

# International Food Safety Forum

## Kyiv, November 30, 2011

### AGENDA

#### 09:30 – 10:00 **Opening Remarks**

Moderator: Rufat Alimardanov, Country Manager for Ukraine, Belarus, IFC

- Martin Raiser, World Bank Director for Ukraine, Belarus and Moldova
- Guy Ellena, Director, IFC Investment Services
- Leander Treppel, Head of the External Economic Program, Federal Ministry of Finance of Austria

#### 10:00 – 11:30 **Section 1. Food Safety Strategy: a Path to Growth**

Moderator: Jesper Kjaer, Senior Manager, IFC Eastern Europe and Central Asia Department

- Olaf de Boer, Procurement & Merchandising Director Food, METRO Cash & Carry Ukraine: *"Metro's Food Safety Strategy: Key to Growth"*
- Yves Rey, Corporate Quality General Manager, Danone, France: *"Managing Food Safety Worldwide"*
- Elena Kosyuk, Director, Department of Technology and Quality Control, Myronivsky Hliboproduct, Ukraine: *"Food Safety in Priority"*
- Prof. Chris Griffith, Editor of the British Food Journal, Technical Director of Von Holy Consulting, Emeritus Professor University of Wales, UK: *"Food Safety Strategy: a Path to Growth"*

11:30 – 12:00 *Coffee Break*

3M movie on food safety and consumers decision

#### 12:00 – 13:00 **Section 2. Food Safety Leadership: Building Trust with Consumers**

Moderator: Patrick Luternauer, Manager, Sustainable Business Advisory, IFC Eastern Europe and Central Asia Department

- Marc Cwikowski, Senior Manager, Food Safety, Global Quality & Product Integrity, the Coca-Cola Company, Belgium: *"Food Safety and Brand Protection. A Global Manufacturer's Perspective"*
- Jason McGrath, Vice-President, StrategyOne, USA: *"Building Consumer Trust and Confidence"*
- Tatiana Zaikina, Production Director, Agrofusio Group, Ukraine: *"Food Safety and Concern for Consumers within the whole Production Chain"*

13:00 – 14:30 *Lunch*

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IFC film on benefits of modern food safety management systems for Ukrainian companies

#### 14:30 – 16:00 **Section 3. Food Safety: the IFC Client Approach**

Moderator: Elena Voloshina, Head of IFC Operations in Ukraine

- Sarah Ockman, IFC Ukraine Project Manager: *“Regional Challenges and Solutions”*
- Yuriy Zvazhenko, IFC Ukraine Food Safety Specialist: *“Practical Tools to Improve Food Safety at Your Company”*
- Panel discussion *“Real Companies, Real Stories”*:
  - Olexander Bondarenko, Director of Globino meat factory
  - Volodymyr Zavodovsky, General Director, Hals Ltd
  - Luidmila Chernous, Quality Director, Kolos Ltd
  - Luibov Drusiuk, Head of Quality Management Systems Department JSC Kontsern Khlibprom

16:00 – 16:30: *Coffee Break*

IFC slideshow on changes in regulatory policy in Ukrainian agribusiness

#### 16:30 - 17:30 **Section 4. New Food Safety Regulations in Ukraine: What to Expect**

Moderator: Taras Kachka, Head of International Cooperation Department, Ukraine Ministry of Agrarian Policy and Food

- Vitaly Bashinsky, Head of the Department of Veterinary Medicine, Veterinary and Phitosanitary Service of Ukraine: *“Upcoming Changes in Food Safety Legislation”*
- Brian Bedard, Senior Specialist, World Bank: *“Global Success Stories in Food Safety”*
- Tony Wheale, Food Safety Expert, EU Rural SWAP Project: *“A Food Safety Agency for Ukraine - Challenges and Opportunities”*

**CLOSING REMARKS:** Wrap-Up. Rufat Alimardanov, Country Manager for Ukraine, Belarus, IFC

18:00 *Cocktail*