Proactive 25.11.26 EUROPE
FOOD SAFETY
COUNTER RISKS, PROTECT CONSUMERS
www.foodsafetytrendsconference.com

OFFICIAL PROGRAMME

Welcome To The 5th Annual Proactive Food Safety EU Conference

Wednesday 25th November 2026

Just Eat Takeaway International Headquarters, Amsterdam

Please note that these 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

gic
GLOBAL INSIGHT CONFERENCES

THE DAY AT A GLANCE

Programme Overview

08.30	Registration & Informal Networking
09.00	GIC Welcome & Morning Chair's Opening Remarks
09.10	AI IN FOOD SAFETY AI In Food Safety
09.30	FOOD SAFETY CULTURES Food Safety Culture
09.50	Foreign Materials Mitigation Strategies
10.10	MAKE CONSUMERS SMILE Why Do We Want To 'Make Consumers Smile' In Our BEL Quality Culture
10.30	Morning Refreshment Break with Informal Networking
11.00	From Fragmented Data to Predictive Food Safety
11.15	ALLERGEN MANAGEMENT – PANEL Q&A Allergen Management
11.45	Points, People & Burgers
12.05	DIGITAL FOOD SAFETY Exploring AI-Assisted Computational Methods To Power Proactive Early Warning & Hazard Assessment In Ingredients
12.25	RECALLS & CRISIS MANAGEMENT Recalls & Crisis Management
12.55	Not Just Another AI Keynote
13.10	Lunch & Informal Networking For Speakers, Delegates & Partners
14.10	Afternoon Chair Opening Remarks
14.20	SUPPLY CHAIN RESILIENCE – DOUBLE PERSPECTIVE Sourcing, Verifying & Protecting Your Supply Chain When Geopolitics, Climate & Conflict Keep Changing The Rules
15.00	AI INTEGRATION IN REGULATORY, FOOD SAFETY & SCIENTIFIC AFFAIRS From Compliance Gatekeeper to Strategic Value Creator
15.20	Afternoon Refreshment Break with Informal Networking
15.50	EMBEDDING FOOD SAFETY CULTURE THROUGHOUT Making Food Safety Everyone's Responsibility – Leadership, Learning Culture & The Behaviours That Actually Drive Lasting Change Across Your Organisation
16.30	Afternoon Chair's Closing Remarks & End of Conference

FULL PROGRAMME

Sessions & Speakers

08.30 REGISTRATION & INFORMAL NETWORKING

09.00

WELCOME

GIC Welcome & Morning Chair's Opening Remarks

MORNING CHAIR

David Hitching
Food Safety Manager – Europe
Just Eat Takeaway.com



09.10

AI IN FOOD SAFETY

AI In Food Safety: Real Applications, Honest Limitations & How To Implement Without Losing Human Oversight Or Accountability

- From visual inspection cameras on production lines to AI-driven complaint analysis and early warning systems – cut through the hype with case studies showing what is genuinely working in food safety operations right now
- Understand where AI delivers the most value: predictive risk detection, supplier performance monitoring, manufacturing plant analytics and consumer feedback integration – and where the technology still falls short
- Confront the industry's biggest AI blind spot: when teams stop feeling accountable because a system is doing the checking, what happens when something goes wrong – and how do you build oversight into your adoption strategy from day one?

SPEAKER

Ilker Turker
Food Safety Manager
Ferrero



FERRERO

09.30

FOOD SAFETY CULTURES

Food Safety Culture: Measuring What Matters, Correcting What Does Not & Embedding Real Accountability Across The Whole Business

- Food safety culture is no longer a nice-to-have: it is now an explicit compliance requirement under FSSC 22000 and GFSI certification standards – understand what the latest position paper requires, what has changed and what your business must now demonstrate
- Move beyond posters and training sessions to assess your organisation's true cultural maturity: explore the tools, metrics and benchmarking approaches that tell you where your gaps are and how to act on them
- The hardest challenge is not the quality team – it is everyone else! Hear how leading businesses are embedding food safety behaviours into procurement decisions, operational practices and leadership accountability well beyond the factory floor

