



# FOOD SAFETY & QUALITY

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S U M M I T

7-8 MAY 2014 | BEACH ROTANA, ABU DHABI  
UNITED ARAB EMIRATES



# FOOD SAFETY & QUALITY

SUMMIT

7-8 MAY 2014 | BEACH ROTANA, ABU DHABI  
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Dear Participant,

On behalf of Fleming Gulf, we would like to welcome all our esteemed guests, valuable partners, associations, sponsors and distinguished speakers to the '**Food Safety & Quality**' Summit.

Through case study presentations, problem solving sessions, interactive panel discussions and workshops, Fleming Gulf conferences aims to synchronize business with intelligence to provide your organization with a competitive advantage.

We are sure that your attendance at this Fleming Gulf Conference is only the beginning of a long-term business association and that we shall have the opportunity to make a continuing contribution to your organization's profitability and success.

If you would like to offer any comments related to the content or format of the program, or would like to contribute to a future platform, we would be very pleased to hear from you. To that end, we request you to kindly fill in and return the **Conference Evaluation Form** at the registration desk

Thank you for your participation and look forward for an enduring association



**George Vipin Skaria**  
*Senior Conference Producer*  
Fleming Gulf Conferences



**Supreet Thind**  
*Event Coordinator*  
Fleming Gulf Conferences



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Listed below are some administrative details for your information.

1. If there are any changes to the conference program, you will find the updated version in your documentation folder or it will reflect on the board next to the registration desk
2. **Coffee Breaks & Exhibitions** will be held at the **Pre function of Diwan A Ballroom**, while **lunch** will be served at the **Balcony, Mezzaine Floor**. If you have any **special dietary requirements**, kindly inform our Registration Desk during the first coffee break.
3. The **Networking Cocktail Reception** for **Day-I (May 7, 2014)** will be held at the **Pre function of Diwan A Ballroom** commencing at **16:30 hrs**.
4. **Name tags** have been provided to help attendees identify fellow delegates. That apart, the name tags will also assist the conference production team to easily identify attendees when delivering messages.
5. Kindly **adhere** to specified break durations considering the program schedule of the day. The Chairperson shall try his/her best to begin all sessions on the scheduled time.
6. Kindly wait until the end of each presentation for the **Question & Answer (Q&A)** session, the Chairperson shall give an opportunity to raise the questions. Also please introduce yourself and the organization you represent prior to raising a query.
7. Kindly keep your **cell phones** on silent mode or switched off when the session is in progress.
8. Kindly do not forget to fill in the **Conference Evaluation Form** and return the same to the Coordinator at the **Registration Desk**.
9. Your valuable feedback will be of great help to evaluate and enhance our upcoming events.

If you have any queries before, after or during the conference, the Fleming Gulf Team would be happy to assist you with whatever concerns you might have.

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## CONFERENCE

### Wednesday | 7<sup>th</sup> May 2014

## DAY 1

#### 8.00 Registration & Coffee

#### 8.50 Welcome Note By Fleming Gulf

#### 9.00 Chairperson – Welcome Note

**Ian Jenson, Meat & Livestock Australia**

Manager - Market Access Science And Technology, Australia

### Opening Session | GCC Standardizations, Food Safety And Security & Salamt Zadna

#### 9.00 ▶SPECIAL ADDRESS GCC Standardizations For Quality And Food Safety

**H.E. Nabil A Molla, GCC Standardization Organization**

Secretary General

#### 9.40 Salamt Zadna: The Implementation of a Food Safety Management System in Small Catering Business In Abu Dhabi"

**Mariam Al Khaja, Abu Dhabi Food Control Authority**

Salamt Zadna Research Coordinator (Policy and Regulations Sector) UAE

**Mohamed Al Shamsi, Abu Dhabi Food Control Authority**

Salamt Zadna Team Leader (Food Control Sector) UAE

#### 10:20 REZA Hygiene As A Solution Provider

- Personal Hygiene Applications.
- Open Plant Cleaning (Opc) Applications.
- Clean In Place (Cip) Application In Dairy And Beverage Industries

