



**Asia-Pacific
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Speaker Biographies

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**Towards a Future of Prevention and Partnership:
Roundtable on Effective Industry / Regulator
Cooperation
Cebu, Philippines
24-25 August 2015**

Dr Geoffrey Annison
Director, Health, Nutrition and Scientific Affairs
Australian Food & Grocery Council

Dr Geoffrey Annison joined the AFGC in October 2007. He has wide experience in food regulation and innovation, having held a number of senior technical and management roles in industry in Australia and overseas, in academia, and in public policy. His career has spanned a number of sectors including the FMCG sector with Goodman Fielder and the AFGC, the rural sector with organisations such as Australian Pork Ltd and AWB Ltd. and research providers such as Massey University in New Zealand and the CSIRO, providing him with an extensive knowledge of current industry issues, particularly in the technical challenges in food science, nutrition and health. Dr Annison has a Bachelor of Science with Honours in Food Technology, a PhD in Microbiology from the University of New South Wales, and is a graduate of the Australian Institute of Company Directors. He is on the Board of the Poultry Cooperative Research Centre.

Robert Baker
Director of Mars Global Food Safety Center
Global Head of Technical Food Safety Development for Mars Incorporated

Mr. Robert Baker is Director of Mars Global Food Safety Center and Global Head of Technical Food Safety Development for Mars Incorporated. Mr. Robert Baker is responsible for leading Food Safety Capability building projects including: 1) designing, constructing and commissioning the Mars Global Food Safety Center in Beijing, China, 2) leading food safety science projects in the areas of Mycotoxin and Pathogen Management, Quantitative Risk Assessment (i.e. Salmonella), Improved Statistical Sampling Techniques and 3) providing Food Safety support, consultation and guidance to various NGO's (i.e. World Bank GFSP). Mr. Baker started his career in the pharmaceutical industry in 1984, moving to the food industry as a microbiologist in 1987 in Mars. Before his most recent position, Mr. Baker was the Global Head of Food Safety for Mars, Incorporated, accountable for the Development and Execution of the Corporate Food Safety Management Strategy. He received his B.S. degree in microbiology from Fairleigh Dickenson University and M.S. degree in Food Science from Rutgers University. Mr. Baker is a registered microbiologist and a member of several professional organizations.

Camille E. Brewer, M.S, R.D.
Director, International Affairs Staff, Center for Food Safety and Applied Nutrition and Office of Foods and Veterinary Medicine, Office of the Commissioner, FDA

Ms. Brewer joined FDA in 1992 as a nutritionist and regulatory writer. She was quickly promoted to Team Leader for Regulations Policy Development at CFSAN's former Office of Food Labeling. In 1996, she joined FDA's Food Safety Staff as International Activities Coordinator for Food Safety. In this capacity, she developed and implemented an innovative international outreach, education, and capacity building strategy on food safety. She was promoted to the position of Deputy Director of the Office of Nutrition, Labeling, and Dietary Supplements in 2004. Ms. Brewer was appointed Director of the

International Activities Staff in September 2008. Currently, she enjoys a dual appointment as Director for International Affairs for CFSAN as well as for the Office of Foods and Veterinary Medicine.

Ms. Brewer is the recipient of the United States Public Health Service Award for Dietitian of the Year. She is a two-time winner of FDA's Award of Merit, the agency's highest honor award, for her work in international food safety and food defense. Ms. Brewer earned her Masters Degree in Public Health Nutrition at the Case Western Reserve University in Cleveland, Ohio, and she is a registered dietitian. She has a Bachelor's degree in political science from Lincoln University in Oxford, Pennsylvania.

