



2025 GFSI China Day Highlights

The morning session was moderated by Kelvin Chen, Head of Quality Assurance, Wumart and METRO Commerce Group & GFSI China Local Group Steering Committee Co-Chair.

Keynote Address

At the beginning of the conference, Junshi Chen, Chief Advisor of China National Center for Food Safety Risk Assessment (CFSR) & GFSI China Local Group Honorable Expert, delivered a speech via video. In his address, Academician Chen pointed out that China's overall food safety situation continues to be "stable and improving." He emphasised the need to update concepts by shifting from the traditional "hazard-based" approach to the advanced "risk-based" mindset. He highlighted that, in order of risk priority, foodborne diseases are the primary concern, followed by information asymmetry and rumors, with food authenticity ranking third. On a practical level, he called for integrated "farm-to-table" full-chain management, with a focus on strengthening weak links such as transportation and storage. Additionally, he urged leading enterprises to play a guiding role in driving collaborative efforts across the entire supply chain to collectively strengthen food safety defenses.

上午环节主持人
Morning Session Moderator
陈超
Kelvin Chen

麦德龙商业集团
GFSI中国工作组
Head of Quality Assurance
GFSI China Local Group
Steering Committee Co-Chair



Food Safety Strategy Update and the Future of Food Safety Technology

Yongning Wu, Chief Scientist, China National Center for Food Safety Risk Assessment (CFSA), stated that China is actively promoting technological innovations such as AI-powered smart regulation and synthetic biology to strengthen food safety risk governance. He emphasised the need to establish a "risk-based" philosophy and a "One Health" framework, lead the development of international standards, advance sustainable food systems, and build a healthier and safer food future.

Awards Ceremony for the 2024-2025 Food Safety Innovation Cases

Guixing Li, Food Safety Supervision Expert, China Industry and Commerce Press 'Market Supervision and Administration", provided an update on the development of the food safety innovation mechanism and the progress of the case collection initiative. He called for active participation in the new round of food safety innovation case collection activities to jointly promote the high-quality development and digital transformation of the food industry.



Wai-Chan CHAN, Managing Director, The Consumer Goods Forum, on behalf of CGF and GFSI, expressed sincere gratitude and high appreciation to all selected entities participating in the 2024-2025 Food Safety Innovation Cases. Representatives from seven companies—Mingkanghui, IQC Consulting, Nestlé China, Alibaba-Taotian Group, Yum China, Danone China, and Mengniu Group—took the stage together. Wai-Chan CHAN presented award plaques to each of them and posed for a group photo.



Third Party Certification and Food Safety Supervision



Li Sun, Deputy Director / Professor, Chinese Academy of Quality Inspection & Testing, shared insights on third-party certification and food safety supervision. She pointed out that certification, as a globally recognized conformity assessment tool, provides strong support for food safety regulation. Adhering to the principle of "strictness" has always been the fundamental tenet of China's food safety supervision. Given the oversight of over 15 million food producers and operators, leveraging third-party certification as a technical tool to help them proactively comply with regulations is an effective approach to strengthening food safety risk management and enhancing regulatory efficiency. As China's economy transitions from scale to strength, and products shift from quantity expansion to quality improvement, certification—as a critical component of the national quality infrastructure—will play an increasingly important role in fostering quality-driven enterprises, supply chains, and regions.



Food Safety Co-Governance Trend

Dong Chu, Industry Policy Research Specialist, China Chain-Store & Franchise Association (CCFA), shared insights on the trends of collaborative governance in food safety within the retail and catering industries. He noted that the overall sector remains stable and improving, but online growth has intensified pressure on offline operations, leading to price wars and quality risks. Market regulation is shifting toward "full-chain supervision," emphasising stronger headquarters accountability and unified supply chain standards. The association will actively promote certification requirements for food safety personnel, establish industry evaluation standards, and enhance the food safety capabilities of small and medium-sized enterprises through international cooperation, working together to build a safe and healthy consumption environment.

Certification and Accreditation Support Capacity Building for Food Safety

Binyou Fu, Assistant Director/Senior Engineer, China Certification and Accreditation Association (CCAA) delivered a keynote speech titled "Capacity Building in Food Safety Supported by Certification and Accreditation." He emphasised that certification and accreditation serve as critical institutional supports for ensuring food safety. In terms of industry development, efforts should focus on safeguarding safety bottom lines, raising quality standards, and aligning with international benchmarks.

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For capacity building, it is essential to establish talent development mechanisms, strengthen the international capabilities of institutions, and support enterprises in improving quality.

Regarding opportunities and challenges, he highlighted the need to seize policy, market, and international opportunities, while addressing challenges such as harmonizing international standards, advancing technological innovation, and maintaining public trust.