**Ahmad M. Shmoury, REZA Hygiene**

Division Manager, Food & Beverage Sector, Kingdom Of Saudi Arabia

#### 10.30 Coffee Break And Networking



### Session-I | Food Safety And Quality Issues In Transporting Food, Quality Raw Material & Food Safety In The Global Supply Chain

#### 11.00 Organic Versus Non Organic Food

- The Low-Down On Organic Foods
- Ingredients, Contact Substances And Modification Methods
- Food Additives, Pesticides And Other Substances

**Dr. Yasser Mostafa Mohamed, Al Yasra Food Co**

Quality Assurance Manager, Kuwait

#### 11.40 ▶PANEL DISCUSSION Nipping It In The Bud – Low Quality Raw Material Affecting The Final Final Quality Of Food



- Must Have Hygiene Practices At Restaurants And In Catering Companies
- Creating Awareness For Better Food Cooking Practices In Oman.
- Controlling The Contamination Of Meat Products

##### **MODERATOR**

**Ian Jenson, Meat & Livestock Australia**

Manager - Market Access Science And Technology, Australia

##### **PANELISTS**

**Dr. Rasha Salama, Dubai Health Authority**

Senior Specialist Of Public Health - Department Of Public Health And Safety, Dubai

**Ian Jenson, Meat & Livestock Australia**

Manager - Market Access Science And Technology, Australia

#### 12.20 Quality & Food Safety In The Global Supply Chain: Challenges Of Certification And Supplier Assessment

- Evaluate The Risk And Design The Appropriate Surveillance Plan
- Transparent Communication And Exchanges Between The Various Stakeholders Are Key To Achieve Full Compliance Across Supply Chain
- Quality & Food Safety Can Be Supported By Internationally Recognized Certification Schemes

**Dr. Frederic Aymes, Nestle Middle East**

Head Of Quality Management, Dubai

#### 13.00 Prayer Break And Lunch



### Session-II | Nutritional Challenges, Importance Of Warehousing & Perceived Value of Safety

#### 14.00 You Are What You Eat – Nutritional Challenges Faced With Different Kinds Of Food Products

- Implication Of Nutritional Labeling And Population Health
- Controlling Non-Communicable Disease Due To Unhealthy Diet
- Importance Of Nutritional Labeling On Food Products To Make Informed Food Choices

**Dr. Wafa Helmi Rida, Dubai Health Authority**

Director Of Clinical Nutrition

#### 14.40 The Importance Of Warehousing And 3PI In The Full Supply Chain

- The Need For 3PIs
- Control Of Quality Management In Supply Chain
- Warehouse Inspection And Rating Programme
- What Is Halal Supply Chain

**Sebnem Sen, Dubai Multi Commodities Centre**

Warehouse Analyst And Inspection Manager

#### 15.20 ▶PANEL DISCUSSION Perceived Value Of Safety – Imported V/S Locally Produced Food



- Imported Foods: Microbiological Issues And Challenges
- Economic Pressures Due To Outbreak Of Food Borne Diseases
- Imported Food Popular As Compared To Locally Produced Food

##### **MODERATOR:**

**Sebnem Sen, Dubai Multi Commodities Centre**

Warehouse Analyst And Inspection Manager

#### 16.00 Closing Remarks From The Chairman

**Ian Jenson, Meat & Livestock Australia**

Manager - Market Access Science And Technology, Australia

#### 16.20 Networking Coffee



16:30

Speakers & Delegates Are Cordially Invited To A

## NETWORKING RECEPTION



## CONFERENCE

Thursday | 8<sup>th</sup> May 2014

**DAY 2**

### 8.30 Registration & Coffee



### 8.55 Opening Remarks From The Chair **Ian Jenson, Meat & Livestock Australia**

Manager - Market Access Science And Technology, Australia

### Session-III | United Nations Food Safety & Implementing Codex

### 9.00 ▶SPECIAL ADDRESS Role Of The United Nations In Implementing Food Safety And Ensuring Global Nutrition

- Codex – A Jointly Run Initiative By The Food And Agriculture Organization (FAO) And The World Health Organization (WHO)
- Commodity Standards To Protect Consumers From Fraud And Ensure Fair Practices
- Adopting New Limits On eatables, labeling, Hygiene And Carcinogenic Contaminants

