



CRAC 2015
by REACH24H Consulting Group

REACH24H Regulatory Affairs Conference 2015

— Food & Food Contact Material

Shanghai | Sep 17-18 2015

REMOVING REGULATORY ROADBLOCKS,
EXPEDITING MARKET ACCESS

Organizer: REACH24H Consulting Group (a member of CTI group) / **Media Support:** Chemlinked.com

Co-organizer: Shanghai Entry & Exit Inspection and Quarantine Association (SIQA)

Zhejiang Institute of Standardization (ZIS) Zhejiang WTO/TBT Research & Response Center



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CRAC 2015

Finger on the pulse of global regulatory affairs

China's new Food Safety Law (FSL) is regarded as the most rigorous food supervisory and management system ever, which will come into effect on 1st Oct. Meanwhile, the scandalous words of "zombie meat", "pork from disease pigs", "carcinogenic strawberries" is common occurrence on international news reports and social media. The accumulative food safety scares in China has led to a dramatic fall in public confidence. The safety for food has been a burning issue in the past, present and future for the people of China. As a result, the Chinese government has made significant changes to food regulations. How to interpret new regulations in new environment? How to rebuild consumer confidence in the food industry? This is the shared mission of the entire food industry.

Shanghai Entry & Exit Inspection and Quarantine Association (SIQA) is the communication platform between shanghai port inspection and quarantine organizations and enterprises. SIQA is always committed to popularize inspection and quarantine knowledge including relevant laws, regulations and policies. Shanghai has the biggest total amount of food import, and the city is at the forefront of policy popularization and improvement. SIQA is taking big steps to assist international and domestic businesses with Chinese regulation and also making big efforts to participate in these events: seeking to understand how policy impacts the food industry in order respond and contribute to a wider goal of food safety.

Meanwhile, REACH24H, as a professional and efficient consultancy that specializes in providing global regulatory compliance solutions to international traders, we also pride ourselves on the mission to contribute to food safety. In recent years, REACH24H has successfully held many regulatory interpretation workshops worldwide, and was honored to get a lot of support from different Chinese government authorities.

Last year, the food regulation summit 2014 held in Shanghai received high praise from the audience. This year, Shanghai entry-exit inspection and quarantine association and REACH24H decided to jointly hold another "REACH24H Regulatory Affairs Conference 2015 - China Food Safety & Regulation Summit" at Renaissance Shanghai Yangtze Hotel on September 17-18, 2015. The summit will lead us to an in-depth discussion on how to interpret the new food regulations under the new regulatory environment. In addition, the summit is an exclusive platform for food regulatory affairs managers and other food professionals to have face to face communication with government authorities and industrial experts. The summit not only opens up the opportunity to network with industry peers but also allows you to ask unanswered questions concerning Chinese food regulations directly to the government officials who design and enforce them.

We are looking forward to your participation.

Click to view more details of CRAC 2015

4 sub-conferences in CRAC 2015:

Now, in this year, CRAC 2015 will be divided into following sectors: Industrial Chemical, Cosmetics, Food and Food Contact Material.



Conference Day:

September 17 - 18, 2015 (Thursday & Friday)

Conference Venue:

Renaissance Shanghai Yangtze Hotel (5 Star)

Who Shall Attend:

Product quality control managers
Regulatory affairs managers
Company management
Sales managers
Purchasing managers
Academic experts

From

Food manufacturers
Importers and exporters
Food agents
Food raw materials
manufacturers and traders
Food contact materials
manufacturers and traders
Government institutions
Education agencies

What to Expect:

1. The most authoritative official interpretation:

A detailed interpretation of the latest food formulation and execution related laws and regulations by the officers from different legislative administrations and enforcement authorities,

2. The most interested topics of enterprises:

Food companies from home and abroad, share their current development and the current crisis, as well as exchange of regulatory knowledge and management schemes.

3. The most professional technical analysis:

Reasonable and reliable regulatory trends analysis of current food security situation by the experts from National Institute for Food And Drug Control (NFIDC) and China National Center for Food Safety Risk Assessment (CFSA).