Megan Crowe
Senior International Trade Advisor
U.S. Department of Commerce
International Trade Administration
Office of Consumer Goods

Megan Crowe is a Senior International Trade Advisor for the United States Department of Commerce, International Trade Administration, Office of Consumer Goods. She has worked at Commerce for fourteen years focusing on trade facilitation, trade policy, capacity building, public private partnership, food safety, and standards issues in the processed food sector. Ms. Crowe has served as Administrator of the Partnership Training Institute Network (PTIN) of the Asia Pacific Economic Cooperation (APEC) Food Safety Cooperation Forum (FSCF), a public private partnership to strengthen food safety in the Asia Pacific region through capacity building, since its inception in 2008. Prior to her work at the U.S. Department of Commerce Ms. Crowe held positions as a management consultant at Booz Allen and Hamilton and as an economist at the U.S. Department of Labor. She served as a Board Member for Women in International Trade from 2012-2014. Ms. Crowe earned a Bachelor of Arts in Economics from the University of Virginia and a Master of Arts in International Relations and Economics from the Johns Hopkins University, School of Advanced International Studies (SAIS).

Dr Marion Healy
Executive Manager, Risk Assessment
Food Standards Australia New Zealand (FSANZ)

Dr Marion Healy re-joined Food Standards Australia New Zealand (FSANZ) in July 2012 and is the Deputy CEO and Chief Scientist. Dr Healy has executive oversight of FSANZ's scientific activities, including the quality and timeliness of the agency's scientific advice to internal and external stakeholders; the assessments of the BSE status of overseas countries and the development of scientific capabilities. Dr Healy is also responsible for the growth and management of FSANZ's scientific databases and for integrating information technologies into FSANZ's business systems. Dr Healy co-leads FSANZ's international activities, is a member of the Australian Strategic and Technical Advisory Group on Antimicrobial Resistance (AMR), a member of the Whole of Government Disability Champions Network, Chair of the Australian BSE Committee and Co-Chair of the Executive Committee of the Global Coalition on Regulatory Science Research.

Formerly Dr Healy was the Director of Australia's National Industrial Chemicals Notification and Assessment Scheme (NICNAS) for five years. Since 1996 Dr Healy has worked in senior positions in regulatory agencies with a focus of her work being the interface between scientific evidence and regulatory decision-making. She has considerable experience in international negotiations on regulatory frameworks.

Daisuke Ito
Director of Agriculture and Research,
Japan External Trade Organization (JETRO) – Chicago

Mr. Ito is now in charge of the research on FSMA and the outreach to food suppliers and importers with Japanese foods and beverages. He graduated from the University of Tokyo. After Joining the Ministry of Agriculture, Forestry and Fisheries, he served as the Deputy Directors of Banks Division in the Supervisory Bureau of the Financial Services Agency for 3 years before assuming his current position in 2013.

Matt Kovac
Policy Director
Food Industry Asia

Matt Kovac is the Policy Director at Food Industry Asia overseeing all policy and advocacy activities with a specific focus on food safety and health & nutrition. He is a seasoned corporate affairs professional with more than 17 years of experience specialising in government and stakeholder relations, policy analysis and corporate communications. Prior to joining FIA, Matt was the Advocacy Director at CropLife Asia where he managed government relations and stakeholder engagement programmes, representing eight association member companies across Asia Pacific. Matt was involved in developing the ASEAN Economic Community engagement strategy to advocate with the ASEAN secretariat and national governments, the importance of sustainable agriculture and regulatory convergence of pesticide and favourable seed movement through harmonisation of sanitary & phytosanitary measures. Matt has been based in Asia for more than 12 years in Singapore, China and Chinese Taipei. Matt holds an MBA from Lancaster University Management School in the UK.

Ma Fuxiang
Deputy Council
China Food and Drug Administration

Mr. Fuxiang Ma is Deputy Counsel of Department of Food Safety Supervision I, China Food and Drug Administration, responsible for the supervision of food safety at the production stage. Mr. Ma has been engaged in the food inspection and safety supervision for 11 years. He has been involved in the drafting and revising of many food safety related laws and regulations and has lots of experience in the food safety supervision. He obtained Master degree of science in University of Science and Technology of China.

