



**Asia-Pacific
Economic Cooperation**

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Enhance Exchange and Cooperation, Build Future of the Industry

Submitted by: COFCO




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



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1. The current global situation of food safety
2. Cooperation needed to ensure food safety
3. COFCO Actions for ensure food safety

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The globalization of trade



- Since the 90' s of the last century, global economy highly permeable and dependent each other, the process of globalization increased and shows obvious global character for food trade area.
- With world integration economic background, the globalization of food safety go obviously, any region food safety problem may lead to global problem. Food safety is no longer as a problem for one country, one region or one company, it is a global problem.
- With economic and trade globalization increased, food safety "Butterfly Effect" could be more remarkable.



1. The current global situation of food safety

2. Cooperation needed to ensure food safety

3. COFCO Actions for ensure food safety

Influenced by Chinese food



- International trade of Chinese food and agricultural products are increased, in 2014, Chinese food import and export total value over 4000 billion US dollar, agricultural products reached 120 billion US dollar, almost covering all over the world. It is very important for ensure global food safety when China food safety level improved.
- During the age of Globalization, dealt and resolved food safety issues need to work closely with all the parties in the world.



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Cooperation between governments




- Building emergency cooperated system, to enhance ability for resolving international food safety emergency risk.
- Improving information disclosure sharing system, strengthen information transparency and authority, ensure the customers knowing right.
- Building regular discussion system, making food safety communication and cooperation based on mutual-trust as normal.

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Government and enterprise cooperation




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自然之津 糧豐源頭




Build risk early warning system
Achieved information sharing,
To face food safety risk together.



Build communication platform
Feedback industry request , improve
food safety regulatory standards.



Strengthen resource synergy between Government and enterprise
Cooperated to resolve regional and systemic food safety problem.



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Enterprises cooperation




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自然之津 糧豐源頭

- ❑ Perfected food safety management system, protected food safety.
- ❑ Compared international benchmarking enterprises, referenced advanced management thinking, promoting management level together.
- ❑ Strengthen industry synergy, to build integrity and self-discipline system.
- ❑ Achieved culture leading, build food industry cultural atmosphere with mutual-trust, transparent and healthy.



