

The Proactive Food Safety Conference, 13th November, 2025
Just Eat Takeaway.com N.V., Piet Heinkade 61, 1019 GM Amsterdam, The Netherlands



Welcome To The 2025 Proactive Food Safety Europe Conference

Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



08.30 Registration & Informal Networking

09.00 GIC Welcome & Morning Chair's Opening Remarks

Steven Glass, Global Director Food & Product Safety, **Just Eat Takeaway.com**



AI & New Tech Advances - Panel Discussion

09.10 Unlock AI & Emerging Technologies To Elevate Predictive, Proactive & Powerful Food Safety Strategies That Drive Next-Level Risk Across Operations

- What kind of data should you be collecting now, and how should it be formatted to train robust AI models for food risk detection, future trends, and predictive safety interventions?
- From inspection and labelling to shelf-life prediction, uncover tangible case studies of AI integration across the food chain and assess what success really looks like in action!
- As AI becomes more integrated into the food industry, how can companies put ethical safeguards, accreditation standards, and bias checks in place to ensure the results are safe, compliant, and responsible?

Ilker Turker, Food Safety Manager, **Ferrero**



FERRERO

Karolina Braga, Product Manager, Food Experience and Product Safety, **Just Eat Takeaway.com**



Securing Consumer Trust

09.40 Earn Long Term Consumer Trust That Lasts Beyond Inspection Reports Through Top-To-Bottom Transparency & Traceability

- In the age of AI-generated content and social media scepticism, how can brands proactively communicate accurate food safety and quality information to combat potential mistrust with consumers?
- When safety issues arise, consumer trust can be lost in seconds! How can you maintain consumer confidence and demonstrate rapid, responsible action when contamination scares hit?
- Trust is built, not bought! Drive speedy, empathetic, and open comms during safety incidents and ensure consumer distrust isn't amplified through poor communications

Derek Amoros, Quality & Food Safety Compliance | EMEA Region, **Grupo Bimbo**



Jose Carlos Estebanez, Quality & Food Safety External Operation | EMEA Region, **Grupo Bimbo**



Food safety, backed by independent certification, is fundamental to customers' confidence in your products.

At all stages of food safety certification – from your first conversation on food safety standards to your post-audit plan for continuous improvement – you deserve a trusted certification partner to handle each step. At FoodChain ID, we know that food safety certification is more than the yearly audit.

How does your company show commitment to consumer trust in food safety?

60% of consumers somewhat or completely agree that food safety is a top priority for the food industry.

(International Food Information Council)



Why FoodChain ID for Certification?

- Broad pool of highly-trained auditors
- Food is our specialty, unlike many certification bodies
- Customer single point-of-contact saves you time
- Highly responsive customer & technical team
- Global Audit and Certification system
- Branch offices in 6 countries
- Auditors in 22 countries, auditing in 20 languages
- BRCGS 5 Star Rating

Accredited certification under USDA, Accredia, ANSI, UKAS, Belac, IBD Body, IOAS, INMETRO, Bonsucro, MAFF

What customers say about FoodChain ID

“They exceed my expectations. The phenomenal customer service makes it a partnership.”

– Shiv, ingredient company

“Every step, from technical support to the audit to the final certificate, you have been a top-notch partner!”

– Jim O, food manufacturer



Beyond the Wrapper: Managing Food Safety in a Circular Packaging World

10.00 Managing Food Safety in a Circular Packaging World

As the food industry continues to shift to more sustainable packaging solutions through consumer sentiment as well as regulatory drivers, packaging safety has never been more complex—or more critical. This talk explores how evolving regulations and the circular economy challenge traditional approaches to packaging compliance and food safety. We'll discuss real-world challenges companies face in managing food contact migration risks, transparency and traceability through the packaging supply chain.