Steve McCutcheon
Chief Executive Officer
Food Standards Australia New Zealand

Mr Steve McCutcheon was appointed Chief Executive Officer (CEO) of Food Standards Australia New Zealand (FSANZ) in October 2007. As CEO, Mr McCutcheon is responsible for the day-to-day administration of FSANZ and the control of its operations. He is an *ex officio* member of the FSANZ Board. He is a member of the Australia and New Zealand Food Regulation Standing Committee and its Implementation Subcommittee for Food Regulation. He is also a member of the Australian Government delegation to the Codex Alimentarius Commission and is the Australian Government Co-Chair with China) of the APEC Food Safety Cooperation Forum.

Prior to his appointment to FSANZ, Mr McCutcheon worked for 20 years with the Australian Government's Department of Agriculture, including ten years (1997-2007) as a member of the Senior Executive Service. During that time, he led the team that developed the current food regulatory framework for Australia and New Zealand. Mr McCutcheon has a Bachelor of Economics degree and has undertaken further studies in public law and public policy. He is a member of the Australian Institute of Company Directors.

Jason McLinton
Senior Director, Federal Government Relations
Retail Council of Canada

Jason has 18 years' experience in regulatory development and government/industry collaboration in both the public and private sectors. He worked for the Canadian Federal Public service for 15 years where he led numerous regulatory initiatives for the Departments of Health, Environment and Fisheries. In his current role as Senior Director, Federal Government Relations with the Retail Council of Canada (RCC), he acts as liaison between the Canadian Government and retailers on a variety of issues including food safety. He chairs RCC's Food Safety and Regulatory Committee which is responsible for providing a retail perspective on proposed updates to food safety and labelling regulations and policies, as well as for managing high profile food recalls. He also chairs RCC's Safe Food Forum Governance Committee. The Safe Food Forum is a new partnership between food retailers and the Universities of Guelph and McGill that helps grocery retailers stay informed of evolving global food safety challenges and opportunities and identify areas for continuous improvement.

Elvira Serrano-Mensalvas
Director, Quality Assurance Department
Monde Nissin Corporation , Sta Rosa Plant

Elvira Serrano-Mensalvas is the Director of the Quality Assurance Department and food safety team leader at Monde Nissin Corporation. As Food Safety Team Leader, Mensalvas is responsible for the development and maintenance of ISO 22000 or Food Safety Management System Certification for Laguna Manufacturing plant, as well as the facilitation of Facilitates Management Reviews and internal

and external Audits for FSMS, Halal and other regulatory compliance audits. Prior to assuming her current role, she was senior manager of the Quality Assurance Department for 5 years. Mensalvas has spent over 25 years working in various capacities for Monde Nissian Corporation. Ms. Mensalvas received a Bachelor's of Science in Chemical engineering from Adamson University, and holds several certifications.

Manuel Miranda

Chilean Food Safety and Quality Agency

DVM from Universidad de Chile, with more than 15 years of experience in the design, implementation and control of public policies, projects of promotion and specific services for agriculture related to the agricultural area, linked to the production, agribusiness management, commercialization, information technologies, association practices, quality and innovation management. Mr. Miranda has a Master of Science in Agribusiness Management of Wye College, University of London. His postgraduate thesis was the design of a technical assistance model between agroindustries and small agricultural producers, through productive alliances.

As chief of Promotion Area of the National Institute for Agricultural Development (INDAP) in Chile, he was in charge of the design and management of promotion policy and the extension system. He worked as regional specialist in Agricultural Extension in the Innovation for Productivity and Competitiveness Program of the Inter-American Institute for Cooperation on Agriculture (IICA). Advisor and consultant for Chilean agribusiness enterprises, Food and Agriculture Organization of the United Nations (FAO) and the Fund for the Promotion of Scientific and Technology Development (FONDEF). Currently, he works at the Chilean Agency for Food Safety and Quality (ACHIPIA). He is in charge of ACHIPIA's relations with the productive promotion and research and development systems, based on food safety risks/hazards/gaps detected in the different agro-food sector and locations.