SPEAKER

Geke Naaktgeboren-Stoffels
Global Quality & Regulatory Director
Nutreco



nutreco

09.50

SESSION

Foreign Materials Mitigation Strategies

- Foreign material risks require a proactive, layered approach
- Inspection technology is strongest when combined with effective response strategies
- Recovery solutions can help protect consumers, reduce waste, and preserve product value

SPEAKER

Selma Lazreq
Country Manager
FlexXray



10.10

MAKE CONSUMERS SMILE

Why Do We Want To ‘Make Consumers Smile’ In Our BEL Quality Culture

- Inside the quality strategy shift from ‘Quality Food Safety’ to ‘Make Consumers Smile’
- How each function in BEL supports the Make Consumers Smile Programme
- Learnings of the Make Consumers Smile Programme

SPEAKER

Peer de Jong
Global Quality Director
BEL



10.30 **MORNING REFRESHMENT BREAK WITH INFORMAL NETWORKING**

11.00

SESSION

From Fragmented Data to Predictive Food Safety: How Structured Data Helps & Where AI Fits

- Food safety teams must answer urgent traceability questions after a positive result, while the required data sits across separate systems. This session shows how connected data links supplier lots, recipes, production batches, QC results, environmental monitoring, and release decisions.
- Connected records support faster incident investigation, recall response, allergen change review, and environmental monitoring trend analysis.
- The session explains where AI can support food safety without removing accountability. AI can gather context, extract information, and surface patterns, while people retain decisions about release, hold, recall scope, supplier approval, and risk.

SPEAKER

Luke Baghdadi
Account Executive
Uncountable





FlexXray specializes in advanced inspection and recovery services for food manufacturers, using X-ray and other technologies to detect and remove foreign contaminants. They help ensure product safety, reduce waste, and protect brand reputation by salvaging quarantined products efficiently, supporting compliance with industry standards and regulatory requirements.

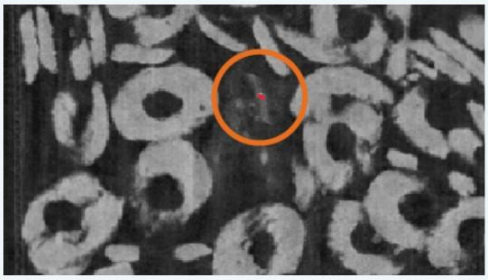


X-RAY INSPECTION IMAGE



PRODUCT: Jarred Sauce
CONTAMINANT: Glass

CT INSPECTION IMAGE



PRODUCT: Formed Chicken Rings
CONTAMINANT: Stone

The Food Industry's Trusted Leader for Foreign Material Inspections

Selma Lazreq
Country Manager, FlexXray France
contact-france@flexxray.com
04.74.04.83.84

11.15

ALLERGEN MANAGEMENT – PANEL Q&A

Allergen Management: Moving From Fear-Based Reactions To Science-Led Controls That Genuinely Protect Consumers Without Paralysing Your Operations

- Allergens remain one of the most emotionally-charged areas of food safety – but emotional responses and operational panic are not the same as effective allergen control: understand how to apply science, thresholds and risk assessment rather than blanket precaution
- Get up to date on the latest international developments around quantitative risk assessment and allergen threshold science – and what the evolving divergence between international allergen lists means for your labelling and production decisions
- Address the growing problem of unjustified precautionary allergen labelling head-on: understand when a PAL is legally and scientifically defensible, when it is not, and how to build allergen control systems that are both rigorous and operationally practical across multi-site and multi-market operations

PANELLISTS

Simon Flanagan
Research Fellow Food Safety – R&D
Mondelēz International



Aneta Kostova
Head of Quality & Safety
Foster Clark



Gizem Kayar
Global Food Safety Expert
The Magnum Ice Cream Company



Ettienne Graham
Food Health & Safety Manager
Baxter Storey



11.45

SESSION

Points, People & Burgers: Making Food Safety Stick

How gamified learning helped strengthen food safety culture in McDonald's Cyprus

- Food safety culture is built through everyday behaviours, shared ownership, and meaningful conversations, not training alone.
- This session explores how McDonald's Cyprus used a creative gamification approach to move beyond traditional compliance-based learning and create a more engaging, people-centred food safety experience.
- Through interactive team challenges and innovative learning activities, employees were encouraged to discuss food safety, learn from one another, and connect food safety expectations to their daily routines.
- The session will demonstrate how thinking differently about learning helped strengthen food safety culture, reinforce desired behaviours, and foster greater accountability across restaurant operations.