Schedule on Conference Day:

Sep.16

Time	Content
2:00-9:00pm	Delegates Registration

Day 1 (Sep 17)

Time	Topic	Speaker
Session 1	The changes brought by new food safety law	
7:30-8:30am	Delegates Registration	
8:30-8:45am	Opening Speech	
8:45-9:25am	New policies for e-commerce platforms under New Food Safety Law	Mr. Jie Xuan, Hangzhou cross-border ecommerce park
9:25-10:05am	The reform of food importation procedure	Mr. Jianliang Chen, Food Division of Shanghai CIQ
10:05-10:35am	Coffee Break	
10:35-11:10am	Overseas manufacturer registration requirements for imported food and case study	Mr. Zhiping Ye, Accreditation Division of Shanghai CIQ
11:10-11:45am	Essential points of food label review and punishment for Substandard food labels	Mr. Quanbin Zhong, Shanghai FDA
11:45-12:15pm	QA session and Panel discussion	
Session 2	New food raw material, food additives and label regulations	
1:30-2:10pm	New food raw material registration dossier requirements interpretation and key points for safety assessment	Mr. Ning Li, China National Centre For Food Safety Risk Assessment
2:10-2:50pm	New food raw material registration regulation interpretation and approval process	Ms. Yongfang Wang, The Center of Inspection and Supervision, NHFPC
2:50-3:20pm	Coffee break	
3:20-4:00pm	New species of food additive registration procedure and management	Mr. Zhifei Zou, Food Center of Guangdong CIQ
4:00-4:40pm	An introduction to China health food market access regulations and situation	Mr. Zhongpeng Zhang, Import & Export Technical Center of The Ministry of Commerce
4:40-5:10pm	QA session and Panel discussion	
6:30pm	Welcome reception	



Day 2 (Sep 18)

Time	Topic	Speaker
Session 3	Health food and special dietary food	
7:30-8:30am	Delegates Registration	
8:30-9:10am	An Interpretation of New Food Safety Law	Mr. Yang Jiao, AQSIQ Standard and Regulation Research Center,
9:10-9:50am	New supervision model for health food	Mr. Fei Lin, National Institutes for Food and Drug Control
9:50-10:10am	Coffee Break	
10:10-10:50am	Formula design and human feeding trials of Health Food Research & Development	Ms. Wenjin Ge, China Academy of Chinese Medical Sciences, Xiyuan Hospital
10:50-11:30am	Toxicology technical review and function test of health food	Mr. Yuchi Hu, Beijing Institute for Drug Control
11:30-12:00pm	QA session and Panel discussion	
Session 4	Food contact material	
12:30-1:30pm	Delegates Registration	
1:30-2:10pm	FCM national standards development situation	Ms. Rongfang Chen, Shanghai FDA Enforcement Agency
2:10-2:50pm	FCM importation supervision and common problems	Ms. Yuyan Zhou, Shanghai CIQ
2:50-3:10pm	Coffee break	
3:10-3:50pm	European and American FCM regulation and supply chain compliance introduction	Expert from REACH24H
3:50-4:30pm	Taiwan FCM regulation introduction	Mr. Huimin Xu, Taiwan plastic industry department center
4:30-5:00pm	QA session and Panel discussion	
5:00pm	End of the conference	



Registration:

Please fill the following form and send back to food@reach24h.com, conference committee will contact you within a short notice.

Please tick your choice in the following form. Early bird discount (for registration received and paid before Aug. 20) is **10%** off.

<input type="checkbox"/> Sep 17 -18 (2 full day conference)	650USD/seat
<input type="checkbox"/> Sep 17 (Single day conference)	400USD/seat
<input type="checkbox"/> Sep 18 (Single day conference)	400USD/seat
<input type="checkbox"/> Session 3 on Sep 18 (Lunch included)	245USD/seat
<input type="checkbox"/> Session 4 on Sep 18 (Lunch included)	245USD/seat

Delegate information

After receiving the registration form, conference committee will soon contact you.

Company (required)	
Tel	
Post address	
Title	Mr. / Ms./ Dr.
Name of attendee (required)	
Email(required)	
Passport number (For VISA if need be)	
Payment	Paypal <input type="checkbox"/> Bank transfer <input type="checkbox"/>
Note <ul style="list-style-type: none">• Pay in either USD or EURO but we decline by cash or check.• Paypal charge (4-5%) will be added during payment.• Bank fee shall be borne by registrants	
Tick to confirm registration (I agree Terms and Conditions)	Confirm <input type="checkbox"/>

Or you can [click to register online](#)

Hotel Booking (Renaissance Shanghai Yangtze Hotel)

Number of Rooms:	Date of Check In:	Date of Check Out:
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Note

1. The hotel provides a special room price of 900CNY (including breakfast and service fee) to delegates.
2. Accommodation expense should be paid by delegates.