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自然之味 經營之道

1. The current global situation of food safety

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自然之味 經營之道

COFCO Brief



Founded in 1949, 66 years



**State-owned . Diversified
Manufacturer and service provider**



**Fortune 500 companies for 22
years**



**8 companies listed in Hong
Kong and mainland China**

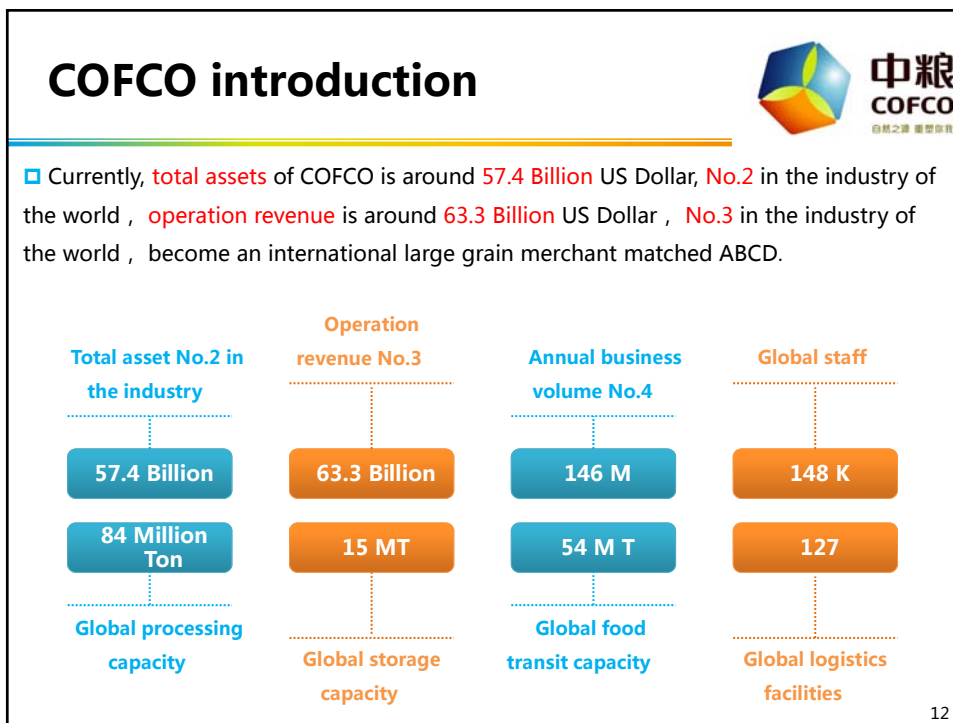
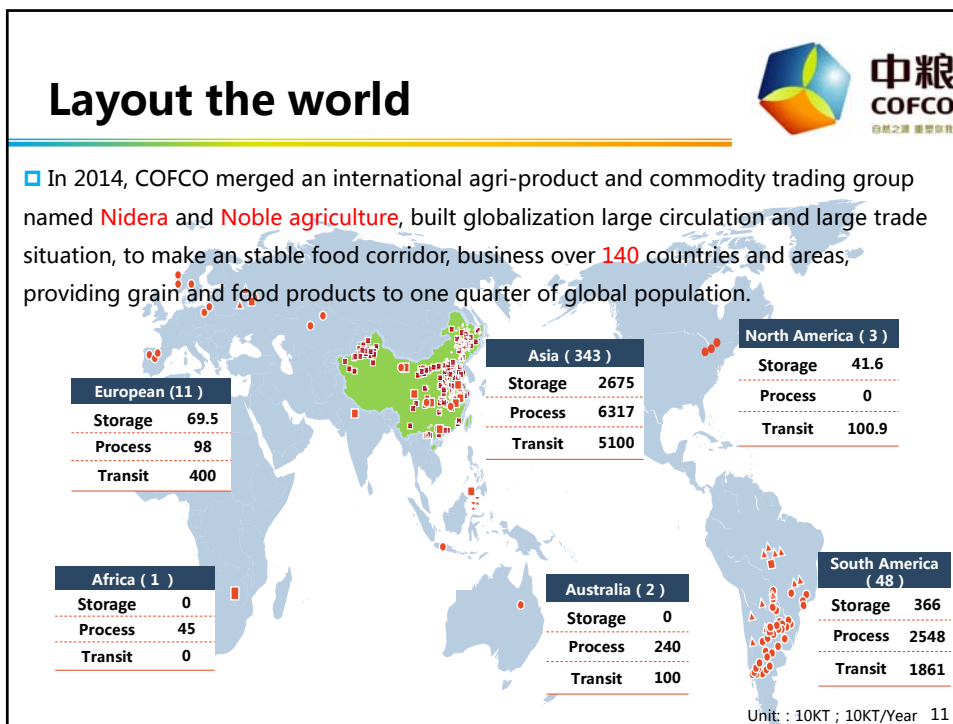