#### **Dr. Samy Godefroy, Health Canada**

Vice-Chairperson of the FAO/WHO Codex Alimentarius Commission and Director General of the Food Directorate, Canada

### 9.40 Implementing Codex – International Food Safety Requirements

- Regional Codex Coordinating Committees For Regular Reporting On Actions Taken To Implement Codex Standards In Their National Context.
- Setting Region Specific Benchmarks For The Middle East
- Advising Producers And Consumers On Preventing Food Contamination

#### **Ms Mariam Eid, Agro-Industries Department** Ministry of Agriculture, Lebanon

### 10.20 Coffee Break And Networking



### Session-IV | Food Safety Challenges, International Food Safety Standards & Quality Controls

### 11.00 Food Safety Challenges A Hospitality Perspective

- Challenges faced by the hotel / catering sector
- Identifying risk based priorities
- Tiptle bond a stakeholder engagement

#### **Muhammad Ihsanullah Qamar, Al Bustan Rotana & Al Murooj Rotana**

Cluster Director of Environment, Health & Safety, U.A.E.

### 11.40 ▶PANEL DISCUSSION International Food Safety Standards And Its Relevance To The Middle East



- Continuous Improvement Of Food Safety Management Systems To Ensure Confidence In The Delivery Of Safe Food To Consumers
- The Role Of The Municipalities In The Gulf To Maintain International Food Safety Standards
- Need For Continuous Training And Development Of Employees To Stay Updated On The International Best Practices

#### **MODERATOR:**

#### **Dr. Hassan Bayrakdar, MARS (Middle East, Africa, Turkey And India)**

Head Of Scientific & Regulatory Affairs

#### **PANELISTS:**

#### **Dr. Muhammad Wasif Alam, Dubai Health Authority** Director Public Health And Safety Department, Dubai

#### **Dr. Samy Godefroy, Health Canada**

Vice-Chairperson of the FAO/WHO Codex Alimentarius Commission and Director General of the Food Directorate, Canada

### 12.20 Quality Controls In Food Microbiology Laboratory

- Role Of Microbiological Criteria In Ready To Eat Foods
- Conducting Random Checks To Ensure Food Sampling Is Done
- Aerobic Colony Count

#### **Mrs. Munira Al Alsayegh, Food & Environment Section- Dubai Central Laboratory**

Principal Food Microbiology Specialist

### 13.00 Prayer Break And Lunch



### Session-V | Closing Session: Shelf Life Testing Challenges

### 14.00 Shelf Life Testing Challenges

- Appearance, Odour, Texture And Flavour In Determining Freshness Of Food
- Empowering The Consumer – Labeling Requirements For Imported And Locally Produced Food
- Who Influences The Shelf Life – Manufacture – Distributor – Retailers Or Consumer?

