08:00  Registration and networking

08:50  Chairman’s opening speech
Abdul Rashid, Group Chief Executive Officer, Pulseberry Health Consultants Group

09:00  Special welcome address
Soren Bo Madsen, Technical Officer, Food Safety, World Health Organization

Developing Food Safety Culture in the Sultanate

09:10  Creating a Food Safety Culture in the Sultanate – Maximizing Food Safety Compliance by Building a Strong Food Safety Culture
• Building food safety culture through education and training
• Creating an effective and an efficient food safety internal culture to protect the public as well as to meet your regulators requirements
• Demonstrating tools to successfully create positive behaviors in the workforce leading to a robust food safety culture in a global economy
• Developing a sustainable food safety culture
Sami Bin Khalfan Al Wahaibi, Assistant Director - Hygiene & Food Control, Muscat Municipality

09:30  Presenting the consumers’ perspective – What does “safe food” really mean?
• Ensuring the highest safety standard for the food products
• Where does the food come from and how safe are they to consume
• Addressing consumer expectations and concerns when it comes to the food on the plate
Soren Bo Madsen, Technical Officer, Food Safety, World Health Organization

09:50  Interactive panel session: Embedding food safety culture within your entire organization to ensure quality & safety of your end product for consumers
• Understanding best-practice strategies to build and embed food safety culture into your team’s day-to-day work to reduce safety incidents and food issues
• Lessons learned on improving food safety culture and the best metrics for measuring competency and improvement to ensure staff are trained effectively
• How can the regulators work with food companies to ensure compliance, and

10:10  Improving Food Safety in the Future
• What should the role of the food business, regulators and consumer be in keeping food safe in the future?
• Analysing the food safety challenges and examining the systems in industries such as dairies, meat, beverages etc
• Evolving food safety for the future: Addressing new compliance strategies and driving the food industry forward in the Sultanate
• Understanding where the consumers of the future are heading?
Richard Sprenger, Chairman, Highfield Awarding Body for Compliance (HABC)

10:30  Mid-morning networking break

Implementation of Food Safety Systems in an Easier Way

11:00  Assessment of food control system in the Sultanate of Oman – An outlook from Ministry of Agriculture and Fisheries, Oman
• Evaluating the effectiveness of the current food controls in place for protecting the public health in the Sultanate
• Examining the different elements of national food control systems - food control management, food legislation, food inspection, food analysis laboratories and information, education and communications
• Highlighting the challenges, strength, weakness and opportunities of the existing system in the Sultanate
Moza Al Busaidi, Head of the Chemical Analysis Lab, Ministry of Agriculture and Fisheries

11:20  Enhancing regional trade capacities in food through a harmonized regional conformity assessment and food safety systems
• Understanding the mission, vision and objective of Arab Task Force on Food Safety (ATF)
Dr. Hussein Mansour, Head of National Food Safety Agency-Management Unit, Ministry of Trade and Industry, Small and Medium Entities Egypt & Chairman, Arab Task Force on Food Safety (ATF)
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<tr>
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<td>Controlling food risks effectively by adopting the HACCP principle</td>
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<td>Building Food Safety Culture Through Education and Training - Training of Food Handlers</td>
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<td>11:40</td>
<td>Providing a hands-on format of training to enhance safe handling of food</td>
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<td>Interactive panel session: Building food safety leaders</td>
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<td>Food Safety in the Hospitality Industry - An insight from Oman Convention &amp; Exhibition Centre</td>
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<td>Understanding what are the solutions or strategies to be implemented to improve the safety of all what consumers eat: at farm and processing stage, logistics stage and retail stage</td>
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<td>Media in Food Safety and Health Care Change</td>
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<td>Networking lunch</td>
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**Building Food Safety Culture Through Education and Training - Training of Food Handlers**

11:40 Providing a hands-on format of training to enhance safe handling of food
- Eradicating the poor understanding of microbial or chemical contamination that food handlers have
- Optimizing your food safety training by building on best practices and successful strategies
- Improving the food safety behaviors of your employees and enriching your employees’ knowledge of contamination

