

Event organiser:

**Quality Forum:**  
**Assuring food quality throughout the chain**  
**raw material – processing – trade**  
**July 16-17. 2008**

Official partner:



The international conference «**Quality Forum: Assuring food quality throughout the chain raw material – processing – trade**» will take place on July 16-17, 2008 in Moscow, Holiday Inn Sokolniki hotel. The event is organised by the SGS Group with support and contribution of the Association of European Businesses in the Russian Federation.

Official media partners:

НОВОСТИ ТОРГОВЛИ

TRADENEWS

Leading Russian retailers have declared that the implementation of an effective product quality monitoring system is one of their **strategic goals for 2008**. Quality topic also gains the interest of smaller trade companies, as well as HoReCa operators. This trend is due to competition getting tougher and final consumer growing more powerful.

Role of quality is **most critical with regard to food products** because of the risk they represent for human health and life. It is notable that product safety is affected by each food supply chain member: agricultural producers, manufactures of packaging, food processing companies, carriers and warehouses.

- How to avoid **claims from consumer**, return of goods and prevent decease?
- What happens to a product **on its way towards the shelf** in retail or catering outlet and are we able to control this process?
- What are the **quality management techniques** for a production site or a retail chain? What can be done by own resources and what requires outsourcing? How to achieve sustainable quality instead of a short-term effect?
- Is there any sense to use **international food safety standards** in Russia?
- Where is the **demarcation of responsibilities** for food quality between manufacturer and retailer?

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**RETAILER** MAGAZINE  
ВЛАДЕЛЬЦАМ И ТОП-МЕНЕДЖЕРАМ

The above listed and other up-to-date issues will be discussed at the Forum by quality experts and Russian food market players, including retail chains, food manufacturers, raw materials and packaging suppliers, wholesale distributors, catering and HoReCa players.

**The Forum's objective** is to provide an effective platform for the discussion of outstanding issues related to food quality management at all stages of the food supply chain starting from quality control for raw materials and manufacturing base up to retail outlets. The Forum will cover international experience and Russian practices in food quality.

Information partners:

**МЯСНЫЕ**  
ТЕХНОЛОГИИ

ПЕРЕРАБОТКА  
**МОЛОКА**

## Program of the Forum:

### July 16, 2008, Wednesday

9.15-10.00	<b>Registration of participants. Welcome coffee</b>
10.00-10.15	<b>Opening of the Forum</b> - Tatiana Apatovskaya, Quality Forum 2008 Director
10.15-10.45	<b>Legal requirements towards food quality and safety in the Russian Federation</b> – Representative of the Federal Agency for Supervision over Consumer Rights Protection and Human Welfare
10.45-11.15	<b>Global trends in risk and quality management in the modern food market</b> – Supreeya Sansawat, Food Business Development Manager, SGS Group
11.15-11.30	<b>Coffee-break</b>
11.30-12.00	<b>Complex approach while assuring food quality and safety</b> – Grigory Belenky, Head of SGS Consumer Testing Services in Russia
12.00-12.30	<b>Development of regional retail chains. Quality issue: is it the future or the present?</b> – Irina Kanunnikova, Director of the Russian Union for Independent Chains
12.30-13.00	<b>International requirements towards Quality Management Systems (QMS). Key principles of ISO 9001</b> – Konstantin Timoshechkin, Head of SGS Systems and Services Certification in Eastern Europe
13.00-14.00	<b>Lunch</b>
14.00-14.30	<b>International requirements towards quality systems imposed by retailers on food producers/suppliers. BRC and IFS standards</b> - Viktoria Goncharova, Leading Auditor for quality management and food safety systems
14.30-15.00	<b>Quality management at a Russian enterprise</b> – Julia Muranova, Head of Quality in Aromaros-M
15.00-15.30	<b>European quality assurance tools in Russian realities. Pro's and Contra's. Problems and possible solutions</b> - Philippe Cohen, Chairman of the Agribusiness committee within Association of European Businesses, General Manager Bonduelle Russia
15.30-15.45	<b>Coffee-break</b>
15.45-17.00	<b>Round table discussion «Food quality: how to demarcate responsibilities between manufacturer and retail chain?»</b> - Open the discussion: Natalya Goryunova, Metro Cash & Carry; Natalya Zamyshlyayeva, Auchan; Svetlana Ryzhykova, SPAR; Evgueniy Gulyanskiy, Lenta; Tatyana Anurova, McDonald's

### July 17, 2008, Thursday

9.00-9.20	<b>Welcome coffee</b>
9.20-10.00	<b>Fundamentals of food safety standards in relation to processing industry: HACCP, ISO 22000</b> - Alexey Gorshenin, General Director InterConsult
10.00-10.45	<b>Applying International standards GLOBALGAP and ORGANIC in agriculture</b> - Sergiu Croitoru, Leading Auditor and Tutor for GLOBALGAP and ORGANIC, General Director SGS Moldova
10.45-11.00	<b>Coffee-break</b>
11.00-12.30	<b>Master-Class «Food safety management on production site»</b> - Julia Kryuchkova, Leading Auditor for food safety systems
12.30-13.30	Conclusions. Delivery of certificates to participants. Cocktail