#### **Ian Jenson, Meat & Livestock Australia**

Manager - Market Access Science And Technology, Australia

### 14.40 Closing Remarks From The Chair **Ian Jenson, Meat & Livestock Australia**

Manager - Market Access Science And Technology, Australia

### 15.00 Farewell Networking Coffee







## Prestigious Speakers and Panelists

### **H.E. Nabil A Molla, GCC Standardization Organization** Secretary General

H.E. received a bachelor degree in Chemistry, Biology, from King Saud University, Riyadh/ KSA in 1974 and M.A. in Chemistry, University of Denver, Colorado, USA, 1978. He started his career as a lecturer in the College of Science, King Saud University 1974 then joined Saudi Standards, Metrology and Quality Organization (SASO) as a chemical analyst; since then he has assumed several positions that included Director of Chemical Industries, Director of Standards, Director General for Standards, Deputy Director General, Director General and Governor of SASO. He has been a member of many national and international Organizations, such as Member of ISO Council (2011-2012), Member of the Board of Directors of Saudi Food and Drug Authority, Member of Saudi Consumer Protection Association and Member of the American Society for Quality ASQ. H.E chairs/ ed the board of the Saudi Accreditation Committee, the Commission on Developing Future Strategy of the Kingdom for 2020, and The Training and Scholarship Committee. He has also represented the Kingdom of Saudi Arabia in many meetings of International Standardization Organizations (ISO, IEC, OIML, and BIPM) and has conducted several researches in relation to priorities of GCC Standards, control of traffic, protection against counterfeit, cosmetics, Halal food and was awarded with numerous merit awards. Currently H.E. holds the position as Secretary General of GCC Standardization Organization (GSO) and Director General of the GCC Accreditation Center (GAC).

### **Dr. Samy Godefroy, Health Canada** Vice-Chairperson of the FAO/WHO Codex Alimentarius Commission and Director General of the Food Directorate, Canada

Dr. Godefroy is the Director General of the Food Directorate, in the Health Products and Food Branch of Health Canada and is one of the vice chairs of the FAO/WHO Codex Alimentarius Commission. He has spent over 15 years of his career promoting food safety, food quality, nutrition and consumer protection domestically and internationally. He currently leads a team of over 350 scientists and regulators at the Food Directorate. Health Canada's Food Directorate is the federal health authority responsible for setting standards, developing policies and regulations and providing advice and information on the safety and nutritional value of food. Dr. Godefroy has represented Canada in various international food safety forums under the auspices of Asia-Pacific Economic Cooperation (APEC), Canada/European Union regulatory cooperation and the Codex Alimentarius. He has also served on science advisory boards of various European and North American food safety research and risk analysis networks. In 2011, he was elected as one of the vice-chairs of the Codex Alimentarius Commission (re-elected in 2012). As an active member of the Codex community for over a decade, he has contributed to the development of key Codex standards, such as standards on melamine in food, and most recently, led the development and adoption of the Codex Strategic Plan for 2014-2019. Dr. Godefroy received his Ph.D in Analytical Chemistry, from the University of Pierre et Marie Curie, Paris VI, France. He has authored over 50 publications in peer reviewed journals and books. He is also the founder and Editor in Chief of the "International Food Risk Analysis Journal". He was recently appointed as Adjunct Professor in food and nutrition at the University Laval, Institute of Nutraceuticals and Functional Foods, Québec, Canada.

### **Dr. Rasha Salama, Dubai Health Authority** Senior specialist of Public Health - Department of Public Health and Safety, Dubai

Dr. Rasha is a physician (MB BCH in Medicine and Surgery- 1995) with a PhD in Public health since 2003, a masters degree in Public health in 2000 from Suez Canal University, a masters degree in endocrinology from Cardiff University - UK, and Nutrition Diploma from Oxford University. She joined DHA in 2011 in the Health Policy and Strategy Department, Public Health and Safety Department/ Preventive Medicine Section-as a senior specialist and worked actively to achieve the strategic goals of Dubai health sector strategy through reducing the burden of non-communicable diseases, communicable diseases and injuries in the Emirate of Dubai. She is a member of the national Public Health Law and Communicable disease Law committees in collaboration with ministry of health and a member in the Occupational Medicine Committee working on the initiative of promotion of occupational health and safety in the Emirate of Dubai. Prior to joining DHA, She spent five years in Community Medicine Department - Hamad Medical Corporation - Qatar, as a consultant training candidates for the Community medicine Arab Board and supervising public health thesis dissertations for postgraduates, as well as publishing many papers in reputed public health journals. She was awarded Best Public Health Trainer Award for four consecutive years for Community medicine Department in HMC-Qatar (years 2006 throughout 2010) Dr. Rasha is also currently designated as a lecturer in Faculty of Medicine -Suez Canal University- Community Medicine Department, since 1995.

