with a post-mortem on some recent food safety issues to allow the audience to understand their causes and effects. The following

sessions then takes participants into issues on policy and legislation, benchmarking, education and training, as well as food safety in Halal standards. In addition, there will be a session that allows participants to learn from the experiences from collaborations between Australia and Malaysia in terms of agriculture and food standards. Finally, the seminar will also offer its participants a glimpse of the outlook on the Malaysian agri-food standards and safety.

Developed & organized by:



**SEMINAR OBJECTIVES**

This seminar aims to deliver the following objectives:

- Provide up-to-date information on the progress of agri-food standards and safety to its participants
- To serve as a platform that facilitates meaningful discussions and sharing of experience between stakeholders in the agri-food industry
- To create awareness in both private and public sectors, as well as consumers on the importance of adhering to sound agri-food standards and safety
- To serve as a networking session for its participants

**TARGET AUDIENCE**

This seminar is designed and targeted at:

- Managing Directors
- Director Generals
- Directors
- Business Unit Heads
- Department Heads
- Managers/ Executives involved in
  - Standards Setting/ Management
  - Quality Assurance/ Quality Control
  - Supply-Chain Management
  - Raw Material/ Food Sourcing or Procurement
- Trainers
- Internal/ External Auditors
- Researchers
- Academics

**That are from:**

- Importers/ Exporters/ Manufacturers/ Producers of
  - Agricultural Products
  - Food & Beverage Products
- Food Service Industry
- Professional Accreditation/Certification Bodies for the Agricultural and Food Sector
- Government Department/ Agencies that
  - Are involved in Agricultural and Food Related Policy and Regulation Setting
  - Provides Accreditation/ Certification for Agri-Food/ Food Related Standards and Halal Standards
- Education Centres/ Training Centres/ Research Institutes involved in Agricultural/ Food Technology/ Food Related Research or Training
- NGOs that has an interest in
  - Consumer Health/ Issues
  - Agri-Food Standards and Safety

8:00 a.m. Registration

9:00 a.m. Session 1

**The Aftermath: A Post-mortem on the EU's Seafood Ban and Chinese Food Safety Issues**

Just a few months ago, Malaysia had encountered a ban of seafood exports to the EU that cost the country's industry a hefty estimate of RM 600 million. Looking abroad, the recent months has also seen our regional neighbour – China involved in food safety issues that impacted the country both in reputation and economy wise. This session aims to revisit the issues in depth, so as to let the participants understand and learn from these past events.

- i. What were the causes, effects and countermeasures taken? Effectiveness?
- ii. What are the impacts on the local and global agri-food industry as a whole in the future?
- iii. Lessons learned and preventive measures to be taken?

10:00 a.m. Refreshments

10:30 a.m. Session 2

**Policy and Legislation: Current Progress and Implementation**

In line with the country's efforts to boost the industry and penetrate markets, the government had already endorsed standards such as the Good Agriculture Practices (GAP) and Malaysian Farm Good Agricultural Practice Scheme (SALM), together with HACCP and Good Manufacturing Practices (GMP) in food manufacturing. Whereas on the legislative front, the Food Act 1983 and Food Regulation 1985 are the key acts covering the agri-food area. As the market progresses, it then prompts us to ask the following:

- i. What has been the effectiveness in terms of progress and implementation of these policies and legislation up-to-date?
- ii. What are the gaps to fill?
- iii. What has been the impact and response from the industry and market?

11:30 p.m. Session 3

**Benchmarking: Raising the Bar amidst Global Competition**

Agri-food standards and safety needs to be maintained from farm to table. However, are the current standards and level of safety in the local industry on par with global standards and requirements throughout the supply chain?

- i. Local standard versus Regional/ Global standards: Where do we stand?
- ii. Adequacy of current mechanisms and monitoring system? Traceability?
- iii. Guidelines for adopting a standard/ system most suitable to the business.
- iv. Exemplars of best practices.

12:30 p.m. Lunch

# Serving the Global Market through a Safe Food Source



1:30 p.m. Session 4

## **Education and Training: Getting the Message Through**

Since zero-risk in food contamination is highly unlikely to be achieved, hence it is no doubt that one of the best method to maintained the highest possible level of standard and safety in the production and consumption of food and agricultural products is to ensure that all parties involved in the process are aware, willing and capable of taking-up their individual responsibilities in upholding that standard. Therefore, this can only be done through effective education and training.

- i. How comprehensive is the current training and education system, for the
  - a. The auditors/ enforcers?
  - b. The producers and their staff?
  - c. The consumers?
- ii. What are the areas that can be improved?

2:30 p.m. Session 5

## **Collaboration, Learning and Development on Agriculture Standards and Food Safety: The Australian-Malaysian Experience**

An estimated 40 percent of the exports from Australia to Malaysia consist of agricultural products, that figure might grow further in light of regional and bilateral agreements between the two countries. Hence, this session provides the venue for participants to learn about the issues, progress and results of the various collaborations and developments held to move the standards of the agri-food industry in both countries forward onto higher grounds.

3:30 p.m. Session 6

## **Halal Standard and Food Safety: Ensuring a Safe Halal Food Source for the Global Market**

The establishment of MS1500:2004 standard was a firm step towards ensuring Malaysia was able to meet global standards and become a major Halal food hub in the region. Nevertheless, with current food safety issues looming, how safe are the Halal food source from Malaysia as compared to the rest?

