



ONLY
WEBINAR



10 SEPTEMBER 2020

ONLY
FOOD

INTERNATIONAL COURSE

FOOD FRAUD PREVENTION AND CRISIS MANAGEMENT AT GLOBAL LEVEL

■ The objective of the course is to provide to crisis managers operating with or within the food companies the right set of tools to face and hopefully enhance food safety and prevent food fraud incidents.

The presentation will be full of actionable inputs and examples from real case studies. The food fraud threat will be addressed both from a regulatory and a criminological perspective, to explain participants how food fraudsters behave and why they target specific foods. The regulatory overview and the analysis of the type of prevalent frauds will be enlarged to encompass different systems from the **EU**, namely **US** and **China**.



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The last part of the course will examine the functioning of the EU Rapid Alert System for Food and Feed (RASFF), the Food Fraud Network and the AAC tool for the exchange of information (Administrative Assistance and Operation system) and the new EU Commission IMSOC tool, aiming at integrating all those pre-existing tools to rapidly exchange information between competent authorities in case of emergency.

Finally, some practical inputs about how to manage communication during crisis will be offered to the participants.

TARGET AUDIENCE

Food companies executives, crisis managers, supply chain managers, regulatory affairs, legal and quality officers and managers. Food safety consultants, enforcement authorities, communication specialists dealing with food safety and food fraud incidents.

PROGRAM

English-Only

09.30 - 12.30 (CEST)

- ▶ Food fraud concept in general: definitions, risk factors, dynamics and incentives behind fraudulent practices.
- ▶ Food fraud actual legal framework in several countries (EU, US, China...).
- ▶ Impact of Reg. EU 2017/625 (official controls on food) on the food fraud discussion.
- ▶ Lessons to be learned from some well-known cases of international food fraud (e.g. horsemeat scandal, spices mixed with grounded nuts and peanuts, organic food fraudulent schemes...).
- ▶ Practical hints about how to structure an effective food fraud vulnerability assessment system.
- ▶ International cooperation and main public bodies active in food fraud investigation and repression (e.g. Interpol, Europol, Food Fraud Network, national competent authorities like Danish flying squads, NFCU in UK, Nas Carabinieri and Food fraud repression unit of the Ministry of Agriculture in IT). Some examples of investigative patterns.
- ▶ Interactions between food fraud and food safety scares. When both RASFF and Food Fraud Network are triggered?
- ▶ The new IMSOC system of the EU Commission
- ▶ RASFF functioning and types of notification
- ▶ Lessons to be learned from some well known food crisis (e.g. E.Coli from fenugreek seeds in Germany, Hepatitis A in berries, ...).
- ▶ Practical crisis management hints and how to use social media as a powerful damage control tool.
- ▶ Q&A

SPEAKER

Avv. Cesare Varallo

[Cesare is a food lawyer based in Italy. Food labelling and food regulatory issues at national at international level are his main areas of specialization]





PARTICIPATION FEE

■ **EURO 190,00 + IVA**
Italian companies

■ **EURO 190,00 NO VAT**
Foreign companies

The registration fee includes:
participation to the Course
and speakers minutes.

■ The Course **"FOOD FRAUD PREVENTION AND CRISIS MANAGEMENT AT GLOBAL LEVEL"** will be held the 10 SEPTEMBER 2020 **EXCLUSIVELY IN WEBINAR MODE.**

■ **REGISTRATION.** Send via e-mail to the address *info@packagingmeeting.it* the registration form filled in full and signed as well as a copy of the payment.

■ **PAYMENT**

• By wire transferring the participation fee to the following bank account:
Packaging Meeting Srl Consulenza & Formazione - Unicredit Banca
Agenzia 203 - Milano Missori - IBAN: IT28K0200801603000004255458
Swift code: UNCRITMM - VAT and Tax Code n. IT12464120158.

■ **COURSE SECRETARY.**

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REGISTRATION FORM

It is possible to fill in every single field by positioning the mouse directly on the pdf file

FOOD FRAUD PREVENTION AND CRISIS MANAGEMENT AT GLOBAL LEVEL

COMPANY
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Certified mail
VAT number Tax Code

Having read and accepted the "information and general conditions" I/we ask to register for the Course "FOOD FRAUD PREVENTION AND CRISIS MANAGEMENT AT GLOBAL LEVEL" - 10 SEPTEMBER 2020 - **WEBINAR** [<ON THE FOLLOWING PAGE, ACCESS THE CONDITIONS TO PARTICIPATE>](#)

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E-mail of participant(s)

Cancellation policy: any cancellation should be sent to the offices of Packaging Meeting Srl Consulenza & Formazione via registered letter or e-mail. Cancellations that reach the organizer's offices 3 full working days prior to the start of the Course will be reimbursed. No reimbursements will be granted for cancellations which reach the organizer's offices outside this deadline.

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FOOD FRAUD PREVENTION AND CRISIS MANAGEMENT AT GLOBAL LEVEL



GENERAL CONDITIONS
TO JOIN - 10 SEPTEMBER 2020



- **COMPUTER.** Clicking on the link included in the confirmation e-mail, you will be redirected to the webinar.
- **SMARTPHONE OR TABLET.** Downloading the App GoToWebinar from the store and then typing the event ID to join the webinar.

SYSTEM REQUIREMENTS

Which devices do you need to join the WEBINAR?

- Computer (Windows or Mac), Smartphone or Tablet.
- Internet connection (broadband recommended).
- Microphone and speakers (USB headset recommended).
- Webcam for joining HDFaces Videoconferences.

Most computers are equipped with incorporated microphone and speakers, but you get better audio quality if you do use a headset or a telephone. You can dial the phone number included in the confirmation e-mail, using your telephone or mobile.

What are the system requirements?

• WINDOWS

Operating system: Windows 10, Windows 8, Windows 7, Windows Vista, Windows XP, Windows 2003 Server.

Processor: 2,4 GHz or more.

Hardware: 2GB of RAM (minimum)

Internet: 1 Mbps or better (broadband recommended).

Bandwidth: 700 Kbps or higher, for simultaneous screen, video and audio conference sharing.

Web browser: Internet Explorer® 8.0 or later, Mozilla®, Firefox® 4.0 or later; Google Chrome™ 5.0 or later.

Additional software: JavaScript™.

• MAC

Operating system: Mac OS® X 10.7 (Lion®), Mac OS® x 10.8 (Mountain Lion®), Mac OS® X 10.9 (Mavericks®), Mac OS® X 10.10 (Yosemite®).

Processor: 2.4 GHz Intel (Core 2 Duo).

Hardware: 2GB of RAM (minimum)

Internet: 1 Mbps or better (broadband recommended).

Bandwidth: 700 Kbps or higher, for simultaneous screen, video

and audio conference sharing.

Browser: Safari® 3.0 or later, Mozilla® Firefox® 4.0 or later; Google Chrome™ 5.0 or later.

Additional software: JavaScript™.

• IOS

Operating system: iOS 7 or later.

Device: iPad® 2 or later; iPhone® 4 or later; iPod® Touch (3rd generation) or later.

Internet: 3G or better (WiFi recommended for VoIP audio).

Additional software: *free App GoToWebinar* available in the App Store.

• ANDROID

Operating system: Android 4.0 or later.

Processor: 1 Ghz CPU (or more) recommended.

Internet: 3G or better (WiFi recommended for VoIP audio).

Additional software: *free App GoToWebinar* available in the Google Play Store.

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