

# FOOD SAFETY: CREATING OPPORTUNITIES IN WEST AFRICA

Azalai Hotel Abidjan - May 21<sup>st</sup>, 2019

## AGENDA

- 09:00 – 09:30** **Welcome & Opening Remarks**  
[Aoki Kyota](#), 1<sup>st</sup> Secretary, Embassy of Japan to Côte d'Ivoire; [Pierre Magne](#), Vice President, CGECI; [Olivier Buyoya](#), Country Manager IFC
- 09:30 – 09:50** **The Azalai Hotel Group: Aiming to be a Role Model for West African Hospitality in Food Safety**  
[Mossadeck Bally](#), Chairman of Azalai Group  
Our host will describe their journey creating a food safety system and becoming certified. What market influence inspired them to strengthen their food safety system? How did it affect their decision to implement the system?
- 09:50 – 10:50** **Creating Incentives for Food Safety**  
[John Bee](#), Regulatory and Scientific Affairs, Regional Head, Sub-Saharan Africa, Nestlé; [Loukou Konan](#), Quality Manager Casino; [Yvonne Irie Lou](#), President of the Adjame Wholesale Market Cooperative; [Matenin Cisse](#), Quality and Food Safety Manager, Carrefour. (Moderator: [Fanja Ravoavy](#), Senior Operations Officer, IFC)  
How do major multinationals and retailers integrate food safety into their operations? What requirements are imposed on them, and what requirements do they impose on their suppliers? What difficulties have they faced adhering to these requirements? How do they create trust with suppliers regarding adherence to requirements? How do they find the right suppliers?
- 10:50 – 11:30** COFFEE BREAK
- 11:30 – 11:45** **Lightning Talk: GFSI Global Markets Program**  
[Anne Gerardi](#), Program Manager for GFSI; [Veronique Discours-Buhot](#), Director Global Food Safety Initiative, The Consumer Goods Forum  
Overwhelmed with certification requirements? The GFSI Global Markets Program offers a step-by-step approach to improving food safety that is used by hundreds of SMEs all over the world.
- 11:45 – 12:50** **Making the Business Case for Better Food**  
[Francis Batista](#), MD of Solibra; [Joel Ayondokon](#), Technical Director, Olam Cacao; [Dalada Ferdjani](#), MD of FMA; [Khadim Djite](#), Quality Director, Gaselia. (Moderator: [Nelly Feze](#), Senior Industry Specialist, IFC)  
Manufacturing and industry have a unique role to play in food safety discussions. They are not always directly involved in the retail link of the value chain, but if the raw materials and manufacturing processes do not conform to standards, their customers won't be able to sell their products. For this session, panelists will discuss their practical experiences providing safe products to their customers, and will explain the unique food safety challenges related to the manufacturing sector.
- 12:50 – 14:20** LUNCH
- 14:20 – 14:50** **Fireside Chat: Let's Talk Franchising – When Does Quality Make a Difference?**  
[Sylvain Gotta](#), MD of SIPRA (Moderator: [Zeina Mouawad](#), Senior Investment Officer, IFC)  
SIPRA discuss their relationship with suppliers and explain how a concerted food safety effort made a difference. They talk about their difficulties, overcoming them, and the future of their supplier relationship.
- 14:50 – 15:15** **Lightning Talk: How to Avoid the Top Five Common Mistakes when Implementing a Food Safety System**  
[Sarah Ockman](#), IFC Global Food Safety Advisory Lead
- 15:15 – 15:30** **Lightning Talk: The Cost of Non-Quality**  
[Rob Koojmans](#), Food Safety Expert
- 15:30 – 16:30** **Food Safety: A Call for Action**  
[Wilfrid Flottes de Pouzols](#), Regional MD (Francophone) West & Central Africa, SGS; [Thierry Tapé](#), Commercial Director, CODINORM; [Mariame Fadiga](#), Executive Secretary CCES; [Michel Welmond](#), Program Leader (Human Capital Development), World Bank. (Moderator: [Fanja Ravoavy](#), Senior Operations Officer, IFC)  
Representatives from the government, public-private platforms, technical and financial partners, and a certification organization, will underline the importance of food safety for regulators, investors, businesses, development partners, and – above all – consumers. Key questions will include public-private partnerships, the need to develop and / or regulate this area of activity for increasing both investment and consumer safety, and the relevance of support from technical and financial partners.
- 16:30 – 16:45** **Wrap-up & Closing Remarks**
- 16:45 – 17:45** COCKTAILS & NETWORKING

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