- i. The role of International Halal Integrity Alliance (IHI Alliance) on safety and standards. Its plans for the near future?
- ii. What are the elements in the Halal standard that ensures food safety?
- iii. Implementation of Halal standards locally and its results.
- iv. Future direction for the Halal industry in terms of standards and safety.

4:30 p.m. Panel Discussion

## **The Way Forward: Outlook of Malaysian Agri-Food Standards and Safety**

Malaysia has stated its ambition to be a key player in the global agricultural and food market in the years to come. Thus, the agri-food standards and safety in the country should coincide with that vision. The question would then be: What is the way forward in terms of securing and advancing the standards and safety of the Malaysian food source?

- i. Harmonization? Single body governing agri-food standards?
- ii. Advancement in technology and education?
- iii. Addressing issues on genetically modified agri-food products.

5:30 p.m. Refreshments/ End of Seminar

## Invited Role Players

- Tan Sri Datuk Dr. Hj. Mohd. Ismail b. Merican, Director General of Health, Ministry of Health Malaysia
- Dato' Hj. Abd. Rahim b. Ahmad, Director General, Farmer's Organization Authority Malaysia
- Dato' Junaidi Bin Che Ayob, Director General, Department of Fisheries Malaysia
- Datuk Dr. Abd. Shukor b. Abd. Rahman, Director General, MARDI
- Dato' Mohamed Shariff Abdul Aziz, Director General, FAMA
- Prof. Madya Dr. Ayub Mohd Yatim, Head, Akademi Latihan Kebersihan dan Keselamatan Makanan (ALKEM)
- Professor Dr. Jinap Selamat, Dean, School of Food Science and Biotechnology, Universiti Putra Malaysia
- Dr Zaharah Wahid, Senior Principal Consultant, SIRIM Berhad
- Dr. Muhmad Kamarulzaman bin M. Sharif, Director - Diagnostics and Quality Assurance Division, Department of Veterinary Services Malaysia
- Dr. Nik Ismail Nik Daud President, Malaysian Institute of Food Technology/ Executive Director, UKM Holdings Sdn. Bhd.
- Puan Noraini bt Dato' Mohd. Othman, Director, Food Safety and Quality Division, Ministry of Health Malaysia
- Puan Fadilah Baharin, Director General, Department of Standards Malaysia
- Puan Radziah Mohd. Daud, Head of Food, Agriculture and Forestry Section, SIRIM QAS International Sdn. Bhd.
- Encik Ariffin Bin Buranudeen, Supply Chain Director, Nestle Malaysia
- Ms Ratna Devi Nadarajan, Director, Malaysian Association of Standards Users
- En Sahbani Saimin, Deputy Director I – Development, FAMA
- Mr Henricus Theodorus, Senior Executive Director, Prima Agri Products Sdn. Bhd.
- Ms Kristen Chin, Director, Quantum Food Academy Sdn. Bhd. (Foodlink Sdn. Bhd.)
- Puan Mariam Abdul Latif, Vice President – Halal Integrity, Halal Industry Development Corporation (HDC)
- En Ahmad Azudin bin Abd. Khalid @ Dino Khalid, Manager for Halal Standards and Systems, IHI Alliance
- En Zainal Abidin Bin Jaffar, Director – Halal Hub Division, JAKIM
- En. Mohd Shah Hashim, Chairman, Malaysian Food Manufacturing Group, Federation of Malaysian Manufacturers
- En Muhammad Sha'ani Abdullah, Chief Executive, National Consumer Complaints Centre (NCCC)/ Secretary-General, FOMCA

### Note:

- All Moderators and Speakers invited are subject to confirmation
- The organizer reserves the right to change the programme and speakers in the best interest of the seminar
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## Registration Fee

### Standard Rate

RM1,500.00 per delegate

Group discount of 10% will be extended to organization sending 3 or more delegates.

Fee is inclusive of lunch, refreshments and documentations.

## Venue

### Date

15 January 2009

### Venue

Concorde Hotel, Kuala Lumpur

## Registration Information

### Payment

All payment must be made in advance of the conference. Bank drafts or cheques should be crossed and made payable to Asia Executive Programs Sdn Bhd together with the completed registration form.

### Cancellation

A prompt refund minus a service charge of 15% will be levied for cancellations received in writing 10 days before the date of the conference. Alternatively, you may nominate a substitute. We would appreciate advance notice.

### Registration Procedure

Please complete and fax the registration form to book a seat/seats to the address listed below :

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Fax : 603-6203 5030  
E-mail : info@aep.com.my  
Website : http://www.aep.com.my

b) Payment can be deposited directly to :  
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Please notify us of your payment by faxing a copy of your remittance to us.

## Participant's Information

(1) Name (Dr/Mr/Mrs/Ms) : \_\_\_\_\_

Company: \_\_\_\_\_

Designation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_ Country: \_\_\_\_\_

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Facsimile: \_\_\_\_\_ Email: \_\_\_\_\_

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Company: \_\_\_\_\_

Designation: \_\_\_\_\_

Address: \_\_\_\_\_

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Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Facsimile: \_\_\_\_\_ Email: \_\_\_\_\_

(3) Name (Dr/Mr/Mrs/Ms) : \_\_\_\_\_

Company: \_\_\_\_\_

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## Contact Person's Details

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## Payment

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