



Food Safety - “Everyone’s Business”

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Abstract:

The Global Food Safety discussion is facing a number of challenges, the most important being working in an almost unknown sphere, unrecognized by the public due to it getting very insignificant media exposure and coverage. Only in the case of a major product recall, or as we’re going through at the moment, the occurrence of a pandemic which ignites awareness and fear, full media coverage is warranted. This presentation aims to determine how the topic of Food Safety, with the participation of international organizations, governments, universities and companies, can be made known more broadly with the aim of achieving an enhanced awareness. As we know, in today’s world everyone is overloaded with daily information therefore making it necessary to identify a trusted source to communicate with the public. An online research reveals that in many countries the so called “trusted brands” are accepted as this source of information. My suggestion is to create a partnership platform which would include these trusted brands so as to improve the communication strategy and increase awareness of the importance of food safety on a regular basis.

Biography:

Holger Wagner completed his Masters at Technische Universität Berlin, 1976 1981 Masters at Technical University Berlin, Germany Retail, Management, P&L Management, Leadership, Business Strategy, Strategy, Start-ups,



Business Development, Market Research, Business Planning, Operations Management, Negotiation, Sales, Food, FMCG, P&L, New Business Development, Team Building, Merchandising, Team Management, International Business, Forecasting, Purchasing, Franchising and Profit.

Publication of speakers:

1. Holger Wagner, Stability of multiple alignments and phylogenetic trees: An analysis of ABC-transporter proteins family
2. Holger Wagner, Fibonacci-Cayley Numbers and Repetition Patterns in Genomic DNA
3. Holger Wagner, Stability of multiple alignments and phylogenetic trees
4. Holger Wagner, Exploring Genetic Associations of Alzheimer’s Disease Loci With Mild Cognitive Impairment Neurocognitive Endophenotypes
5. Holger Wagner, Genetic estimators of DNA methylation provide insights into the molecular basis of polygenic traits.

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