

## Organizers of the Initiative

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**Consorzio Italiasia**, a non profit body organisation, is aimed to support the commercial and industrial collaboration between Italian and Asian companies. In particular, CONSORZIO ITALASIA gathers together more than 300 Italian SMEs belonged to the principal industrial productive sectors. The main activity is focused on promoting and encouraging business opportunities through out the participation to the main Asian fairs, industrial missions, incoming programmes, trading and industrial agreements.

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**Philippine Trade Training Centre (PTTC)**, under the Department of Trade and Industry, is a governmental agency mandated to develop training modules on export and import techniques and procedures; raise the level of awareness of Philippine businessmen of export opportunities and the availability of alternative sources of import products or diversified markets for exports; offer specialized courses for specific industry groups directed at overcoming barriers to overseas market penetration; and conduct training programs in international trade practices, inspection techniques and exhibition mounting.

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**Asia Society for Social Improvement and Sustainable Transformation (ASSIST)** is a non-stock, non-profit organization that aims to improve the quality of life of all stakeholders in society by bringing about better environmental, economic and social outcomes through the use of coherent, innovative and efficient human, financial and physical resources as instruments for learning, growth and sustainable development. ASSIST advocates the inter-relation of both the social and industrial sector in achieving real and sustainable progress.

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# Food Safety

Capacity Building towards Advancing Philippine Food Safety Standards and Strengthening the Philippine-EU Cooperation on Food Trade



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## Our Goal

The Project's goal is to foster cooperation and trade relationships between the Philippines and EU member states through the reduction, if not elimination of hazards/risks in Philippine food production from sourcing of raw materials to production for and distribution to local and international end consumers – in the European Union.

In order to achieve the overall objective, the Project seeks to:

- Encourage selected SMEs that are HACCP certified or implementing HACCP to align their production system to ISO 22000 taking into consideration EU best practices and directives;
- Train Philippine counterparts on ISO 22000 to assist EU consultants during the firm level consultancies
- Increase the international competitiveness of Philippine manufactured food products especially in the EU market;
- Develop a computer based training programme (CBT) that contributes to sustain EU food safety requirements compliance; and
- Facilitate dissemination of information and

## Our Activities

### Project Launching

The project was officially launched last January 15, 2007 at the New World Hotel, Makati City, Philippines

DTI Secretary Alonso (right) providing the Keynote address during the event which was attended by CEOs, NGOs, Government Agencies, Donor Agencies, Association Chamber of Commerce, Invites from the Private Sector.



### Focus Group Discussions

Focus Group Discussion was held at the Regus Hotel, Makati City. This activity aimed to solicit ideas & support from the agencies and private sector in the food industry.



### CEO Forum

With the goal of enhancing project visibility and awareness, the EU Asia-Invest Project entitled "Capacity Building towards Advancing Philippine Food Safety Standards and Strengthening the Philippine-EU Cooperation on Food Trade (Food Safety Project)" conducted a series of CEO Forums targeting the top decision makers of food enterprises. With the cooperation of the regional offices of the Department of Trade and Industry, forums were held in Cebu, Davao, and Pampanga.

### Awareness Seminars

To bring the news of the benefits of ISO 22000, and the requirements for alignment/certification, awareness seminars were conducted in Cebu, Manila, Pampanga, General Santos, Davao and Zamboanga.

In a nutshell, the FSP project was able to reach-out to a total of 454 individuals and 238 SMEs or companies during the seminar, a few short of its target 300 SMEs.

### Firm Level Consultancy

Ten pilot companies were selected and underwent alignment to ISO 22000 through the Assistance of 3 International expert on Food Safety. These companies received free consultation and were also included in the study tour.

### Training of Trainers

The Training of Trainers (TOT) was conducted last July 2-6, 2007 at the Philippine Trade and Training Center, Pasay City, Philippines. Christian Reinfelder from the Michel Institut, Germany, was the international expert who facilitated the 5-day training. Provided that all the participants are already experts in the food industry in their own account, the training focused more on the interpretation and implementation of the ISO22000 – Food Safety Management System.

### Computer Based Training Programs

The creation of the CBT for Food Safety was started second quarter of 2007. A team of local Food experts, IT experts and programmers were gathered to brainstorm on how the CBT should look like, its functions, and the inter-phase between the content and the voice recording.

### Study Tour

The study tour in Italy was held from 14th till 21st of October 2007. The aim of this tour was to help the Philippine companies to fully understand the benefits of alignment to ISO 22000 and to gain exposure to the EU market. One representative from each of the ten companies participated to the tour, together with representative members of the project team.

## Participating Companies

- Mega Fishing Corporation - Cawit, Zamboanga City
- PRIMEX CoCo Products, Inc. - Sta. Cruz, Davao del Sur
- Prime Fruits International, Inc. - Cuambogan, Tagum City
- Central Seafoods Inc. - Cordova, Cebu
- Anjo Farms, Inc. - San Fabian, Pangasinan
- Markenburg International Foods Corporation - Marilao Bulacan
- Navarro Foods International, Inc. - Masantol, Pampanga
- Zest-O Corporation - Canlubang, Laguna
- Moondish Foods Corporation - FTI Complex, Taguig
- Permex Producer and Exporter Corporation - Ayala Industrial District, Zamboanga City

