




# Session 4D

## IFAMA World Forum

### Food Safety & Sustainability Business Opportunities in China

Moderator: Sander Mager – Licence to Grow  
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# Agenda

- ▶ 3 short presentations + clarifying questions
  - ▶ Agenda setting '*what are the burning issues?*'
  - ▶ Open Space session – dialogue
  - ▶ Wrap up and conclusions '*what did we learn?*'
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# Presenters

- ▶ Jan Holthuis – CEO, HIL  
International Lawyers & Advisers
- ▶ Jan Cortenbach – CTO, Wellhope –  
De Heus China
- ▶ Bram Koppert – Project Manager  
China, Koppert Biological Systems



# Burning Questions

- How can we organize traceability and food safety in a system that is still largely based on small scale farming on cut-throat cost competing?
  - Should quality control be enforced by regulation and laws set by government and authorities or is it the social responsibility of the companies?
  - How to ensure that business innovations for sustainable development are not blocked by governmental regulations based on old practices?
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