GFSI Global & China Progress Update

Elizabeth Andoh-Kesson, GFSI Interim Director, The Consumer Goods Forum, and Kelvin Chen, Head of Quality Assurance, MDL Co., Ltd. & GFSI China Local Group Steering Committee Co-Chair, provided updates on the GFSI global and China respectively, covering GFSI global strategic updates, plans for the 2026 GFSI Conference in Vancouver, the China LG activity and task forces work.



Third Party Certification and Food Safety Supervision

Gang Lu, Director of the Quality and Safety Department, Mengniu Group, shared key points on microbial control throughout the dairy supply chain. He emphasised the importance of coordinated management across the entire chain—from planting and pasture management to production, processing, transportation, and sales. By leveraging technological methods such as microbial structure analysis, gene sequencing, and rapid testing, Mengniu systematically identifies and manages critical risk points. Additionally, the company actively promotes the development of industry standards, strengthens cleaning and disinfection, environmental monitoring, and cold chain management. These efforts are dedicated to extending product shelf life and ensuring food safety, demonstrating the leading role and responsibility of a major enterprise within the industry chain.



Water Reuse for Sustainability- Perspectives from a Food and Beverage Manufacturer

Sanjeev Sharma, APAC Food Safety and Quality Assurance Senior Director, PepsiCo, delivered a systematic overview of the company's global strategic framework and practical achievements in water reuse during his conference presentation. Confronting the growing challenge of global water scarcity, PepsiCo has adopted a threefold core strategy: widespread implementation of water-saving technologies, advancement of water replenishment initiatives, and ensuring safe water access. The company has successfully launched multiple water reuse projects in regions where regulations permit, emphasising comprehensive risk assessment and process control based on the HACCP system. Additionally, Mr. Sharma advocated for strengthened cross-functional collaboration and public communication to promote sustainable water management and collectively build a more resilient water future.

Building a Culture-Tech Dual Engine for Starbucks Quality Transformation

Stam Yang, Vice President of Food Safety, Quality Assurance and Regulatory Affairs, Starbucks China & GFSI China Local Group Steering Committee Vice Co-Chair, introduced the transformation and upgrading of Starbucks' quality management system. Starbucks China focuses on the strategy of "Great Products, Great Stores, Great Service," continuously increasing digital and intelligent investments, and building a dual-driven approach of "Technology + Humanity" in food safety management. Through Starbucks' proprietary "Smart Food Safety" system, which integrates full-chain data, remote video monitoring of suppliers, IoT sensors in stores, and smart labeling, seamless end-to-end food safety management is achieved. This reduces human error, improves store efficiency, and ensures strict control at every step to maintain high quality. Given the vast geographical spread and large workforce in chain catering, food safety culture plays an increasingly critical role. Starbucks creates a food safety "Third Place" experience for its new generation of partners (Gen Z and millennials), revitalizes the "Quality Season" campaign to inspire full participation, and uses digital tools to enhance efficiency and empower partners. This not only safeguards the safety of every cup of coffee but also deepens the principle that "Food Safety is Our Shared Responsibility."



Comprehensive Scientific Allergen Management at Nestlé



Robert Huang, Quality Director, Nestle China, presented Nestlé's comprehensive and science-based allergen management practices implemented globally. The presentation covered end-to-end allergen management from farm to fork, including supplier management, manufacturing processes, regulatory compliance, and quantitative HACCP-based risk assessment. It also addressed the challenges of managing allergens within a complex global regulatory landscape, as well as the criteria for selecting which allergens require management. Emphasis was placed on the importance of preventing cross-contamination throughout the supply chain, and Nestlé's approach to managing allergens using a digital traceability system in the raw material supply chain was introduced. Finally, the presentation shared how Nestlé manages allergens during manufacturing and highlighted the critical role of integrating allergen control into HACCP plans.

Panel: Digitalisation in Food Safety: Transforming Practices with Technology

At the roundtable discussion on "Food Safety Digitalisation: Transforming Practices through Technology," Guixing Li, Food Safety Supervision Experts, China Industry and Commerce Press 'Market Supervision and Administration', served as the moderator. He facilitated an exchange with Kelvin Chen, Head of Quality Assurance, MDL Co., Ltd. & GFSI China Local Group Steering Committee Co-Chair, Deyin Wu, Head of Quality Control Center, DingDong Fresh, and Jingjun Qu, Quality System Director, Foshan Haitian Flavouring & Food Co.,Ltd., focusing on how digital technologies empower food safety.

