

Building Consumer Trust – Helping you to combat food fraud

Half day workshop



*What are the benefits of assessing food fraud risk?
How does it impact food business operators?*

Objectives

Enable organisations to understand how to protect their brands against food fraud which will help to increase food trust in their products.

Benefits of attending this workshop

- ✓ Provide you with an understanding of how megatrends influence food integrity and the impact of food fraud on food business operators.
- ✓ Explain how you can mitigate the impact of food fraud risk for your organization using the FFVA tool and the linkage to enterprise risk management.
- ✓ Provide you with hands-on knowledge on how to assess food fraud risk.

Who should attend?

Management, supply chain, procurement, quality assurance, internal audit and risk management teams who are interested in the development around food integrity, food fraud and how food fraud prevention is linked to enterprise risk management.

Are you doing enough to reduce food fraud risk in your food supply chain?

Food Fraud is a global issue, recent high profile incidences of food fraud demonstrates potential public health risks for consumers, including reputational and financial risks for the food industry. Combating food fraud is a challenging task as it is driven for economic gains and designed to go around food safety management systems. The SSAFE-PwC Food Fraud Vulnerability Assessment Tool (FFVA)* has been designed to help identify fraud vulnerabilities and implement risk mitigation strategy. We will provide insights and show you how you can protect your organisation against food fraud.

Workshop highlights include:

- How to assess food fraud risk using the FFVA tool
- PwC's five-step approach in implementing a robust food fraud risk management program in preventing and assessing food fraud risk that will enable organisations to comply with Global Food Safety Initiatives' (GFSI) new requirement.

*PwC and SSAFE have collaborated to release a food fraud vulnerability assessment that companies can use free-of-charge to help identify vulnerabilities and reduce fraud threats. SSAFE developed the assessment with PwC, Wageningen University, VU University Amsterdam and in consultation with food industry leaders around the world to help put you in a stronger position to fight fraud.

Workshop agenda

Setting the Scene" - How megatrends will drive you to step up your game on food integrity

- Explanation of the megatrends and how they are transforming the food industry

Opportunities and motivations: indicators and impact of global developments

- An introduction to food integrity and fraud
- An overview of different types of food fraud, trends and developments

Controls: indicators and developments in analytical controls

- Explain the food fraud triangle
- Provide insights on when & how companies are more susceptible to food fraud.

GFSI New Requirements / PwC-SSAFE The Food Fraud Mitigation Tools

- Understand what is the new GFSI requirement relating to food fraud
- Hands-on session: demonstration of the Food Fraud Vulnerability Tool (FFVA)

Building trust: the importance of being proactive and having an integrated approach in treating food fraud

- PwC's five-step approach in developing a robust food fraud risk management program and linkage to the enterprise risk management program.

About your workshop facilitators



Julia Leong
Partner, Food Trust Lead
PwC Singapore

Julia leads a multi-disciplinary team to enhance the overall food integrity of the food system by working with various food companies along the supply chain to protect their brands, manage risk and enhance supply chain integrity. Julia's own functional expertise lies in governance, risk management and internal controls.

A member of the PwC Global Food Supply & Integrity Executive team, Julia has provided input to the PwC working group who co-developed the Food Fraud Vulnerability Assessment (FFVA) tool with SSAFE.



Sanjoy Banerjee
Managing Director, Risk Assurance
PwC Singapore

Sanjoy is a Managing Director with the Risk Assurance practice in PwC Singapore with over 20 years of work experience in Singapore and other territories in APAC.

He specialises in corporate governance, risk management and internal controls with experience of working in numerous industries including Healthcare, pharmaceuticals and food production and supply.



Tan Hwee Ching
Senior Manager
PwC Singapore

Hwee Ching is a Food Trust Specialist with 18 years of food safety, quality assurance, process improvement experiences. She helps food companies build trust to enhance their food safety, quality and operation excellence in an increasingly complex supply chain and manufacturing environment.

On the topic of food fraud, she and her food trust team have conducted seminars and workshops for both public and private sectors to raise awareness to this growing concern in the food industry.

Registration fees (all fees include 7% GST)

PwC Clients & Alumni: S\$430.00
Public: S\$480.00

How to register

To register, simply select the course via our Training Calendar (www.pwc.com/sg/academy) and click on the chosen course date to access the digital registration form.

For any further queries, please email academy.sg@sg.pwc.com