



Feedback on the China International Food Safety and Quality Conference

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***70th Advisory Forum meeting
Vienna, Austria, 28-29.11.2018***

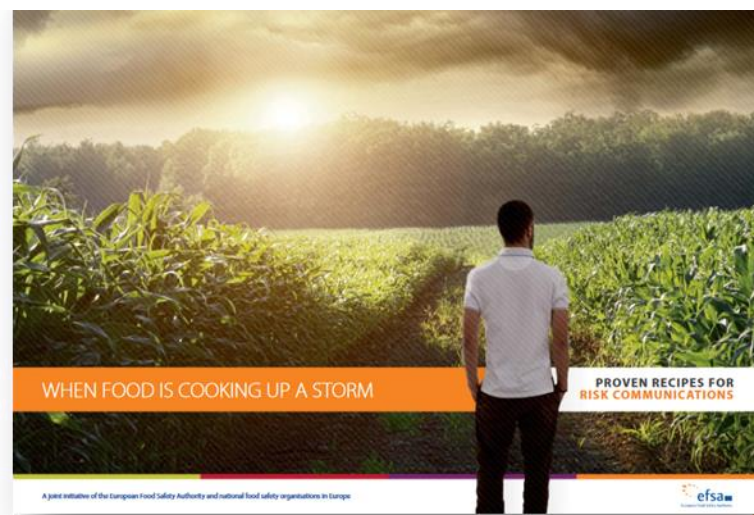
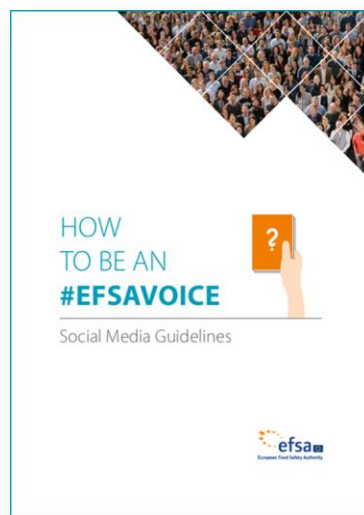
CHINA INTERNATIONAL FOOD SAFETY & QUALITY CONFERENCE



- 12th edition of the event
- Important meeting for food safety science and policy
- Delegations from the EU, MS, EFSA and from many countries world-wide, including the US, CA, AU, KO and JP

EFSA'S PARTICIPATION – COMMUNICATION

- **“Engaging with consumers to create better understanding of food related issues”**
 - Improve communication via better understanding consumer perception
 - Work on consumer engagement, e.g., via social media, despite the challenges
 - Empower in-house staff to amplify EFSA's key messages



EFSA'S PARTICIPATION – CAPACITY BUILDING

- **“Developing expertise for the future”**
 - Capacity building is important in being able to address future challenges
 - Networking and cooperation in International Liaison Groups, e.g. ILMERAC
 - Supporting training initiatives, such as EU-FORA
 - Exploring new approaches, such as crowdsourcing or the use of Artificial Intelligence to address specific challenges

EFSA'S PARTICIPATION – THE EU RESEARCH KNOWLEDGE CYCLE

■ “Engagement of regulatory agencies in the EU Research knowledge cycle”

- Advancing regulatory science is important in ensuring citizen welfare
- EFSA and its partners at the MS should have a role in identifying and promoting critical research needs to research funding bodies



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