First, representatives from the three companies introduced key digital food safety technologies deployed in their respective production and operational environments, sharing the latest application trends with the attendees. Subsequently, the moderator led an in-depth discussion tailored to the distinctive features of each panelist's industry, exploring how their enterprises leverage digital tools to address sector-specific challenges. Wumart & MDL, Dingdong Maicai, and Haitian Flavouring respectively elaborated on their digital application models, outcomes, and reflections—from supply chain management and supporting agricultural origin practices, to food safety risk analysis. Their sharing provided vivid, practical insights that resonated widely among the participants, offering valuable industry benchmarks.

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The afternoon plenary session was chaired by Yu Li, Chief Technology Officer, China National Food Industry Association (CNFIA) & FSSC China Liaison & GFSI China Local Group - Benchmarking & Harmonisation Task Force Co-Leader. The session focused on food safety capacity building and GFSI-recognized certifications.



GFSI Japan Local Group

Tsutomu Okubo, Senior Manager, GFSI Japan, introduced the general overview of the GFSI Japan Local Group, focusing on the background of its establishment, member composition, and key group activities.



Food Safety in One World A Global Perspective on the Future of Food Safety

Yukie Fukumoto, General Manager, Codex Information Access Department, Group Food Safety Standard Division, ZENSHO HOLDINGS Co., Ltd., delivered a presentation titled "Food Safety in One World — A Global Perspective on the Future of Food Safety." She provided a detailed introduction to ZENSHO's overall profile and shared the company's best practices in food safety, including recommendations on global allergen labeling and other related aspects.

Innovative Practices in Quality Consumption



Ms. Jialing Jia, Director of Taotian Group and Member of the GFSI China Working Group Steering Committee, shared the innovative practices in quality enhancement on the Taobao Tmall platform. Focusing on domestic e-commerce and AI sectors, Taobao Tmall, under Alibaba Group, has enabled consumers to achieve "quality living within easy reach" through business model innovations and end-to-end quality enhancement initiatives. Taking Tmall Supermarket, its self-operated business, as an example, the platform has comprehensively upgraded its private label "Tmall Supermarket Selected" by establishing stringent quality selection standards, optimising the shopping guidance process, and expanding marketing channels to build a "three-excellence" perception: excellent products, excellent shopping experience, and excellent services. Under the semi-managed mode, the platform focuses on domestic characteristic industrial clusters, creating a consumer experience of "Trustworthy Domestic Products, Worry-Free Shopping" from three dimensions: merchants, products, and ecosystem collaboration. In the future, we will drive consumption transformation through technology and services, continuously exploring quality enhancement actions under "new supply, new users, new services, and new channels."



Making Pest Control Visible: Smart Dashboards Driving Precision Management

Stanley Zhao, Director of Group Key Account, LBS Group, emphasised that in the context of global food safety, efficient and high-quality pest control is a critical issue. Addressing pain points such as undetectable, unmanageable, and uncontrollable pest risks, Initial innovatively developed an intelligent pest control dashboard. This system enables pest monitoring, early warning, management, and data analysis, helping clients transition from "manual pest hunting" to "data-guided" approaches, transforming "reactive remediation" into "proactive management," and making "invisible" risks "visible."

The solution not only allows easy access to data assets such as service reports but also establishes a "precise coordinate system" for quick risk identification. Additionally, it consolidates nationwide information on a single screen, enabling headquarters managers to maintain comprehensive oversight.

Panel: Food Safety Capability Building Practice

During the roundtable discussion on "Building a Capacity Ecosystem: Collaborative Advancement of Industry Applications for Food Safety Capacity Building," Chuanwu Xiong, GM of IQC Consulting & GFSI China Local Group - Capability Building Task Force Leader, served as the moderator. He facilitated an engaging dialogue with Xing Jiang, Director of Industry Policy Research Department, China Chain Store & Franchise Association (CCFA); Janette Zhou, VP, Quality & Food Safety, China North- Asia Oceania & Danone Beverage China & GFSI China Local Group Steering Committee Vice Co-Chair; Zhihong Sun, Director of the Quality Center, Juewei Food; and Yingjie Wang, Quality Control Director, Guoquan Food. Drawing from practical experience, the panelists identified four major challenges in current food safety capacity building: a lack of technological empowerment, inconsistent standards, insufficient resources, and high costs. They proposed key countermeasures: promoting collaborative development to unite multiple stakeholders, and enabling resource sharing through partnerships among enterprises, associations, universities, and other institutions; as well as driving digital empowerment to

as well as driving digital empowerment to upgrade management controls and enhance efficiency across the entire food safety chain through technological means. In conclusion, the participants reached a consensus, echoing the proverb, "If you want to go fast, go alone; if you want to go far, go together," to express their shared aspiration of joining hands to improve the food safety capacity ecosystem and promote high-quality development in the industry.



