

## Day 1: Thursday, 14<sup>th</sup> November 2013

10.00–10.30

### Opening

*Professor Dr. Dr. Andreas Hensel, President, BfR  
Dr. Jin-Ho Wang, Director General, NIFDS*

10.30–11.15

### Keynote Lecture

#### **New media in crisis situations – How promptness influences risk perception**

*Professor Dr. Alan Reilly,  
Food Safety Authority Ireland, FSAI*

11.15–11.45 *Coffee Break*

### Session 1: Food Crisis – Recent events and lessons learned

11.45–12.15

#### **Lessons learned from recent foodborne outbreaks in Germany**

*Professor Dr. Bernd Appel,  
Head of Dept. Biological Safety, BfR*

12.15–12.45

#### **Lessons learned from recent food safety issues in Korea**

*Dr. Sang-Jae Lee,  
Head of Dept. Food Safety Evaluation, NIFDS*

12.45–13.30 *Lunch Break*

13.30–14.00

#### **Lessons learned from recent microbiological food safety issues in Korea**

*Dr. Young-Ho Koh,  
Scientific Officer, Microbiology Division, NIFDS*

14.00–14.30

#### **Tracing back and forward – source identification in foodborne outbreaks**

*Professor Dr. Matthias Greiner,  
Head of Dept. Scientific Services, BfR*

### Session 2: Elements and measures in crisis situations

14.30–15.00

#### **Risk management of mycotoxin for food safety**

*Dr. Jung-Hyuck Suh,  
Senior Researcher, Food Contaminants Division,  
NIFDS*

15.00–15.30

#### **The role of the national and European reference laboratories**

*Pascale Parisot, Scientific Affairs Department for  
Laboratories, ANSES*

15.30–16.00

#### **The Risk Assessment of Phthalates in food**

*Dr. Meehye Kim,  
Director of Food Additives & Packages Division,  
NIFDS*

16.00–16.30 *Coffee Break*

### Session 3: Strategies for crisis prevention (Part 1)

16.30–17.00

#### **Analytical Traceability in Food and Feed Safety**

*Dr. Carsten Fauhl-Hassek, Head of Unit Product  
Identity and Traceability, BfR*

17.00–17.30

#### **Outrage Factors and the News Media Coverage of Food Risks in South Korea**

*Professor Dr. Youngkee Ju,  
School of Communication,  
Hallym-University*

17.30–17.45 *Discussion & end of the 1<sup>st</sup> day*

## Day 2: Friday, 15<sup>th</sup> November 2013

### Session 3: Strategies for crisis prevention (Part 2)

09.00–09.30

### Global Data

*Dr. Birgitte Helwich, Division for Epidemiology and  
Microbial Genomics, DTU*

09.30–10.00

#### **The Korean Risk Information Collection Systems**

*Dr. Seog-Youn Kang  
Director of Risk Information Division, MFDS*

### Session 4: Future Challenges: Emerging issues

10.00–10.30

#### **Overview of Researches on Food Safety Control against Climate Change in Korea**

*Professor Dr. Ki-Hwan Park, Dept. of Food Science  
and Technology, Chung-Ang Univ.,  
Professor Dr. Sang-Suk Oh, Dept of Food Science  
& Engineering, Ewha Womans University*

10.30–11.00 *Coffee Break*

11.00–11.30

#### **Has the nature of risks changed? A challenge for regulatory authorities**

*Professor Dr. Reiner Wittkowski, Vice-President,  
BfR*

11.30–12.00

#### **Risk perception of new technologies – Korean consumer perception of nanotechnology**

*Dr. Myung-Sil Hwang,  
Senior Researcher, Food Safety Risk Assessment  
Division, NIFDS*

12.00–12.30

#### **Risk perception and crisis communication – how to deal with uncertainty**

*Dr. Suzan Fiack, Head of Unit Press and Public  
Relations, BfR*

12.30–13.00 *Final discussion & closing remarks*

## Principles and measures: How to overcome a life-threatening crisis in the food chain

Global food supply chains require global action. During the 2<sup>nd</sup> international symposium the Korean National Institute for Food and Drug Safety Evaluation (NIFDS) of Ministry of Food and Drug Safety (MFDS) and the Federal Institute for Risk Assessment (BfR) will address the issue of overcoming a life-threatening crisis in the food chain from the German as well as from the Korean perspective. Contributions to this issue will also come from the BfR-sister-authorities, the Food Safety Authority Ireland (FSAI), the Danish National Food Institute (DTU) and the French Agency for Food, Environment and Occupational Health & Safety (ANSES).

Consequences drawn from recent crisis situations in the different countries, appropriate measures to be taken in crisis situations as well as strategies for crisis prevention will be presented and discussed. The two-day conference will be concluded with discussions on emerging risks as a future challenge.

Special emphasis will be placed on the role of new media as a decision-making and communication tool in risk and crisis communication.

## Conference venue:

Federal Institute for Risk Assessment (BfR)  
(Lecture Hall Marienfelde)  
Diedersdorfer Weg 1, 12277 Berlin

[www.bfr.bund.de/en/location\\_marienfelde-5533.html](http://www.bfr.bund.de/en/location_marienfelde-5533.html)

## Registration:

Event is open to the public,  
Registration necessary

Participation Fee: 80 €

Please register by **01.11.2013** using the internet form under menu item "events" on [www.bfr.bund.de](http://www.bfr.bund.de) or send us an e-mail with your name and address with reference "crisis 2013" to [veranstaltungen@bfr.bund.de](mailto:veranstaltungen@bfr.bund.de)

## Host/Organisation:

Federal Institute for Risk Assessment (BfR)  
Bundesinstitut für Risikobewertung  
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## Principles and measures: How to overcome a life-threatening crisis in the food chain



2<sup>nd</sup> Symposium  
14<sup>th</sup> and 15<sup>th</sup> November 2013



Bundesinstitut für Risikobewertung

BUNDESINSTITUT FÜR RISIKOBEWERTUNG