

# International Symposium on Nutrition and Food Safety Communications



**Marriott Resort & Spa Hotel, Bangkok, Thailand  
December 6, 2007**

*hosted by the*  
**ASIAN FOOD INFORMATION CENTRE**

**AFIC**  
asian food information centre

[www.afic.org](http://www.afic.org)



## About FIO - The Food Information Organisation (FIO)

AFIC – Asia

AFGC – Australia

CCFN – Canada

CLIA – Latin America

EUFIC – Europe

IFIC – USA

JFIC – Japan

NZNF – New Zealand



- 8 Food Information Organisations on 5 continents.
  - Collective outreach to over 50 countries.
    - 12 current websites.
- Publications and website materials offered in 10 languages.

## The Food Information Organisation (FIO) Network Value Statement

*Food Information Organisations provide a credible voice, making the science of food and health understandable for consumers. FIO messages are locally relevant, actionable, based on consumer research, globally consistent, and delivered through partnerships with policy makers, opinion leaders, journalists and allied organisations in the food value chain.*



## December 6<sup>th</sup> - International Symposium on Nutrition and Food Safety Communications

### Target audience

- Health and education professionals, regulatory professionals, industry executives with food-health responsibilities.

### Objectives

- Share perspectives on the role of communications in advancing public health.
- Provide updates on research evidence for effective communications in nutrition, food safety and health promotion.
- Spotlight success stories.
- Identify challenges and opportunities for international collaboration in food and health communications strategy.

### 9:00 a.m. Introduction and Welcome

- Helen Yu, AFIC

### 9:15 a.m. Keynote Address: WHO Priorities in Food Safety and Nutrition

- Dr. Peter Karim Ben Embarek, Senior Scientist/Assistant to the Director, Department of Food Safety, Zoonoses and Foodborne Diseases, World Health Organization, Geneva, Switzerland
- Q & A and Discussion

### 10:30 a.m. Networking Coffee Break

### 11:00 a.m. Session 1: Nutrition Information on Food Packaging

Chair: Dr Tee E. Siong, Scientific Director, International Life Science Institute (LSI), South East Asia

#### Panel 1: Asian Regulatory Framework: Current trends in nutrition labeling on packaged food.

Speakers:

- Dr. Hye Kyung Park, Director, Division of Nutritional Evaluation, Department of Food Standard Evaluation, South Korea FDA
- Dr. Hj. Abdul Rahim Mohamad, Director of Food Quality and Safety Division, Malaysia Ministry of Health
- Dr. Chanin Charoenpong, Senior Advisor in Standards of Health Products, Thailand Food and Drug Administration

Q& A and Panel Discussion

#### Panel 2: International experience: consumer research perspective (US, Europe, Asia, Australia and New Zealand) --- Consumer Attitudes to Nutrition Information on Food Labels and Packaging - Global Overview

Presenters:

- Helen J. Yu, Executive Director, Asian Food Information Centre
- Sue Borra, President, International Food Information Council Foundation, U.S.A
- Jo Will, Director General, European Food Information Council
- Other presenters from Canada, Australia, and New Zealand

Q& A and Panel Discussion

### 12:30 p.m. Luncheon



## 1:30 p.m. Session 2: Food Safety Communications

Chair: Dr. Junshi Chen, Director of ILSI China, National Institute of Nutrition and Food Safety, Chinese Center for Disease Control and Prevention, China

### Panel 1: Asian Perspectives on Food Safety Challenges and Communications Response

Speakers:

- Dr. Hye Kyung Park, Director, Division of Nutritional Evaluation, Department of Food Standard Evaluation, South Korea FDA
- Dr. Hj. Abdul Rahim Mohamad, Director of Food Quality and Safety Division, Malaysia Ministry of Health
- Dr. Chanin Charoenpong, Senior Advisor in Standards of Health Products, Thailand Food and Drug Administration

Q& A and Panel Discussion

### Panel 2: International Perspectives: Using Consumer Research for Relevance and Impact

Presenters:

- Dave Schmidt, President and CEO, International Food Information Council, Washington DC
- Helen J. Yu, Executive Director, Asian Food Information Centre
- Jo Wills, Director General, European Food Information Council
- Other presenters from Canada, Australia, and New Zealand

Q& A and Panel Discussion

## 3:00 p.m. Coffee Break

## 3:30 p.m. Session 3:

### Best Communications Practices: Working with Conventional and New Media

Chair: Helen Yu, AFIC

- This session will review the role to date of communications in public health strategies and consider opportunities for an enhanced future role. The session will identify optimal collective strategy options for global media monitoring, early-alerts, assessing emerging issues, and keeping ahead of the curve in new media trends in promoting food based health and wellness.
- Aiming to develop a better understanding of consumer behaviors, the session will focus on the changing role of media, the impact of electronic technologies and the internet on knowledge and attitudes, and the use of modern communication technologies for public health goals.

### Panel: The Journalists' Perspective

- A panel of experienced journalists from the Asia Region will present their views on how consumers have been impacted by public health strategies and how conventional and new media can help to advance understanding and acceptance.

Q& A and Panel Discussion

## 4:15 p.m. Closing Remarks

- Helen Yu, Executive Director, Asian Food Information Centre

## 4:30 p.m. Adjourn

## Evening: Closing Dinner





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**Marriott Resort & Spa, Bangkok, Thailand December 6, 2007**

Attention: AFIC Secretariat

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### Registration Form

Dr/Mr/Ms \_\_\_\_\_ First Name \_\_\_\_\_ Family Name \_\_\_\_\_

Position \_\_\_\_\_ Department \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email address \_\_\_\_\_

Affiliation:

AFIC member

FIO's member, please specify \_\_\_\_\_

Other, please specify \_\_\_\_\_

Arrival Date: \_\_\_\_\_

Flight Details: \_\_\_\_\_

Departure Date: \_\_\_\_\_

Special Request (subject to availability):

Vegetarian

Other, please specify \_\_\_\_\_