*Nujood Al Muqahwi, Head of Imported food unit, Ministry of Health, Bahrain*

12:20 Food Safety in the Hospitality Industry - An insight from Oman Convention & Exhibition Centre
- Defining food safety standards in the workplace
- How to ensure food safety standards are upheld in the workplace

*Oswald Jochheim, Executive Chef, Oman Convention & Exhibition Centre*

**Media in Food Safety and Health Care Change**

13:00 Understanding the importance of mass media in food safety and health care change
- Analysing the impact of mass media in food safety and health care change in the Sultanate
- How health and food safety risk communicators can engage social media?
- Comparison of traditional vs. social media reporting on food safety

*Eng. Joyce Abboud, General Coordinator - Food Safety Campaign, Ministry of Public Health – Lebanon*

13:20 Chairman’s closing remarks

*Abdul Rashid, Group Chief Executive Officer, Pulseberry Health Consultants Group*

13:30 Networking lunch

14:30 End of conference day one

**CONFERENCE DAY TWO**

Wednesday, September 21, 2016
• When used successfully, how does HACCP drive the food safety culture?  
Abdul Rashid, Group Chief Executive Officer, Pulseberry Health Consultants Group

Learning from Best Practice Case Studies and Listening to Industry Perspectives

09:30 Retailer Panel session: Where do the retailers in Oman perceive food safety standards and regulations going in the future? What do retailers regard as best-practice?  
• Discussing food safety standards and protocols for suppliers to ensure safe, quality food from source to store  
• What are the recent issues retailers have experienced with suppliers and how did that motivate change? What can we learn?  
• Where do the retailers foresee food safety standards and legislation going in the future?  
• What do retailers regard as best-practice?  
• Effectively managing suppliers, consumers and regulatory relations to reduce risk  
  C.J. Rajendra Prasad, Chief Operating Officer, Mars International  
  Anil Kumar, Food and Beverage Controller, Khimji Ramdas  
  Sandeep Keshav, Operations Manager, Al Maya International

10:00 Understanding the quality and safety risks in the beverage production  
Dr Ulrich Kreuter, Technical Manager - Beverage Program  
NSF International

10:30 Mid-morning networking break

11:00 Hotel panel session: Implementing food safety control systems in international hotels in the Sultanate  
• Understanding the need for healthy and sustainable food safety systems to ensure a profitable hospitality industry and tourism growth in the Sultanate  
• Establishing a systematic and continuous training and education for the food handlers  
• What are the food safety practices in your organization? How are they carried out?  
• What is your biggest food safety management difficulty?  
• Understanding the benefits of implementing food safety practices  
  Bincy Lee Binu, Hygiene & Quality Manager - Food Safety Team Leader, City Seasons Muscat

11:30 Industry case study: Presenting a restaurant’s perception of food safety – what does it mean and what are the best practices.  
Abdulhadi Helal Lutfi Abuzahra, Director, Quality Assurance, McDonald’s Riyadh

Successfully Managing Food Safety in Complex Supply Chains

12:00 Managing the supply chain for food safety in the Sultanate  
• Providing a framework for food safety risk management of suppliers and production facilities and analyzing the application of risk assessment in the supply chain of foodstuff  
• Identifying where the threats are in your supply chain, which raw materials are at greater risk of substitution  
  Razeen Hameed, Superintendent – Department of Nutrition & Dietetics- Catering Unit, Sultan Qaboos University Hospital

12:30 Understanding the government’s role on regulating food production safety: Bahrain as case study  
Salma Bani, Senior Strategic Planner at Planning Directorate, Ministry of Municipality Affairs and Urban Planning - Bahrain

Adopting New Technological Opportunities and Advancements to Enhance Food Safety

13:00 Utilizing enhanced technologies and solutions to ensure the safety of food supply in the Sultanate  
• Protecting your food & drink products and end consumers from the threat of micro, physical & chemical contamination with the latest detection methods & control techniques and processes  
• Monitoring, encouraging and adopting emerging technologies  
  Badar Al Qamashoui, Consultant, College of Sciences, Sultan Qaboos University

13:30 Chairman’s closing remarks  
Abdul Rashid, Group Chief Executive Officer, Pulseberry Health Consultants Group

13:40 Networking lunch

14:30 End of conference