Chetan Parmar, SVP, Technical Service EU Asia, **FoodChain ID**



10.15 Morning Refreshment Break With Informal Networking

10.45 Practical Genomics & Benefits for Food Manufacturers

For many years genomics has been available to the food industry as a tool to improve quality, but the cost, time to result, the difficulty to understand and transform them to actionable insight were the main blocking point to embrace this technology within routine use. Today AUGMENTED DIAGNOSTIC proposes a comprehensive approach that enhances knowledge to attacks Root causes rather than just managing symptoms. Through a proactive approach that combines data science, bioinformatics and genomics allowing Food manufacturers to identify and manage risk, remove waste, improve flow and crucially reduce the total cost of production.

Lina Otero, Data & Genomics Business Development Manager- Northern Europe, **bioMérieux**



YOUR GUIDE TO SOLVING FOOD SAFETY & QUALITY CHALLENGES WITH AUGMENTED DIAGNOSTICS

Unlock new and actionable insights to answer the most important questions, solve your unique challenges, and improve your operations.

1 FRAME YOUR QUESTION

The first step to finding a solution, is to understand the problem. Identifying the question you are most interested in answering is critical to focus the problem-solving approach.

How do I fight a persistent pathogen strain in my production environment?

How do I keep my finished product from spoiling?

How can I make test results more actionable?

How can I speed up decision making and catch problems earlier?

How can I focus my budget and resources where it matters most?

4 UNLOCK NEW INSIGHTS

Now more than ever, data and genomic tools are giving organizations the ability to truly focus on and understand their "small data" for the first time.



Whole Genome Sequencing

Whole genome sequencing is gaining traction as more organizations are leveraging this tool to provide more in-depth, precise data — with Augmented Diagnostics, WGS data is analyzed to deliver clear, meaningful results that will inform solution-oriented actions.



Metagenomics

Metagenomics provides a more complete analysis, revealing a product's microbiome to pinpoint relevant spoilers, enabling enhanced screening for risk mitigation throughout production.



Digitalization

Digitalizing testing programs automates processes, ensuring precision and expediting information access for decision-making, while also presenting data trends that aid in early issue detection.



Predictive Models

Expertise-linked predictive models correlate testing, manufacturing, and supply chain data to connect the dots and assess future risk.



2 TOOLS & TEAM

Once your critical question is identified, assemble the tools and the team that will augment the problem-solving approach.



Invest in Advanced Tools

It's important to understand not just what types of technology are available, but if the tools will provide data that act as actionable answers to your questions.



Rely on Experts

Find the right partner that addresses your specific goals and unique challenges. Ensure the expertise of your partner fits both current and future needs.

3 LEVERAGE THE RIGHT DATA

While there is an abundance of data that can be collected across food processing — from raw materials to end-user consumption — your smallest data will be the most important anchor points to drive actionable insights.



Big VS Small Data

The term "Big Data" has been a buzzword for many years, but molecular diagnostic tools are giving organizations the ability to truly focus on and understand their specific "small data" for the first time.



Dynamic Risk Assessment

Take the "small data" that is gathered from incidents and augment it with expertise in microbiology and food safety to solve complex challenges and better anticipate risk.



5 MAKE DECISIONS & TAKE ACTION

Now that you have collected and analyzed the right data, you can take informed actions for a variety of potential outcomes:

- Optimize sanitation programs
- Eliminate pathogen reservoirs
- Improve process interventions
- Increase supply chain reliability
- Accelerate product release
- Reduce hold times and storage costs
- Contribute to sustainability goals
- Prevent production stops
- Maintain regulatory compliance
- Avoid recalls



Get started by visiting our website and getting in touch with our experts.

go.biomerieux.com/augmented-diagnostics

GO BEYOND THE TEST.

With the Augmented Diagnostics suite of solutions and diverse expertise, you can answer your most important questions and improve your operation.