### **Sebnem Sen, Dubai Multi Commodities Centre** Warehouse Analyst and Inspection Manager

Sebnem moved to Dubai in 2004 having worked in the trade finance and logistics industry in Turkey for over 15 years. Since moving to Dubai she has worked for Corus International and Al Rajhi Group and is currently with the Dubai Multi Commodities Center, which is part of Government of Dubai and is mandated to increase trade flow through the region. In 2011 Sebnem has been pivotal in the development of the pioneering DMCC Tradeflow Warehouse Inspection and Rating Programme which provides the commodity owners and financiers an independent professional rating service for storage facilities within the region. In 2013 Sebnem led the development of the DMCC Tradeflow Halal Inspection and Rating Programme which supports a higher level of trust in the Sharia compliance of asset-

backed Islamic finance transactions. Currently Sebnem is also the board member of CILT UAE and WILME. With almost 25 years of experience in the trade finance and logistics industry she is determined to improve the services provided to all participants.

### **Ian Jenson, Meat & Livestock Australia** Manager - market access science and technology, Australia

Ian is a microbiologist with degrees in microbiology and chemical engineering from the University of New South Wales, in Sydney, Australia. He has worked in R&D, quality assurance and food safety across a number of types of food including fermented foods, dairy products and meat. He has led food safety research at Meat & Livestock Australia for 12 years, publishing widely in the scientific literature and speaking at several international conferences.

### **Dr. Frederic Aymes, Nestle Middle East** Head of Quality Management, Dubai

Dr Aymes received his Master's degree and PhD in Food Microbiology from AgroParis Tech', Paris, France. He has been working for Nestle over the past 15 years in various fields covering R&D for chilled dairy products and probiotics, analytical testing, quality and regulatory management, for several businesses in France, Singapore before joining Nestle Middle East based in Dubai. Dr Frederic Aymes was chairing the Food and Water Safety cluster at ILSI South East Asia from 2010 to 2013.

### **Dr. Hassan Bayrakdar, MARS (Middle East, Africa, Turkey and India)** Head of Scientific & Regulatory Affairs

Dr. Hassan Bayrakdar is the Head of Scientific & Regulatory Affairs for Middle East, Africa, Turkey and India regions in MARS company. He has a Ph.D. in Chemistry, Faculty of Pharmacy, Nancy - France, Lead Auditor ISO 9000 Quality Mgt. Standard. He is a food regulations expert in the Middle East and North Africa region, Quality Assurance Management, Halal, Custom Duty and Food Crisis Management Expert. Dr. Hassan is a member of Several Associations such as the GCC Food and Beverage Alliance (GCCFBA) and International Life Sciences Institutes (ILSI). He is also a member of the Emirates Standards Metrology Authority (ESMA) Food Technical Committee dealing with several topics and share his experiences to develop the GSO (Gulf Standards Organization) Food Standards. Dr. Hassan has 16 years of experience in Corporate Quality Assurance and Regulatory & Scientific Affairs Management in Nestlé Middle East, Dubai.

### **Dr. Yasser Mostafa Mohamed, Al Yasra Food Co** Quality Assurance Manager, Kuwait

Dr. Yasser Mostafa is a quality assurance manager "Al Yasra Food Co." with experience working in the food industry in Kuwait, Egypt and KSA. He is an ASQ - certified quality manager, and an SGS - certified lead auditor for QMS, EMS, FSMS & H&S. He has a bachelor of Veterinary Medicine from Cairo University 1999, Over more than 14 years, Dr. Mostafa accumulated experience as a quality assurance & food safety consultant in Egypt, Saudi Arabia and Kuwait. He qualified more than 70 businesses in these countries against the requirements of quality standards until their systems were certified. In addition he is a Speaker in First Kuwait Food Safety Conference - 09/2011, Speaker in 2nd Kuwait Quality Summit 2012, speaker in 3rd quality summit & 8th Dubai food safety conference 2013.

