

Seminar on Food Safety Risk Communication

April 2, 2019 (08:00-13:45) | Compass Skyview Hotel, Bangkok, Thailand

Background

Risk communication is a very important component in the food safety risk analysis framework. The main objective of food safety risk communication is to increase understanding among various stakeholders regarding the rationale behind the decisions taken to assess hazards and manage food safety risks, and to help people make more informed judgments about the food safety hazards and risks they face in their lives. Therefore, developing an effective risk communication framework is not solely based on scientific knowledge, but also involves consumer perceptions, the relationship between consumers and risk communicators, as well as regulatory strategies on food safety.

Objectives

- ▶ Gain knowledge on food safety risk communication
- ▶ Understands the key considerations and approaches in risk communication
- ▶ Sharing experience from the international experts and experts from the Asia region

Featured speakers and topics



Prof. Lynn J. Frewer
Newcastle University, UK
Introduction of Food Safety Risk Communication and Consumer Perception



Dr. Masami Takeuchi
FAO RAP
Codex Guidelines on Food Safety Risk Communication



Ms. Lorraine Haase
FSANZ, Australia
Key Considerations in Risk Communication



Dr. Junshi Chen
ILSI Focal Point in China
New Concept in Food Information Communication



Dr. Lay Ching Chai
University of Malaya, Malaysia
Science Communication to the Public



Dr. Andrew Powell
Asia BioBusiness, Singapore
Public-private Partnership in Risk Communication

Who should join:

- Government officials, food safety regulators, food information communicators
- Food scientists and researchers
- Regulatory affairs and food safety personnel from food industry

Limited seats available! Register at <http://tiny.cc/FSRC> !

Registration closes on March 18, 2019.

Registration fee

	Local (THB)	International (USD)
Government/ NGO/ Academia	1500	60
Industry/ Private Sector	2000	90

- Registration fee includes coffee break, lunch and program materials.
- Local rate applies to participants residing in Thailand only.

Organizers:



For further inquiry, please contact ILSI SEA Region Secretariat: ilsisea@ilsisea.org.sg