

**55<sup>th</sup> EOQ Congress**  
**World Quality Congress**  
Budapest, Hungary - June 20-23, 2011



# **55<sup>th</sup> EOQ Congress** **as** **World Quality Congress**

*„Navigating Global Quality in a New Era”*

organized by

Hungarian National Committee for EOQ



## **Program**

**of Pre-Congress Seminars, Pre-Congress Workshops,  
Congress Opening Session, Concurrent Sessions and  
Closing Session**

**Budapest, Hungary**

**June 20-23, 2011**

**June 20, 2011 (Monday)**

**Pre-Congress Seminars**

**Ministry of Rural Development  
CONFERENCE ROOM**

**Kossuth Lajos tér 11. Budapest V.  
Monday 10:00 – 18:00**

**NEW QUALITY AND SAFETY REGULATIONS AND DEVELOPMENTS ON THE AGRIFOOD AREA**

**Seminar Chair: Zoltán Kálmán, Ministry of Rural Development, Hungary**

**10.00 Opening by Zsolt Horváth, Deputy State Secretary of the Ministry of Rural Development, Hungary**

**10.10 Agricultural Product Quality Schemes in the European Union**

*Francis Fay, European Commission, DG Agriculture, Agricultural Product Quality Policy, Brussels, Belgium*

**10.35 Food Safety Challenges in the 21<sup>st</sup> Century**

*Tamás Németh, Hungarian Academy of Sciences, Hungary*

**11.00 Panel Discussion with the Lecturers**

**11.10 Coffee Break**

**11.35 Improving the European Innovation Climate in Food Processing Research and Development**

*Dietrich Knorr, Technical University Berlin, Germany*

**12.00 Agricultural and Food Innovation and Quality Development – Perspectives for Food Research in FP7**

*Dirk Pottier, European Commission, DG Research, Brussels, Belgium*

**12.25 Innovation in the Food Sector through Effective Knowledge Transfer to SME's:**

**Approach and Experiences of the TRUEFOOD FP6 Project**

*András Sebők and Adrienn Hegyi, Campden & Chorleywood Food Development Institute, Hungary*

**12.50 Panel Discussion with the Lecturers**

**13.00 Lunch**

**14.00 The Role of Quality Assurance Systems in the Hungarian Food Industry**

*József Popp and Anikó Juhász, Research Institute for Agricultural Economics, Hungary*

**14.20 Food Safety, Quality, and Legality: Stakeholders with Increasing Impact on Food Producers**

*Hans Buser, Federation of the Swiss Food Industries, Switzerland*

**14.40 Six Sigma in Food Production – Challenges for “Bio” Process Optimization**

*Detert Brinkmann, Thorsten Klauke, Rolf Ibal and Brigitte Petersen, University of Bonn, Institute for Animal Science, Germany*

**15.00 Integrated Use of Global Standards to Establish an Effective Traceability System for Food Products**

*Balázs Fekete, GSI Hungary Non-Profit CPLC, Hungary*

**15.20 Multi-dimension Possibilities for Traceability in the Food Chain**

*József Surányi, Budapest Corvinus University, Hungary*

*Zoltán Erdős, Qualiment Ltd, Hungary*

**15.40 Panel Discussion with the Lecturers**

**15.50 Coffee Break**

**16.20 Sensory Quality Measurement: The Case of Red Ribbon Bakeshop, Inc.**

*Miflora M. Gatchalian, Quality Partners Co. Ltd., the Philippines*

*Marife Cruz, Red Ribbon Bakeshop, Inc.*

**16.40 Quality and Innovation through Sensory Excellence**

*Eija Piispa, Bunge Europe Innovation Centre, Budapest, Hungary*

**17.00 Determinants of Individual Share of Meat and Importance of the Consumption Awareness**

*Gaber Shehata and Souzan Ibrahim El-Sharbatly, Agricultural Economics, Alexandria University, Egypt*

**17.20 QUARISMA – QUALity and RiSk MANagement in Meat Producing Chains**

*Juliane Lang, Detert Brinkmann, and Brigitte Petersen, University of Bonn, Institute for Animal Science, Germany*

**17.40 Panel Discussion with the Lecturers**

**17.50 Closing Remarks by the Seminar Chair**

**19.00-21.00 Welcome Reception in the Kempinski Hotel Corvinus**