Your Trusted Partner in Augmented Diagnostics

Powerful Allergen Controls – Panel Discussion

11.00 Driving Faster Transformation In Customer Communications Build Uncompromising Allergen Control Systems That Guarantee Transparency, Safety & Consumer Confidence In A World Where “May Contain” No Longer Cuts The Mustard

- How can you build robust, end-to-end allergen control systems that ensure allergen traceability, eliminate cross-contact risks and inspire consumer confidence with every ingredient?
- With more shoppers looking for ‘free-from’ options, how are food brands keeping allergen risks in check across a wide and growing range of products?
- Smarter, faster, safer: what are the latest breakthroughs in allergen testing and how can they help you catch risks sooner, test more efficiently, and protect every product that leaves your shelf?

Simon Flanagan, Research Fellow – Global Food Safety, **Mondelēz International**



Laure Roger, Former Food Safety Manager, **Flora Food Group**



David Hitching, Global Food Safety Manager, **Just Eat Takeaway.com**



Richard Brittain, General Manager – Operations EMEA, **AIB International**



Sustainability In Food Safety

11.30 Advance Food Safety Without Compromising Sustainability By Rethinking Packaging, Cutting Food Waste & Aligning Safety Protocols With ESG Targets

- Is your packaging protecting the planet or just your brand? As pressure mounts to reduce single-use plastics, how can businesses adopt eco-friendly materials without compromising on hygiene, shelf life, or contamination risk?
- When non-sustainable materials are the better alternative to food waste, how can you effectively make sure that wider teams understand the vital decision making behind material selection?
- Is your food safety strategy overlooking your carbon footprint? As carbon emissions become a key business metric, how can food safety and sustainability truly align if businesses don't first understand their carbon footprint?
- From shelf-life labelling to smart storage guidelines, how can food safety teams contribute to cutting food waste without increasing risk in 2025 and beyond?

Griet Allegaert, Director Quality Assurance, **Delhaize Belgium**



Making the 'Invisible' Visible

11.50 Shape A Future-Focused Culture That Boosts Digital Innovation & Champions Engagement To Ensure Long-Term Transformation Success

- From invisible to eliminated – How Food Radar® microwave technology identifies low-density contaminants like soft/hard plastics, wood, rubber, and fruit stone fragments that are missed by traditional inspection systems.
- Closing the safety gap – Adding a vital detection layer beyond metal detectors and X-ray, targeting contaminants that are “invisible” to conventional methods.
- Quality and consistency gains – Detecting unwanted lumps of pasta, cheese, starch, pectin, and even accumulation of leaves, ensuring a smoother, more consistent final product.
- Proven industry impact – Trusted by leading global food manufacturers to protect consumers, safeguard brands, and meet the highest food safety standards.

Anton Alveflo, Application Engineer & Business Developer, **Food Radar Systems**



FOOD RADAR®

From Invisible to eliminated

The Food Radar® detects
and removes truly low-density
foreign bodies.



FOODRADAR.COM

How it
works! →



Effective Labelling Strategies

12.10 Implement Clear & Consistent Labelling Strategies To Strengthen Trust, Ensure Transparency & Guarantee Product Safety & Help Consumers Make Safer Choices From The Get Go

- What are the best practices for allergen origin and nutritional labelling, and how can your teams embed them within businesses?
- Discover how to design labelling strategies that go beyond compliance to protect consumers and build trust.
- Learn why allergens remain the biggest risk for food companies and how a risk-based approach, combined with cross-functional collaboration and consumer-centric design, prevents incidents.

Laura Capponi, Ice Cream Quality Strategy Manager, **The Magnum Ice Cream Company**



Food Safety 4.0: Where Molecular Microbiology Meets Technological Intelligence

12.30 Contributions From Their Molecular Microbiology Solutions & Advanced Technologies to Contemporary Challenges in Food Safety

Laurent Rayar, International Business Development Manager, **Kreglinger Product Safety NV**



Laura Rivero, Global Customer Success Manager, **TAAG Technologies**



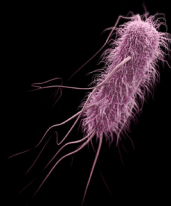
TAAG Technologies

A NEW GAME CHANGER TECHNOLOGY:

AiGOR™

10,000X GREATER SENSITIVITY POWERED BY ADVANCED RNA TECHNOLOGY

Ai-powered, same-day pathogen detection.