### **Muhammad Ihsanullah Qamar, Al Bustan Rotana & Al Murooj Rotana** Cluster Director of Environment, Health & Safety, U.A.E.

Currently working as Director of Environment, Health & Safety with Rotana Hotel Management Corporation - one of the leading hotel management chain in Middle East managing over 50 hotels and expanding on great pace. Previously worked with Abu Dhabi International Airport Flight Catering currently known as Etihad Airport Services Post Graduated (M. Sc. Hons) & graduated (B. Sc. Hons) in Food Science & Technology from Department of Food Science & Technology University of Agriculture, Faisalabad Pakistan Have participated as speaker / panelist in various International forums during Conferences, Symposia, Technical Sessions, Workshops and Panel Discussions on topics related to Food Safety, EHS and Sustainability.

### **Ahmad M. Shmoury, REZA Hygiene** Division Manager, Food & Beverage Sector, Kingdom Of Saudi Arabia

Manages the sales staff responsible for the sale of assigned products and services generally for an assigned geographic region or industrial segment. Makes sales directly and/or through assigned sales staff to customers and/or prospects. Develops revenue, volume, and market share objectives for an assigned staff and market area. Establishes and achieves sales and budget goals and marketing strategies for the products/ services sold. Maintains and develops profitable relationships with customers. Identifies and monitors market trends and competitors actions in order to gain the competitive advantage. Develops and administers the annual budget for an assigned area. Develops relationships with industry associations. Trains, motivates, and provides daily management to assigned staff.

## SPONSORS



### Bronze Sponsor: Ecolab

**Ecolab** is the global leader in water, hygiene and energy technologies and services. Around the world, businesses in the foodservice, food processing, hospitality, healthcare, industrial, and oil and gas markets choose Ecolab products and services to keep their environments clean and safe, operate efficiently and achieve sustainability goals. For 90 years, they worked behind the scenes to keep food safe, prevent the spread of infection and protect vital resources. And today we're doing more than ever before. They work in close partnership with our customers and have extraordinary insight into the challenges they face. With on-site presence and the latest technology, they can capture and analyze data from multiple systems, see how processes interact and impact each other, and use this in-depth understanding to solve problems and find opportunities. As a trusted partner for businesses in more than 1 million locations, they provide consistent, world-class service across the globe.



### Bronze Sponsor: Reza Group

**Reza Group**, the division was established in 1998 with a focus on cleaning & disinfection products and services for critical areas in the Healthcare, Institutional & Food Processing industries. The Reza company policy is that it should always hold a market leading position in any field it operates in and that all its business dealings are conducted with the highest professional integrity. With a focus on environmentally green & sustainable hygiene, Reza have recently formed partnerships with leading international companies Rubbermaid Commercial Products USA, world leaders in waste handling, storage & recycling systems, and Rochester Midland Corp USA the first company to conform to GREENSEAL and ECOLOGO standards for green housekeeping products.



## PARTNERS



### Supporting Body

**Government of Canada, Health Canada - Health Products and Food Branch**, the Food Directorate is the primary federal food standard setting body in Canada, developing standards, policies and regulations pertaining to food safety and nutrition. The Directorate is mandated to review and assess the safety of ingredients, processes and final foods; conduct risk assessments, policy development and manage regulatory programs pertaining to chemical and microbiological safety and the nutritional quality of foods. The Directorate plays a key role in supporting the Canadian Food Inspection Agency (CFIA) in the management of food incidents and food safety investigations by timely conducting health risk assessments. The Directorate is also responsible for the surveillance of chemicals, nutrients and microbial contaminants in food and diets. The Directorate administers a focused research program in food safety and nutrition to support its standard setting mandate.