Survey Report on the Application Status of GFSI-Recognised Certification in China 2025

Peter Wang, Technical Director & Co-founder of IQC Consulting & GFSI China Local Group - Benchmarking & Harmonization Task Force Co-Leader, together with A Li, Sr. Certification Manager, Intertek & GFSI China Local Group - Benchmarking & Harmonisation Task Force Deputy Leader, jointly presented the report titled "Survey on the Application of GFSI-Recognized Certification in China 2025." They provided a detailed introduction to the background and objectives of the survey, the current industry application status of GFSI-recognised certifications in China, as well as the challenges faced, and put forward relevant recommendations based on the survey findings.

策略，贵公司是否有其他补充，如是否有获得多方认可的认证计划？该计划旨在推动供应商取得GFSI认证中，关于贵公司的认证策略中所采用的哪些包括证书是否能帮助企业实现GFSI认可的案例？公司在接触过程中遇到



A Shared Growth with Win-Win Supply Chain Ecosystem

Maggie Cai, Quality Assurance Senior Director, Yum China & GFSI China Local Group Steering Committee Member, shared the company's end-to-end, full-value-chain food safety management system. She highlighted how Yum China is actively implementing multiple initiatives to promote GFSI-recognized certification objectives in supplier management internally, and collaborating with GFSI to build a new ecosystem for food safety governance in China.





Ferrero Food Safety & Quality Management Sharing

Xinjun Han, Director of Food Safety and Quality, Ferrero China, shared at the conference that Ferrero always adheres to the principle of "pursuing quality with craftsmanship," making zero-risk food safety management a strategic priority. The company integrates food safety and quality control throughout the entire value chain: from risk prevention and raw material testing in the R&D phase, to production monitoring and shelf-life management, ensuring rigorous control from farm to table and consistently delivering high-quality products and experiences to consumers. She also emphasized that Ferrero places great importance on building a food safety culture, which drives internal motivation and achieves a win-win balance between responsibility and benefit.



Ferrero Food Safety & Quality Management Sharing

Na Hu, Food Safety Director of Wanchen Group, delivered a presentation titled "GFSI-Recognised Certification from the Perspective of a Snack Brand." She emphasised practical risk assessment practices in supplier management from a snack brand's viewpoint, including: a tiered model for initial supplier screening, multi-dimensional process management methods, the application of online/offline audit management, as well as the triggering of interview mechanisms and management evaluations based on comprehensive assessments. Her talk provided an in-depth interpretation of key aspects of supplier management in the retail industry.



Panel: GFSI-Recognised Certification Application: Challenges and Opportunities

During the roundtable discussion on GFSI-recognised certifications, Yu Li, Chief Technology Officer, China National Food Industry Association (CNFIA) & FSSC China Liaison & GFSI China Local Group - Benchmarking & Harmonisation Task Force Co-Leader, served as the moderator. He led the dialogue with Maggie Cai, Quality Assurance Senior Director, Yum China & GFSI China Local Group Steering Committee Member; Junjiang Chen, General Director of R&D Center, Want Want Group; Ray Jin, Regional Head of North Asia, BRCGS; and Jitan Wang, System Certification Business Department Vice General Manager / Professorate Senior Engineer, China Quality Certification Centre. The panel addressed challenges in the application of GFSI-recognized certifications, with prominent issues including: the distinct features of various certification schemes and differing client priorities leading some food companies to pursue multiple certifications; the significant resources required to guide small and medium-sized suppliers in establishing systems and obtaining certification; the expansion of food safety management scope driven by multi-dimensional product innovation; and the inconsistency in audit results due to variations in auditor competency. At the same time, participants also looked ahead to the potential positive impacts of these challenges on certification schemes. Examples include certification programs incorporating quality innovation and sustainability alongside food safety management, and the possibility of applying AI auditing in certain operational aspects as food companies undergo digital transformation. In closing, the moderator and guests discussed China's newly issued certification rules, noting that requirements related to auditors' working hours and certification issuance volumes are of great significance for enhancing auditors' career development and alleviating excessive competition in the field.

主持人 Moderator



李 宇

Moderator: Yu

中国食品工业协会
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Chief Technical
China National Food
FSSC
GFSI China Local Group
Harmonization



蔡怡华

Maggie Cai

百胜中国品质管理资深
总监 & GFSI中国工作组指
员会成员
Quality Assurance Senior Dir
Yum China & GFSI China Loc
Group Steering Committee
Member



陈俊江

Junjiang Chen

旺旺集团研发内
General Director
Wangwang



金光仁

Ray Jin

BRCGS北亚区
Regional Head
BRCGS



王立涛

Jitao Wang

中国质量检验协会
副
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