One bacteria in your sample is enough to be detected
(1 CFU/mL or 1 CFU/g)

Results in hours, **not days.**



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12.45 Topic Generation Submission

We would love to hear your thoughts on potential topics or ideas of one-day brand led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!

12.50 Lunch & Informal Networking For Speakers, Delegates & Partners

13.20 Informal Breakout Sessions Within The Networking Room

A) Ingredients & Raw Materials

Anna Pozarova, Group Technical Manager, **Randall Parker Food Group**



13.50 Afternoon Chair's Opening Remarks

Alexis Guest, Group Compliance & Sustainability, **Dalziel Ingredients**



Powerful Food Safety Cultures – Panel Discussion

14.00 Why Do Strong Food Safety Cultures Still Make Headlines In 2025? Embed Food In Day-To-Day Actions, With Empowered Teams, Proactive Mindsets & Consistent Leadership Support That Stick Through Staff Turnover

- Lead from the top: with the FMCG sector under pressure, how do you make food safety a boardroom priority when top execs are juggling tight timelines and bottom-line pressures?
- People and processes go hand in hand! Create a successful company culture by tackling training fatigue, onboarding gaps, and disengagement to ensure every team member understands the why and not just the how of food safety
- Go beyond compliance to create internal audits that genuinely reflect culture, highlight blind spots, and maintain standards amid labour challenges and shifting operational demands

Virginie Rivas, Global Director Regulatory Affairs, Food Safety & Trade Compliance, **Bel**



Laura Capponi, Ice Cream Quality Strategy Manager, **The Magnum Ice Cream Company**



Ralf Foekens, Group Food Safety Specialist, **Zeelandia**



Nathalie Dhuyvetter, Technical Manager Nordics CE & QEHS Manager Benelux,
Schweppes International Limited



Ashvini Pancholi-Dhillon, Senior Regional Sales Manager EMEA, **AIB International**



Estela Serrano, Global Quality Head of Supplier Audits & Performance, **Barry-Callebaut**



A group of food safety professionals in white uniforms and hairnets are standing in a commercial kitchen. In the foreground, a man in a white chef's coat and hairnet holds a clipboard and looks towards the camera. Behind him, several other team members, both men and women, are smiling and standing in a line. The background shows stainless steel kitchen equipment and shelving.

*When Knowledge
Is Shared,
Food Safety Standards
Grow Stronger.*

**STRENGTHENING COMPLIANCE.
EMPOWERING TEAMS.
BUILDING TRUST.**

AIB International's nonprofit initiative advances global food safety by making expert-led training, practical tools, and independent research accessible to every manufacturer.

Learn more at: www.FoodSafetyEducation.org

Building Resilient Supply Chains

14.30 Fortify Your Supply Chain In A Rapidly-Changing Global Landscape To Guarantee Product Safety, Minimise Risk & Deliver Full Traceability Across Every Link In The Chain

- As outbreaks like avian flu and bluetongue disrupt sourcing and cross-border trade, how can you maintain rigorous safety standards while navigating delays, closed routes, and shifting supplier availability?
- One weak link? Not an option! How can procurement teams stay agile amid geopolitical disruption without compromising safety or increasing fraud risk?
- When faced with onboarding new suppliers, how can risks be minimised to ensure safety from day one?

Anna Pozarova, Group Technical Manager, **Randall Parker Food Group**



14.50 Technology As The Enabler Of Trust In Food & Safety

Hamid Azimi, Industry Solution Consultant, **Centric Software®**



FOOD & BEVERAGE

Next-Gen PLM solution for Manufacturers and Retailers

Use a robust product lifecycle management platform to drive innovation and maximize profitability from ideation to retail. One single version of the truth shared in real time.



ENSURE EFFECTIVE COLLABORATION

with built-in workflows, dashboards and task alerts. Ensure effective collaboration in complex projects, providing stakeholders with a clear vision of their milestones and progress, while enhancing the structure and overall management of data.

