

Global Industry leaders highlight food safety issues amidst pandemic at 6th Food Safety Forum

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GS1 HK Launches Trusted FoodNet to Promote Information Visibility

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The continuous spread of COVID-19 has triggered grave concerns on food safety, as Mainland China found positive coronavirus results on the frozen food and packaging imports in multiple occasions. In Hong Kong, the Centre of Food Safety had reported negative results on more than 1,000 food import samples by the end of 2020, local regulations also require food importers and distributors to maintain records of the movements of food to facilitate track-and-trace.

Delivering an opening address online, the Under Secretary for Food and Health, Dr Chui Tak-yi, said, "In a globalised economy with the food chain getting increasingly complex, similar to many other places, Hong Kong attaches great importance to food traceability. Legislation, technology, innovation and big data analysis provide immense possibilities for us to enhance our food monitoring capability and traceability, leading to safe food on the table. Staying ahead of the curve will be imperative to the food industry, especially when we anticipate more digital and traceable food system. (For the full opening

speech please visit: <https://youtu.be/7m2494GPm10>)

As online shopping prevails, consumers' demand for more transparent and reliable food information soars. To foster open information sharing among the F&B community, GS1 HK introduced Trusted FoodNet, <https://trustedfoodnet.gs1hk.org/>.

Ms May Chung, Chairperson of Hong Kong Food and Beverage Industry Advisory Board of GS1 HK, and General Manager of Nestlé Hong Kong Ltd commended the effort. "The 'Trusted FoodNet' initiative by GS1 HK has our full support, which I believe will enhance the transparency of our trade." He urged industry peers to join the platform to increase trust among stakeholders, and raise the bar for food safety together.

Co-located with the Forum, the "Quality Food Traceability Scheme" award presentation ceremony was organised to mark the achievement of 20 food-related companies which demonstrated outstanding performance in food traceability. <https://www.gs1hk.org/quality-food-scheme>.

Ms Anna Lin, Chief Executive of GS1 Hong Kong, appreciated their insights and underscored food safety as a shared responsibility. "Committed to promoting local food safety, GS1 HK will continue to connect with the industry, government, consumers and other stakeholders and foster more experience sharing and exchange on innovations and technologies. Together we will uplift the food safety standard and propel our industry growth."