



# IFPS Regional Forum Global Harmonisation of Fresh Produce Standards The Asia Connection



The International Federation for Produce Standards (IFPS) is pleased to announce its first regional forum on GLOBAL HARMONISATION OF FRESH PRODUCE STANDARDS at the Asia Fruit Logistica in Hong Kong. The forum will take place on 8 September, 15h00-16h00, Conference Room S429, 4<sup>th</sup> Floor, in the Hong Kong Convention & Exhibition Centre.

In this first meeting IFPS will update the Asian Fresh Produce Industry about the progress of global harmonisation in the fresh produce sector, and invites produce leaders in Asia to share their perspectives on industry needs and practices.

## Program IFPS Regional Forum: The Asia Connection

### **15h00 – 15h15 IFPS, Shared Success in Fresh Produce Standardization**

*T. Stenzel (Chair IFPS Board of Directors; CEO, United Fresh Produce Association, USA)*

T. Stenzel is CEO of United Fresh Produce Association based in Washington, DC, USA. UFPA is a partner with Market Intelligence in co-hosting the Fresh Convenience Congress in London, as well as Business Forums in the FRESHCONEX trade fair associated with Fruit Logistica in Berlin each year. Mr. Stenzel will provide a welcome from the Board of Directors, and introduction to the work of IFPS in the areas of Product Identification, Food Safety and Chain Information Management.

### **15h15 – 15h45 Opportunities & Challenges in fresh on standardization**

*T. den Hertog (Chair Frug I Com, Former President of Ahold Asia Pacific and founder of Tops Supermarkets in South East Asia.)*

T. den Hertog is Chair of Frug I Com, the Dutch Association for fresh produce information management. Since he left the retail industry, he has been intensively involved in how the fresh produce industry can optimize supply chains by using international standards. Mr. den Hertog will share his opinion from the perspective of retail, trade, production and supply chain in fresh. He will make a comparison between retail developments in the different continents and focus on the common need for harmonisation in electronic communication and the use of electronic standards as a way of product identification.

### **15h45 – 16h Group Discussion and Q&A**

#### **More info and registration:**

Participation in the meeting is free of charge and open to industry members attending Asia Fruit Logistica. However, space is limited and advanced registration is required on the website of IFPS in order to ensure an effective size group for discussion. More information on the meeting is on the website [www.IFPSglobal.com](http://www.IFPSglobal.com).

We are looking forward to meeting you and engaging in dialogue aimed at advancing harmonisation in global fresh produce standards.



Shared success in Fresh Produce Standardization

**Contacts:**

Tom Stenzel  
Chair, IFPS Board of Directors  
CEO, United Fresh Produce Association  
+1 202 303 3406  
[tstenzel@unitedfresh.org](mailto:tstenzel@unitedfresh.org)  
1901 Pennsylvania Ave. NW  
Washington, DC USA 20006

Ing. Harrij Schmeitz  
Chair, IFPS Communications Committee  
Frug I Com  
+31 (0)79 347 06 20  
[Schmeitz@frugicom.nl](mailto:Schmeitz@frugicom.nl)  
Postbus 280, 2700 AG Zoetermeer  
The Netherlands

**Facts:**

Date: Thursday 8<sup>th</sup> September 2011  
Time: 15h00 – 16h00  
Attendees: 20 – 25 expected  
Duration: 45 minutes + Discussion = max. 60 mins  
Room: S429