Terms and Conditions:

- 1) Registration deadline shall be Sep. 15, 2015. Under special conditions approved by conference organizers, it permits delegates to pay and collect the tickets at the reception desk of the conference. (Credit card is not acceptable)
- 2) Payment shall be fulfilled within 10 work days upon receipt of invoice. If registrants choose Paypal, payment shall be made upon receipt of Paypal link (or make payment through Paypal immediately if registration is finished online). Payment with credit card is not accepted unless through Paypal. Considering the number of attendees is limited up to 200, only if full payment is done conference committee will issue attendee confirmation and reserve seats. If registrants do not receive a confirmation or have any questions about payment, please contact us (+86 571 870-075-18 Ms. Helen Ye) to ensure your booking. REACH24H Consulting group will not be liable for any non-arrival of registration information.
- 3) Substitute: in any case, a substitute of an affirmed attendee will be welcome for no extra charge if we receive your application in writing prior to the conference day on Sep. 15. Conference committee will reissue the confirmation to substitute(s). REACH24H Consulting Group will not be liable of Visa application failure because substitute application occurs.
- 4) Cancellation: any attendee will be allowed to cancel reservation more than thirty days prior to the conference, Sep. 15, 2015 (Beijing Time) by informing conference committee in writing. However, it will be subject to a penalty of 50% of the invoiced registration fee for administrative charges. It is regretted that cancellation less than thirty days prior to the conference will not be refunded. Alternatively, paid registration fee will be saved as credit deemed for other REACH24H events later on or Chemlinked.com services.
- 5) No responsibility is assumed by REACH24H Consulting Group, the organizer, co-host, or speakers for any content or ideas presented at the event or contained in the materials.
- 6) Recording or picturing with no permission of conference committee at the event is not allowed. All intellectual TERMS AND property rights shall be reserved by REACH24H Consulting Group. Presentation materials including vocal, video records as well as in printed book in association with CRAC 2015 shall not be used for any commercial purpose with no authorization. Disclosure of materials above to any 3rd parties (except companies/organizations which attendees serve for) without authorization of REACH24H Consulting Group is strictly prohibited.
- 7) REACH24H Consulting Group will reserve the right to alter the program, including (but not limited to) topics, speakers, venue. Attendees are suggested taking advantage of official website for up-to-date version and CRAC event. In case of cancellation of the event by REACH24H Consulting Group, liability will be limited to the return of fees actually paid.
- 8) In case of a person/company (visitor, attendee, sponsor, exhibitor) infringing the overall interest/aim of the conference or other attendees, parties or companies involved in the conference the committee shall be entitled to exclude the infringing person/ company from the conference after a warning, in writing or personally showed no adequate result. All respective costs in context of the infringement or the exclusion shall be on the infringing person/companies/organizations own responsibilities.
- 9) Expenses as travels arrangements, insurance and Visa application are on the attendee's own responsibility. The cost of accommodation is not included in the registration rate.
- 10) Applicable laws: this registration shall be governed by the laws of P.R. China.
- 11) By ticking in the box of online registration platform or registration form, the registrant agrees with the terms and conditions above.
- 12) REACH24H reserves the rights to make final interpretations of the content with respect to registration form and this terms and conditions.



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Food & Food Contact Material Conference:

Renaissance Shanghai Yangtze Hotel (5 Star)

Add.: 2099 Yan'an West Road, Changning District, Shanghai, 200336, China

Tel: +86 21 5101 7070

<http://www.marriott.com/hotels/travel/shabr-renaissance-shanghai-yangtze-hotel/>

Taxi Info

-From Hongqiao International Airport: About 25 CNY, 15 minutes

-From Pudong International Airport: About 180 CNY, 1 hour

Parking

On-site parking, fee: 30 CNY hourly, 60 CNY daily

Renting a car from the hotel:

-From Hongqiao International Airport- SHA: 5 miles E, 220 CNY (one way), 15 minutes

-From Pudong International Airport- PVG: 32.9 miles W, 650 CNY (one way), 1 hour

Other Transportation

-Take a bus to Hong Qiao Development Area bus station (Hong Qiao Kai Fa Qu)

-Take Subway Line 3 or Line 4 to Yan'an Road Station; Take Subway Line 2 to Loushanguan Road Station; Take Line 10 to Yili Road Station

- Train Station: 5.6 miles W from Shanghai Hongqiao Railway Station to the Hotel, 7.5 miles NE from Shanghai Railway Station to the Hotel

Note: This is for reference only, please consider the actual traffic conditions.





About The Venue

Located in the heart of Hongqiao, Renaissance Shanghai Yangtze Hotel, a Marriott Luxury & Lifestyle Hotel, is your home away from home. Merely a walk away from top exhibition centers and close to major national and international corporations, it is strictly business blend with pleasure in the most convenient of ways. For meetings and conferences, the hotel offers over 2000 square meters of banquet space, all equipped with the latest meeting solutions technology including a brand new Yangtze Ballroom of 8 meters height.