— Attendees will leave with practical ideas for using innovative, culture-focused approaches to make food safety more engaging, memorable, and sustainable.

SPEAKER

Ioanna Maki
QA Manager
McDonald's



uncountable



From fragmented data to predictive food safety

How structured data helps, and where AI fits

Luke shows how connecting swab results, lab data and batch records speeds up traceability, and where AI can realistically help teams spot risk before it turns into a recall.

Facing a positive swab? Uncountable takes you from fragmented to predictive

1 **FRAGMENTED**

The answer is spread across five systems

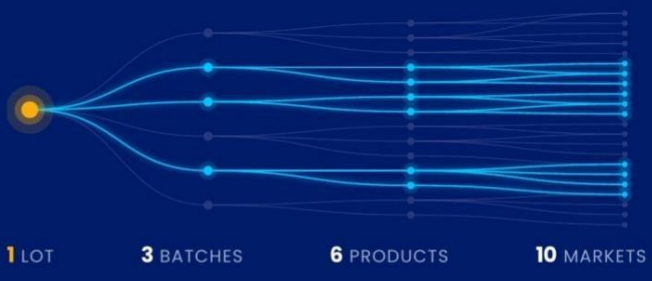
Teams stitch exports together while product keeps shipping.



2 **STRUCTURED**

One search traces the lot

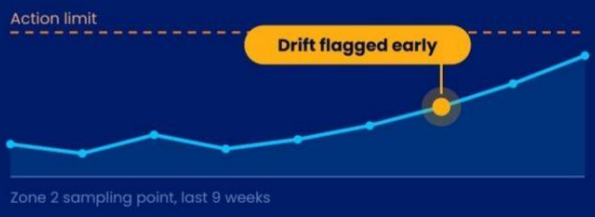
Every batch, product and market it reached, linked in one record.



3 **PREDICTIVE**

See the drift before the failure

Live trends flag a drifting sampling point, so you act first.



Visit our booth
See it live in the exhibition area

Book a demo →
With your own data

12.05

DIGITAL FOOD SAFETY

Exploring AI-Assisted Computational Methods To Power Proactive Early Warning & Hazard Assessment In Ingredients

- Effective food safety early warning and hazard risk assessment in ingredients requires integrating and interpreting on an ongoing basis large volumes of complex and heterogeneous data and information. An increasingly complex and time-consuming task.
- In this talk, you will learn how we are combining AI-assisted computational methods with expert-driven risk assessment logic to enable scalable, comprehensive and dynamic hazard risk assessment in ingredients.
- Two real-life applications will be discussed, highlighting achievements, learnings and residual challenges. The first application illustrates the use of computational methods for semantic intelligence to enable pesticide risk assessment in ingredients. The second application deals with machine learning and statistical modelling to forecast weather-driven risk of selected mycotoxins in wheat.

SPEAKER

Nadia Khaled

Department Manager Digital Food Safety

Nestlé



12.25

RECALLS & CRISIS MANAGEMENT

Recalls & Crisis Management: Standardising Your Response, Accelerating Your Timelines & Protecting Your Brand When It Matters Most

- There is no set industry standard for recall management – and that gap is costing businesses time, money and consumer trust every time a product needs to come off shelf: share and stress-test your own approach against peers and experts in a session where disagreement is not just welcome, it is designed in
- Understand the critical difference between a product recall and a full crisis management scenario – and why conflating the two leads to slower decisions, confused communication and greater reputational damage when things go wrong
- Learn from real recall scenarios: what good communication timelines look like, how to coordinate across retailers, regulators and internal teams simultaneously, and what the businesses who handled recalls well did differently from those who did not

SPEAKERS

Idwin Bouman
Head of QA
The Vegetarian Butcher Collective



Fergal Mullan
Food Safety Manager – UK
Just Eat Takeaway.com



12.55

SESSION

Not Just Another AI Keynote: 3 Real Challenges Food Safety Teams Solved with AI

Most AI talks are about what AI could do. This one looks at what's already happening on the floor.

