

FOOD FRAUD

**Integrity, Traceability
Technologies & Regulatory
Opportunities**



REGISTER HERE

DATE

Wednesday 28 March 2018

TIME

**8.45 entry
9.15 am – 3.30 pm**

COST

AU \$295.00 (incl. GST)

PLACE

**Mascot C Room
Stamford Plaza Sydney Airport Hotel
Cnr O'Riordan & Robey Streets,
Mascot, NSW 2020**

This FoodLegal Symposium focuses on the importance of new traceability protection technologies, databases and regulatory frameworks to protect brand and product integrity and the need to implement countermeasures for food fraud; as well as the opportunities to use similar technologies to create an exciting brand story and enhanced brand reputation.

Topics of discussion will include:

- B2B supply chain integrity
- New traceability technologies and opportunities
- Asset identification technologies
- Brand protection and product integrity for exporters to China, from leading experts
- Developing databases and intelligence networks in food protection forensics
- Food fraud and successful legal enforcement choices in China
- Blockchain options, how Blockchain fits in food supply integrity and traceability
- Intellectual property opportunities in provenance and origin certifications
- Countermeasures and preemptory audits
- Regulatory opportunities in Australia

Presentations by



DON'T MISS OUT!

LIMITED SPOTS AVAILABLE

SPEAKERS



FoodLegal - Joe Lederman, Managing Principal

Topic:

From food fraud to brand development: new technologies, what's happening in Australia and China

Joe is the founder and Managing Principal of FoodLegal. He and his team represent and advise many food manufacturers, importers, distributors, brand marketers, retailers, and industry associations. Joe is a frequent speaker at industry seminars around Australia and internationally. His firm FoodLegal specialises in food law consultancy, compliance risk management, certification of product compliance integrity for food and beverage products and other allied products.



Professor Claude Roux, Professor of Forensic Science and Founding Director of the UTS Centre for Forensic Science, Sydney

Topic:

Developing a Forensic Intelligence Approach Against Food Fraud - Can Food Protection Agencies Learn from Forensic Science?

Claude's forensic science research relates to trace evidence and chemical criminalistics, documents, fingerprints, forensic intelligence and the contribution of forensic science to policing and security.

Claude has published more than 165 refereed papers, 26 book chapters, one book and a large number of conference presentations. He has attracted \$5.5M in competitive research grants in the last 10 years and has received more than 20 prizes and awards. Claude is the President of the International Association of Forensic Sciences for 2017-2020, the current Vice-President of the Australian Academy of Forensic Sciences and a Fellow of the Royal Society of New South Wales. He also serves on the Scientific Advisory Board of the International Criminal Court.



Karen Constable (Principal Consultant, Food Fraud Advisors, Sydney)

Topic:

Audit readiness: food fraud prevention in food manufacturing systems

Karen Constable is the principal of Food Fraud Advisors, whose mission is to help businesses understand and combat fraudulent adulteration, substitution and misrepresentation of food, beverages, nutritional supplements, ingredients and animal feed. Food Fraud Advisors provides consultancy services, downloadable tools and training for the food industry.

Karen has an honours degree in Food Science from the University of New South Wales and more than twenty years' experience in food manufacturing, quality assurance, food product development and food safety. Karen is a professional member of AIFST (*Australian Institute of Food Science and Technology*) and the *International Association for Food Protection*.



David Bennett, IP Australia's Counsellor to the AUSTRALIAN EMBASSY IN BEIJING, CHINA

Topic:

How to protect your brand in China: intellectual property registration, monitoring and enforcement

As Australia's first Intellectual Property (IP) Counsellor to China, David engages with China on IP policy issues and provides Australian companies with practical guidance on how to protect their IP in China. David has been based at the Australian Embassy, Beijing, since December 2016.

David has worked in IP Australia's international, domestic and trade policy sections. He first joined IP Australia as a biotechnology patent examiner, and is also a registered Australian Trade Marks Attorney. He was previously Director of Intellectual Property at a California-based biomedical start-up.



Oritain Global Ltd – Sandon Adams, Business Development Manager, Australia

Topic:

Scientific Traceability—supply chain integrity and how to pro-actively protect and enhance reputations

Sandon leads the Australian business for Oritain Global Limited.

Oritain are leaders in scientifically verifying origin. With no reliance on packaging, labels, bar codes or additives, Oritain tests what naturally occurs inside products to determine where they were grown or manufactured. Via this unique service and certification, businesses can support their provenance claims and identify counterfeit goods.

Sandon is passionate about adding value in supply chains. His experience spans agriculture, horticulture, aquaculture and FMCG, where he has worked in senior roles for the world's largest food & beverage company, Nestlé.



DataDot Technology Ltd - Temogen Hield, CEO

Topic:

Brand Protection in China: Why is it important? How to do it?

Temogen Hield is an accomplished senior executive with strong experience in strategy, innovation, business development and customer engagement.

DataDot Technology Ltd has been at the forefront of developing theft deterrent and asset identification technologies for the past 15 years. They have developed and are developing leading-edge identification technologies that allow assets, and their component parts, to be uniquely marked and identified.



Walimai (Zhejiang) Information Technology Co. Ltd - Vadim Mishin, Business Development Director

Topic:

NFC anti-counterfeiting technology to combat food fraud

Vadim is the Business Development Director at the Australia/New Zealand branch of Walimai (Zhejiang) Information Technology Co. Ltd.

Walimai is a multinational technology company with offices in Shanghai and Singapore and now in Melbourne. Walimai's systems utilise the latest technologies in NFC, IoT, Blockchain and cryptocurrencies to build a safe channel to China retail, both online and offline, empowering consumer confidence through the packaging protected by NFC/RFID labels with banking level security. The Walimai system is based on 3 foundations: 1) NFC Labels - Protection, 2) Crypto tokens - incentives to verify products, 3) Walimai kiosks in traditional retail - to communicate trust and sell safe products.



InnovaStrat Australia - David Bartnik, Principal

Topic:

Blockchain and the Food Supply Chain

David is a highly experienced expert in digital technologies and innovation strategies, and also has a background in corporate finance and start-up ventures.

InnovaStrat is a consulting service based in Sydney that focuses on innovation strategy development and implementation. David is a specialist consultant in disruptive technologies and development of workplaces for the future. He was the founder of one of Australia's first successful employment websites, and is currently acting as Head of Innovation for an international logistics company.



Trust Codes Limited – Paul Ryan, CEO

Topic:

Mass serialisation; recall management; anti-counterfeiting; proof of provenance and traceability

Paul is a founding shareholder and CEO of Trust Codes Limited, a global pioneer of cloud based product serialisation platforms to combat food fraud, manage product recall and digital engagement with consumers.

Paul's background spans 25 years in technology businesses, including traceability software, payments, medical records processing and logistics. As a leader in Blockchain initiatives for food and beverage, Paul is also a regular commentator on Blockchain and the hype surrounding Blockchain technology.