Melissa A. San Miguel

Director of Global Strategies, Multilateral Affairs

Grocery Manufacturers Association

Melissa A. San Miguel is Director of Global Strategies and Multilateral Affairs for the Grocery Manufacturers Association (GMA). Founded in 1908 and based in Washington, D.C., GMA is the voice of more than 300 leading food, beverage, and consumer product manufacturers who make the products millions in the United States and around the world rely on and enjoy every day. Prior to joining GMA, Melissa was a diplomat in the U.S. Foreign Service, where her most recent assignment was as Special Assistant in the Office of the Under Secretary for Economic Growth, Energy, and the Environment. She also previously served in U.S. embassies in Brazil, Jamaica, and Honduras. Ms. San Miguel holds a bachelor's degree in politics from Princeton University and a master's degree in public policy from the University of California, Los Angeles.

Kent Shigetomi
Office of WTO and Multilateral Affairs
Office of the United States Trade Representative (USTR)

Kent Shigetomi joined USTR's Office of WTO and Multilateral Affairs (WAMA) in July 2014. He works on issues related to technical barriers to trade, rules of origin, and development. Before joining WAMA, Kent spent 14 years as the Director for Mexico and NAFTA Affairs at USTR. For four years during that period, Kent also managed U.S.-Caribbean trade issues, including the administration of U.S. trade preference programs with that region. Prior to joining USTR, Kent was a Foreign Service Officer with the Department of State. He served overseas in Athens, Tokyo, and the Sinai, before returning to Washington to work in the Bureau of Economic and Business Affairs.

Dr. LIN Wei
APEC FSCF Co-Chair (China)

Dr. LIN Wei received Ph.D in Entomology from China Agricultural University in 1994. In 2014, he was appointed Director General of Import-Export Food Safety Bureau (IEFSB) of AQSIQ, China. He served as Deputy Director General of IEFSB, AQSIQ in 2006-2014. From 2000 to 2006, he served as Deputy Director General of Chinese WTO/TBT-SPS Notification Authority and Enquire Point and joined in the preparation of Negotiation of Accession of WTO. Dr LIN was Professor of Plant Protection Institute under Ministry of Agriculture in 1994-2000. During that time, he also joined in the marketing access negotiation on agricultural products between China and US, European Union, Australia and so on as the member of Chinese PRA team. He has been serving as Co-Chair of APEC Food Safety Cooperation Forum since 2007.

Dr. Yang Binbin
Director
Import and Export Food Safety Bureau

Dr. YANG Binbin is appointed as the Director of Division 4, Import and Export Food Safety Bureau(IEFSB), The General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ), with the main duty of supervision of inspection and quarantine of import and export food, especially on fishery products, and cosmetics. From 2011 to 2015, he was the Deputy Division Director of Division 4, IEFSB, AQSIQ; as Official in the same Bureau from 2006 -2011. In 2006, he got his PhD, majored in Food Processing in College of Food Science and Nutritional Engineering, China Agricultural University. In 2003, he got his Master Degree, Majored in Mechanical Engineering in College of Engineering and Technology, Huazhong Agricultural University. In 2000, he got his Bachelor Degree, Majored in Mechanical Engineering in College of Engineering and Technology, Huazhong Agricultural University.

Yang Zhigang

**General Manager, Quality&Safety Control Department Food Safety Division
COFCO Corporation**

Mr. Zhigang Yang is a Chinese citizen and a graduate from Huazhong Agricultural University with a Master's Degree majored in food processing. He started his career in Hubei Entry-Exit Inspection and Quarantine Bureau. Then He was appointed as Director of food and agricultural certification supervision and management division in Registration Department, Certification and Accreditation Administration of the People's Republic of China (CNCA). In 2012 he was appointed as Deputy General Director of Registration Department of CNCA. Mr. Yang joined in COFCO since Sep 2013, as role as the General Manager of Food safety Division, responsible for the food safety and quality management in COFCO.

He has a rich background in food safety management and government working experience. He had been responsible for establishing and perfecting the 9 management and supervision systems of food and agricultural certification, including "Organic Product Certification", " Good Agricultural Practice (GAP)", "Hazard Analysis and Critical Control Point (HACCP)", Food Safety Management System (FSMS)" and to participate in writing 15 management measures and 33 national standards related to food safety.