In just 15 minutes, this session walks through real problems food safety teams have tackled with AI, from client questionnaires and portals to incident response and connecting information across systems.

Hosted by Backbone. Meet the team at the booth afterwards to talk through your own challenges.

SPEAKER

Louis Opsomer
CEO & Co-founder
Backbone



13.10 LUNCH & INFORMAL NETWORKING FOR SPEAKERS, DELEGATES & PARTNERS

14.10

WELCOME BACK

Afternoon Chair Opening Remarks

AFTERNOON CHAIR

Kath Dunbar
Senior Scientific & Regulatory Affairs
Mars Wrigley



MARS WRIGLEY

14.20

SUPPLY CHAIN RESILIENCE – DOUBLE PERSPECTIVE

Sourcing, Verifying & Protecting Your Supply Chain When Geopolitics, Climate & Conflict Keep Changing The Rules

- From geopolitical instability, shipping disruptions and the Ukraine conflict to shifting US trade policy, so many forces are driving fundamental rethinks in sourcing strategies, supplier relationships and contingency planning – hear how leading businesses are building genuine resilience rather than just reacting to the next disruption
- Emergency supplier switching creates hidden food safety risk: when you change an ingredient source under pressure, how do you verify that new supplier properly, assess allergen implications, maintain traceability and ensure your product still meets specification – without slowing the line?
- Build a supply chain that can absorb shock: from diversifying origins and strengthening supplier approval processes to improving real-time visibility and decision-making agility when disruption strikes next

14.20 Perspective One

Frank Braun
Chief Sustainability Officer
Hälssen & Lyon



14.40 Perspective Two

Emilian Dinica
Greater Balkans E2E Supply Chain Sr Director
PepsiCo



15.00 AI INTEGRATION IN REGULATORY, FOOD SAFETY & SCIENTIFIC AFFAIRS

From Compliance Gatekeeper to Strategic Value Creator

SPEAKER

Andres Del Rio
Global Director of Regulatory Affairs & Health Science
LIPTON



15.20 AFTERNOON REFRESHMENT BREAK WITH INFORMAL NETWORKING

15.50

EMBEDDING FOOD SAFETY CULTURE THROUGHOUT

Making Food Safety Everyone's Responsibility – Leadership, Learning Culture & The Behaviours That Actually Drive Lasting Change Across Your Organisation

- The systems, certifications and procedures are largely in place across the industry – the remaining gap is human: how do you build an organisation where people do the right thing when nobody is watching, not because they have to but because they genuinely understand why it matters?
- Fight corporate amnesia: when experienced food safety professionals leave, institutional knowledge and hard-won lessons walk out with them – hear how leading businesses are capturing, embedding and transferring food safety knowledge so that culture outlasts any individual
- From top management commitment and reward and recognition programmes to empowering individuals on the production line and aligning procurement decisions with food safety values – explore the full architecture of a food safety culture that works and how to measure whether yours is getting stronger or weaker over time

SPEAKERS

Lalitha Sivasundaram
Technical Director
Seagems



Marta Baffigo
R&D Scientific, Regulatory Affairs EMEA & APAC Senior Director
Cargill



Javier Chavarria
Technical Manager Africa & French Territories
Suntory Beverage & Food Europe



Miguel Cortes de Abreu
QFS Manager at Bimbo EMEA
Grupo Bimbo



Laura Capponi
Quality Safety Manager
The Magnum Ice Cream Company



16.30

CLOSE

Afternoon Chair's Closing Remarks & End of Conference