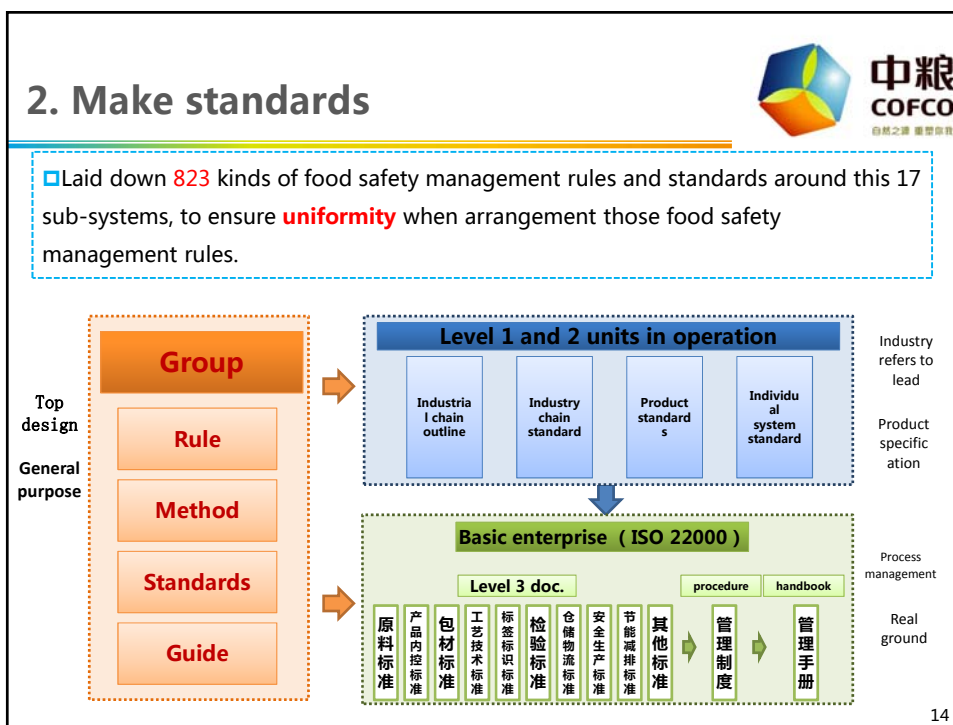
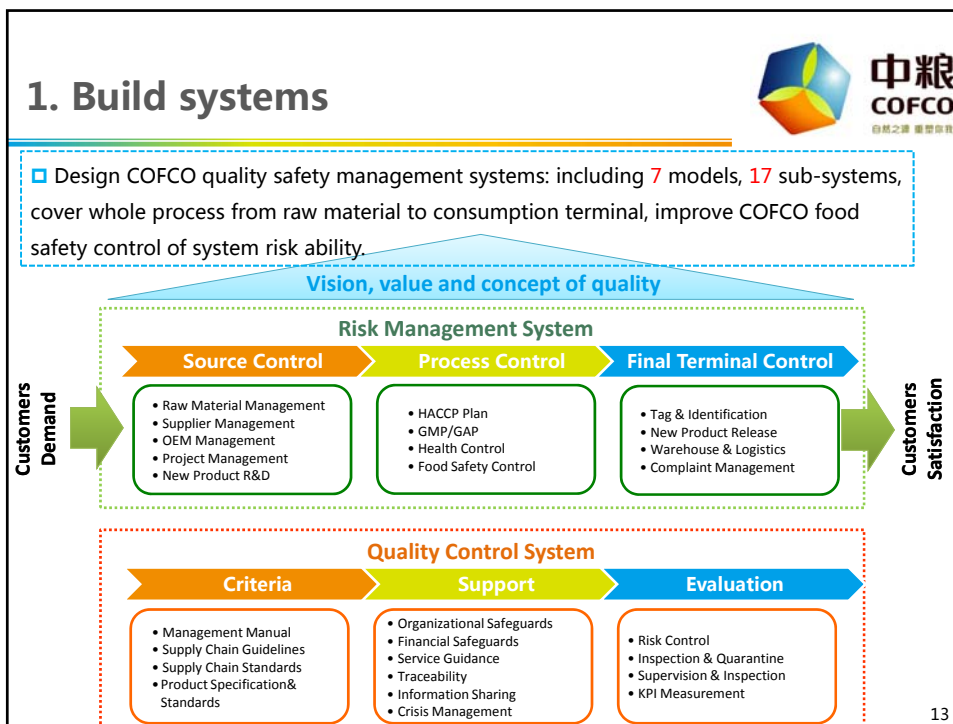
More than 120 brands



More than 148K employees

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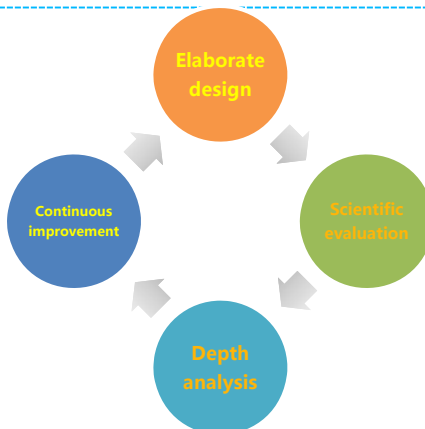




3. Do evaluation



- Make evaluate standards and rules for each 17 food safety management sub-systems, by system auditing, special evaluation, unannounced inspection, risk monitor and so on activities to evaluation and supervision the deviation during arrangement of each units, ensure **availability** when arrangement those food safety management rules.



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4. Strengthen communication



- In 2011, COFCO became the only China food manufacturer as **board member** of "Global Food Safety Initiative (GFSI)" ;
- In 2012, COFCO undertook **GFSI "China focus day"** as three consecutive years, to build industry food safety communication platform;
- Communication with many international famous food company such as Nestlé, Danone and Mcdonald , to improved food safety management level.



▲ GFSI China focus day, around 500 internal/international experts attend



▲ CEO of COFCO group do presentation during GFSI Focus day



▲ Communication with Nestlé

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COFCO hopes to enhance communication relevant governments and internal/international food industry colleagues, explore new management mode for food safety, strengthen competence of food safety risk resistance, build steel line of protection for food safety.



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Thanks !



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