

Asia Pacific Trade Facilitation Forum 2014

24 – 25 September 2014, BITEC
Bangkok, Thailand





Electronic Traceability in Asia-Pacific

Challenges and way forward

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The presenter

SYNTE-SA

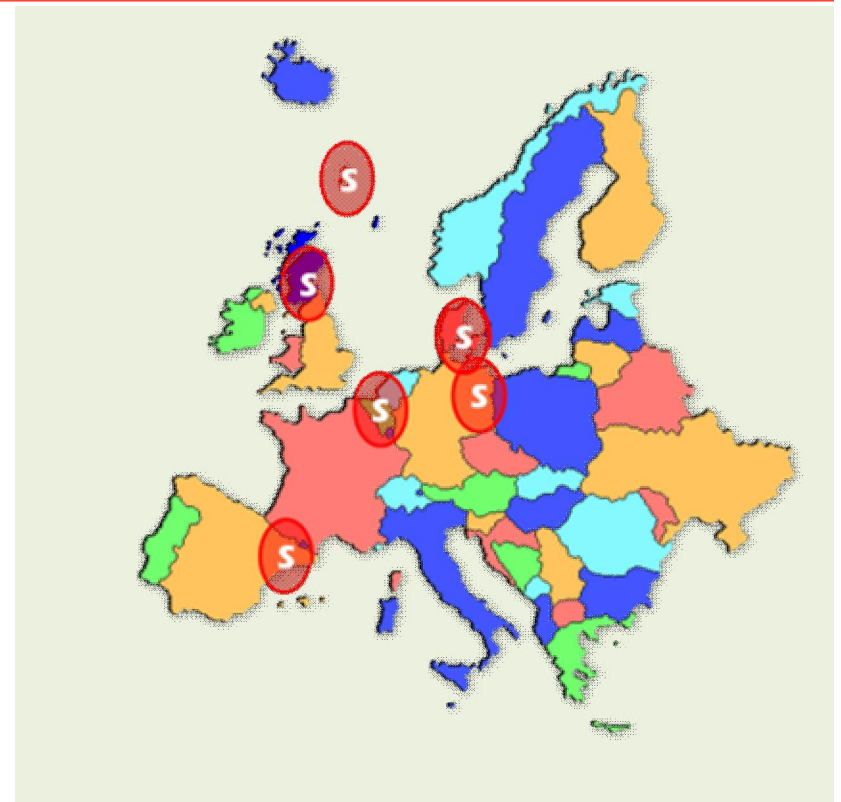
Syntesa – Innovation to market

International consultancy bringing innovation to market.

Headquartered in Copenhagen with subsidiaries on Faroe Islands and Spain.

- Facilitate investor and grant funding
- Marketing of high tech products and services
- Management of innovative projects
- Socio-economic analysis and impact assessments

Our work is based on a hands-on approach providing expertise in financing, marketing, management and business development.



Dr Heiner Lehr, a decade of traceability



Co-founder of TraceCore XML
Initiator of www.foodtraceability.eu
Enterprise system provider for TRACE,
Europe's largest traceability project.
Technical lead of traceability projects in
SE Asia, Middle East and Europe.
Specialities in using traceability for
sustainability monitoring and standard
compliance.



EcoFishMan
ALL-SMART-PIGS
EU-PLF
Benthis
Macro Biotech
Costal Fishing in
the North Atlantic
WhiteFishMaLL

smarter food



inclusive

70% of food globally is produced by smallholders, most of which are excluded from the global food chain. Information technology is used to integrate smallholders in international supply chains.

safe

Food has to be safe to produce and safe to consume. Safe food uses information technology to improve controls over environmental and social impact of its production as well as its safety to be consumed.

traceable

Consumers want to make informed choice of the food they buy for religious, environmental or health reasons or simply for preference. Traceable food is food of which information is recorded along its elaboration process. Consumers can access such information and eat in accordance to their needs.

Enabler: electronic traceability

- Electronic traceability is the enabler of the smarter food vision
- Currently, information is lost in the supply chain because it is not available electronically
- This leads to
 - More food safety problems
 - Less control over sustainable supply chains
 - Less visibility of supply
 - Market breakage for smallholders
- Only the availability of *electronic* information uncovers the benefits for the supply chain

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UN ESCAP Guide, to be published

AGRI-FOOD CHAIN
INFORMATION MANAGEMENT
FOR TRADE FACILITATION

CAPSA Training manual, to be published



What is traceability?

- Traceability is about being able to recreate the history
- Traceability is about *knowing your food business* and sharing that information when convenient or required
- There are many scopes, many depths, many breadths and many precisions possible



Source: www.foodtraceability.eu

Types of chain food information management systems from a functional point of view

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- National single window systems and ePermit systems

Customs management



- Food safety oriented systems
- Animal and carcass tracking

e-traceability systems



- Fair trade
- Religious
- No child labour

Ethical compliance



- Sustainability tracking
- Compliance to specific food standards

- IUU fishing
- Export/import licenses
- Shipment registration

- Transparency systems

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_4971