ACCELERATE RECIPE DEVELOPMENT

with a powerful dedicated formulation workspace. Easily create new recipes that meet all requirements (cost targets, claims, regulations, etc.). Generate the ingredients and allergens declaration, calculate the nutritional values and ensure regulatory compliance with built-in recipe screening.

GUARANTEE TRACEABILITY AND SECURE COMPLIANCE

by tackling regulatory requirements and blacklists with ingredient screening in recipes. Efficiently manage the specifications of finished products, raw materials and packaging components and ensure legal compliance and compliance to nutritional market standards or rating systems (such as Nutri-Score).

STREAMLINE SOURCING

by connecting suppliers through Centric PLM's supplier portal to improve end-to-end collaboration. Issue RFQs/RFPs and easily compare price quotes. Gain full visibility into material costs, margins and run cost scenarios. Control flow of information while providing suppliers secure access to key data.

OPTIMIZE PACKAGING AND LABELING

via sourcing and packaging configuration and artwork proofing. Capture and share packaging specifications and create artwork briefs using templates are automatically populated with up-to-date product information.

ENABLE SUSTAINABILITY

and collect specifications and composition details needed for environmental impact analysis. Track sustainable targets like material reduction goals and component certifications to facilitate reporting of KPIs.

THEY TRUST US



Request a demo!

Sustainability In Food Safety

15.05 Advance Food Safety Without Compromising Sustainability By Rethinking Packaging, Cutting Food Waste & Aligning Safety Protocols With ESG Targets

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Zoltan Syposs, Senior Vice President, Quality Food Safety, **DANONE** Europe



15.25 Evaluation Form & Feedback

We would love to hear your thoughts from the conference today, please do submit your feedback via the QR code on the screen. Many thanks in advance!

15.30 Afternoon Refreshment Break With Informal Networking

AI for Food Safety & Customer Delight

16.00 AI for Food Safety & Customer Delight: Enhancing Safety & Experience in Food Delivery Platforms

- Just Eat Takeaway.com (JET) is exploring AI to enhance food safety and customer experience.
- The future vision includes predictive safety intelligence and hyper-personalized menus.
- JET aims to build trust in food delivery through data-driven safety.

Karolina Braga, Product Manager – Food Experience and Product Safety, **Just Eat Takeaway.com**



Konrad Treter, Product Manager, Food Experience and Product Safety, **Just Eat Takeaway.com**



Future Trends & Emerging Risks – Spotlight Session

16.20 Build Smarter, More Resilient Food Safety Operations By Leveraging New Tech That Tackle Emerging Risks Before They Become Threats

- What's next in food safety? From supply chain shifts to consumer preferences, identify the macro trends re-shaping the global food systems in 2025 and beyond!
- What are the future demands from consumers around traceability, labelling, and real-time risk communication—and how should companies respond?
- How can food safety leaders collaborate with teams early on to spot and mitigate hidden risks tied to eco-packaging, upcycled ingredients, and new circular models?
- Assess the role of new tech in forecasting and mitigating risk while delving into advanced technologies that can be utilised to boost food safety programs from the get-go!

Estela Serrano, Global Quality Head of Supplier Audits & Performance, **Barry-Callebaut**



Digitalisation For Safer, More Effective Food Ops

16.40 Driving Smarter Food Safety By Harnessing The Power Of Digital Tools That Maximise Efficiency & Build A Future-Ready Operations Framework For 2025 & Beyond

- How can digitalisation across systems help food safety teams easily track product info and stay compliant throughout every step of production?
- Data is the recipe! How can we effectively harness digital tech to streamline data collection during food safety procedures to ensure faster and more accurate inspections?
- Discover the latest digital innovations that can help transform food safety audits, streamline processes and enhance accuracy to empower teams at all levels

Alessandro Merlo, Food Safety & Quality Manager, **KellyDeli**



17.00 Afternoon Chair's Closing Remarks & Official Close Of Conference

Alexis Guest, Group Compliance & Sustainability, **Dalziel Ingredients**