### Supporting Association

**The Supply Chain & Logistics Group (SCLG)** of Middle East is a non-profit organisation established to promote the cause of supply chain & logistics. This group brings an opportunity of education, training, seminar and networking among like minded professionals and corporations on global basis. The group is now operating with the legal backing of the Dubai Chamber of Commerce and Industry and is founded with the help of senior management professionals representing variety of industries on Supply Chain. This group shall strive to bring the best of education, seminars and interaction through partnership/ alliances with a variety of similar bodies across the globe. [www.sclgme.org](http://www.sclgme.org)



### Supporting Association

**Halal Research Council** is an organization working globally on Halal certifications in order to cater the needs of food and nutrition agencies and side by side non-food agencies especially in the FMCG sectors. Halal Research Council certifies the products under the reverent coordination of recognized Shariah Supervisory Board, Highly qualified Food Technologists, Chemical Engineers and R&D professionals in respect of eligibility for Certification through research based methodology scrutinizing the sources of ingredients, examining the entire supply chain, chemical examination and analyzing Shariah prospects of ingredients used in the products. Website link: [www.halalrc.org](http://www.halalrc.org)

## MEDIA PARTNERS

### Food Logistics

**Food Logistics** is published by Cygnus Business Media, a leading diversified business-to-business media company. The publication serves the information needs of executives involved in various aspects of the global food, beverage, and consumer packaged goods supply chain. Through their print and digital products, they provide news, trends and best practices that help the grocery and foodservice suppliers, distributors, and retailers make better business decisions. Visit them online at [www.foodlogistics.com](http://www.foodlogistics.com)



### HalalFocus.com

**HalalFocus.com** is a news resource for the global Halal industry and the Muslim consumer. Providing daily news updates, cutting edge commentary and in-depth analysis on the developments within this fast moving international Halal sector. The Halal sector covers the full range from farm-to-fork, and it is developing rapidly. In order to take advantage of the opportunities that this market offers, make sure you know what is going on in countries around the world that are taking Halal seriously from governments, multinationals, down to small enterprises hoping to find their way into the international marketplace with Halal products. [www.halalfocus.com](http://www.halalfocus.com)



### The Link

**The Link** is a pioneering, exclusive, the only one-of-its-kind industry-centric, one-stop, monthly B2B publication committed to providing world-class, focused, accurate and up-to-date business information & market intelligence, media and advertising solutions on the promising and burgeoning Supply Chain Management & Logistics industry in the Middle East, North Africa, the South Asian subcontinent, the CIS nations and indeed across the globe. In tandem with reporting news on its sophisticated, comprehensive network of experienced, savvy, knowledgeable news correspondents in the region, The Link also provides media solutions designed to successfully promote products and services to a regional and global audience in an increasingly interconnected and inter-dependent world. The Link is your dependable media source for connecting with and making a breakthrough in the supply chain and logistics world in the Middle East & other major regional and international hubs. The Link, professionally produced and well regarded in industry circles, is your conduit and media window for up-to-date, topical, reliable information on the state of the industry.



## MEDIA PARTNERS

### SupplyChainBrain

**SupplyChainBrain**, the world's most comprehensive supply chain management information resource, is accessed year round through a wide range of ever evolving multi-media formats by hundreds of thousands of senior level industry executives. In addition to addressing the fundamental principles of supply-chain management, SupplyChainBrain identifies emerging trends, technologies and best practices, forward thinking ideas and cutting-edge solutions-and continues to write and report about these as they evolve and mature.



### Eye of Riyadh

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### iChannel

**iChannel** is a personalized supply chain news and information service. It offers the latest news and information for your interests from thousands of newspapers, magazines, and websites. You can follow your supply chain channels as you go. [www.ichannel.com](http://www.ichannel.com)



### Air Cargo Update

**Air Cargo Update** is the only independent pan regional bi-monthly magazine featuring news, views and analysis of the challenges and changes faced by the fast-growing and ever-changing air cargo industry. Operations have undergone a sea change in the last decade evolving with transformations marking a world of information technology, business management, globalisation and 'free markets'. Along with the meteoric rise of logistics companies, a new breed of highly-competent professionals has emerged to define new attitudes at the workplace. The new buzzword is 'quality' and profits are no longer being measured purely in terms of money.





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