Special offer:

The conference hotel provides a special room price of 900CNY (including breakfast and service fee) to delegates of CRAC 2015. Delegates can contact conference committee to reserve rooms. Accommodation expense should be paid by delegates.

hotels nearby

Name	Address	Distance to conference	Tel	Reference price
Sheraton Shanghai Hongqiao Hotel	No. 5 Zun Yi Nan Road, Changning, 200336 Shanghai, China	0.08km	+86-(0)21-62758888	From ¥949
Jin Jiang Rainbow Hotel	2000 Yan An Road West., Changning, 200051 Shanghai, China	0.42km	+86-(0)21-62753388	From ¥704
Shanghai Forte Hotel	No.88 Yili Road, Changning, 200051 Shanghai, China	0.67km	+86-(0)21-62082323	From ¥503
Ji Hotel Shanghai Hongqiao	No.566,South Yi Li Road, Changning, 200051 Shanghai, China	0.95km	+86-(0)21-32560666	From ¥493
Gubei Garden Hotel Shanghai Hongqiao	No.1446 Hongqiao Road, Changning, 200336 Shanghai, China	0.96km	+86-(0)21-52574888	From ¥432
Ji Hotel Shanghai Hongqiao Zhongshan West Road	No.908 Zhongshan West Road, 200051 Hongqiao, China	0.90km	+86-(0)21-22134039	From ¥359
Hanting Express Shanghai Hongqiao Zhongshan West Road	No.750 Zhongshan West Road, Changning, 200051 Shanghai, China	0.96km	+86-(0)21-60252200	From ¥294
Hanting Express Shanghai Shanghai Mart	No. 158 Yili Road, Changning, 200050 Hongqiao, China	0.49km	+86-(0)21-61677988	From ¥246



CRAC 2015 Sponsorship Opportunities

With over 100 food professionals from over 70 companies, the CRAC 2015 offers branding, networking and three levels of sponsorship opportunities for promoting your company. All sponsors will be recognized in printed conference materials and electronic media both in Chinese and English.

VIP Sponsor: Only One Available

Sponsor Fee = **\$8,000**

· 3 Complimentary Registrations (\$650*3=\$1,950)

· Speaking Session at the conference (15-20 mins)

You can present one topic during the afternoon session in the afternoon of 17 Sep or the whole day of 18 Sep, 2015.

· LED Screen with commercial materials or video offering

1. 12 m2 LED Screen will display your commercial materials or videos during 30 mins before the conference, and tea break;
2. Video shall be less than 5 mins; Slideshow shall be less than 20 pages.

· Branding at the event: exhibition stand + Roll-up Banners + 2.5*2.5m Display Area + Ads boards at conference room

1. 3m * 2m advertisement boards will displayed during the first day;
2. Exhibition stand with chairs will be prepared upon your needs;

· Imaging and Promoting

1. Your company brochures will be stored in the USB flash disk with conference materials for all attendees;
2. Sponsor name and logo inclusion in the CRAC 2015 Brochure for all potential attendees.
3. Sponsor name and logo printed on all attendee name badges;
4. Sponsor name and logo inclusion in the signage and large-scale signing board;
5. Company brochure placed on chairs in conference room.

· Marketing and Hyperlink on CRAC 2015 Official Website and Email Campaign

· Company Brochure/Sell Sheet Placed in Serving Area

· Media Support from Chemlinked.com

As the leading information platform in the realm of chemical, food, cosmetics and argochem regulatory, Chemlinked help you gain unparalleled popularity among regulatory professionals.

Post 312*150 px sponsor ads on the Homepage of Chemlinked, and will promote for 2 weeks;



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Gold Sponsor: 2 Seats Available

Sponsor Fee = **\$4,500/seat**

· 2 Complimentary Registrations (\$650*2=\$1,300)

· LED Screen with commercial materials or video offering

1. 12 m2 LED Screen will display your commercial materials or videos during 30 mins before the conference, and tea break;
2. Video shall be less than 2 min; Slideshow shall be less than 10 pages.

Guest Spark at the banquet of 17 Sep, 2015.

You can give a guest speech at the banquet, simultaneous interpretation will be provided.

· Branding at the event: exhibition stand + Roll-up Banners

Exhibition stand with chairs will be prepared upon your needs.

· Imaging and Promoting

1. Your company brochures will be stored in the USB flash disk with conference materials for all attendees;
2. Sponsor name and logo inclusion in the CRAC 2015 Brochure for all potential attendees.
3. Sponsor name and logo printed on all attendee name badges;
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Corporate Sponsor: 5 Seats Available

Sponsor Fee = **\$1,800**/seat

- 1 Complimentary Registration (\$650)
- Branding at the event: Roll-up Banners
- Imaging and Promoting
 1. Your company brochures will be stored in the USB flash disk with conference materials for all attendees;
 2. Sponsor name and logo inclusion in the CRAC 2015 Brochure for all potential attendees.
- Marketing and Hyperlink on CRAC 2015 Official Website and Email Campaign
- Company Brochure/Sell Sheet Placed in Serving Area