

Food Safety Capacity Building Programmes in Emerging Markets

Malaysian Model

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AEON Malaysia at a glance

- **\$ 1.4billion** USD Sales revenue
(2nd largest retailer group in Malaysia)
- **55 stores**
- **Since 1984**
- Malaysia is ASEAN hub
for AEON group
- According to “Asian Shift”,
AEON targets to open
100 stores by 2020.

* After acquisition of Carrefour's Malaysia on Nov, 2012



Background



Sustainable sourcing

+ Safe food and products to consumers

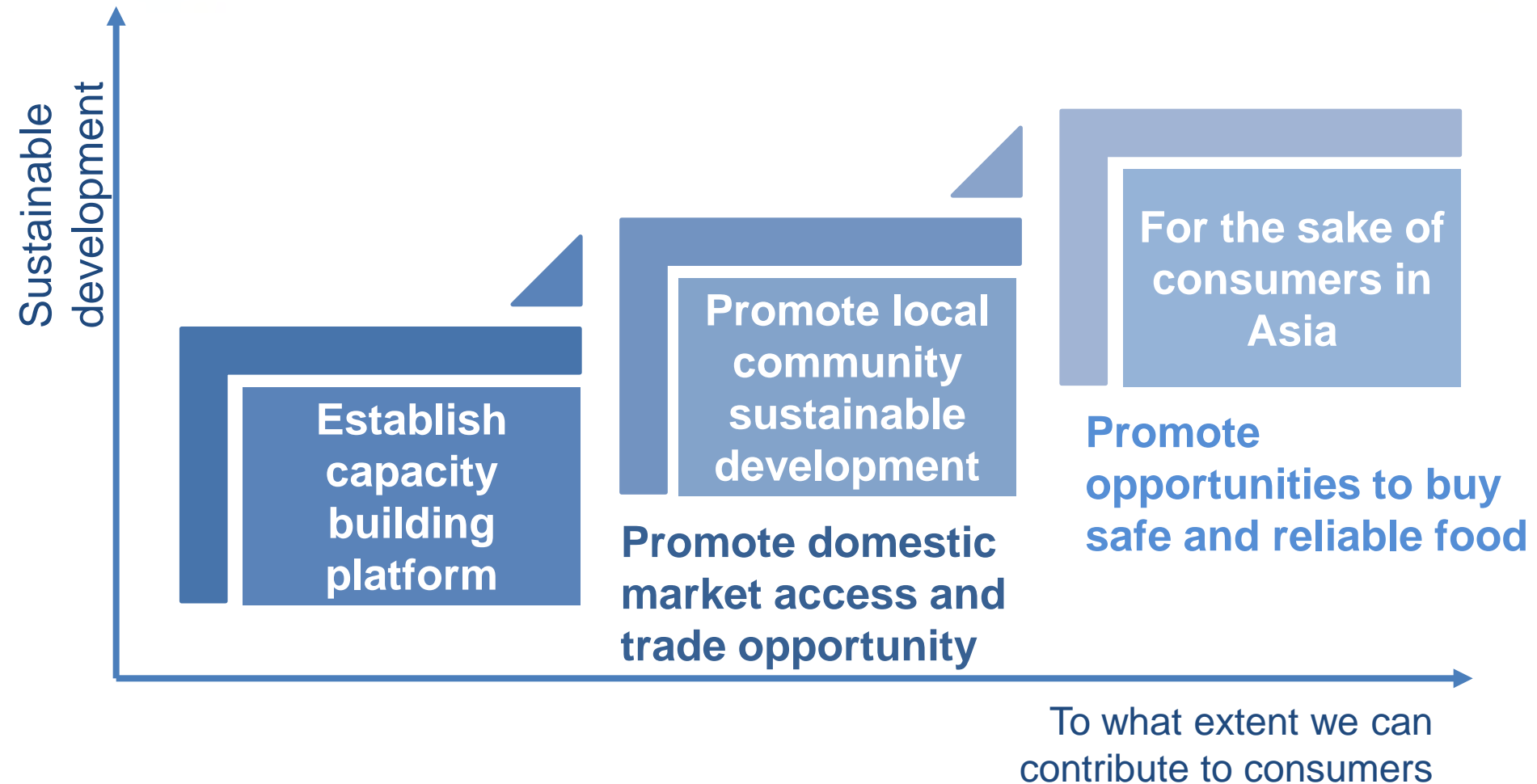
SSDP: Overview

Public-Private-Partnership



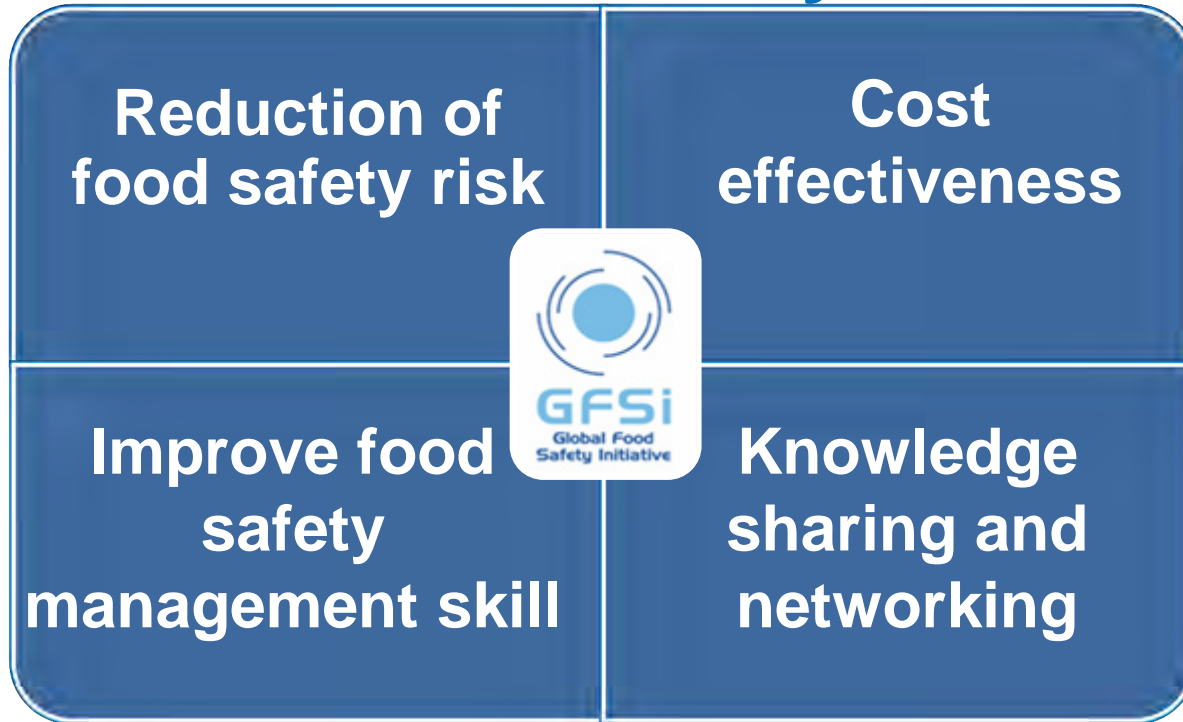
- ✓ Support small and medium-sized suppliers
- ✓ Cooperation with academic bodies
- ✓ Provide technical expertise and capacity building program
- ✓ Cooperation with external bodies and experts
- ✓ Provide safe and reliable food to consumers
- ✓ Train the trainers and enhance capacity to meet the standards

SSDP: Objective and Targets



What is GFSI ?

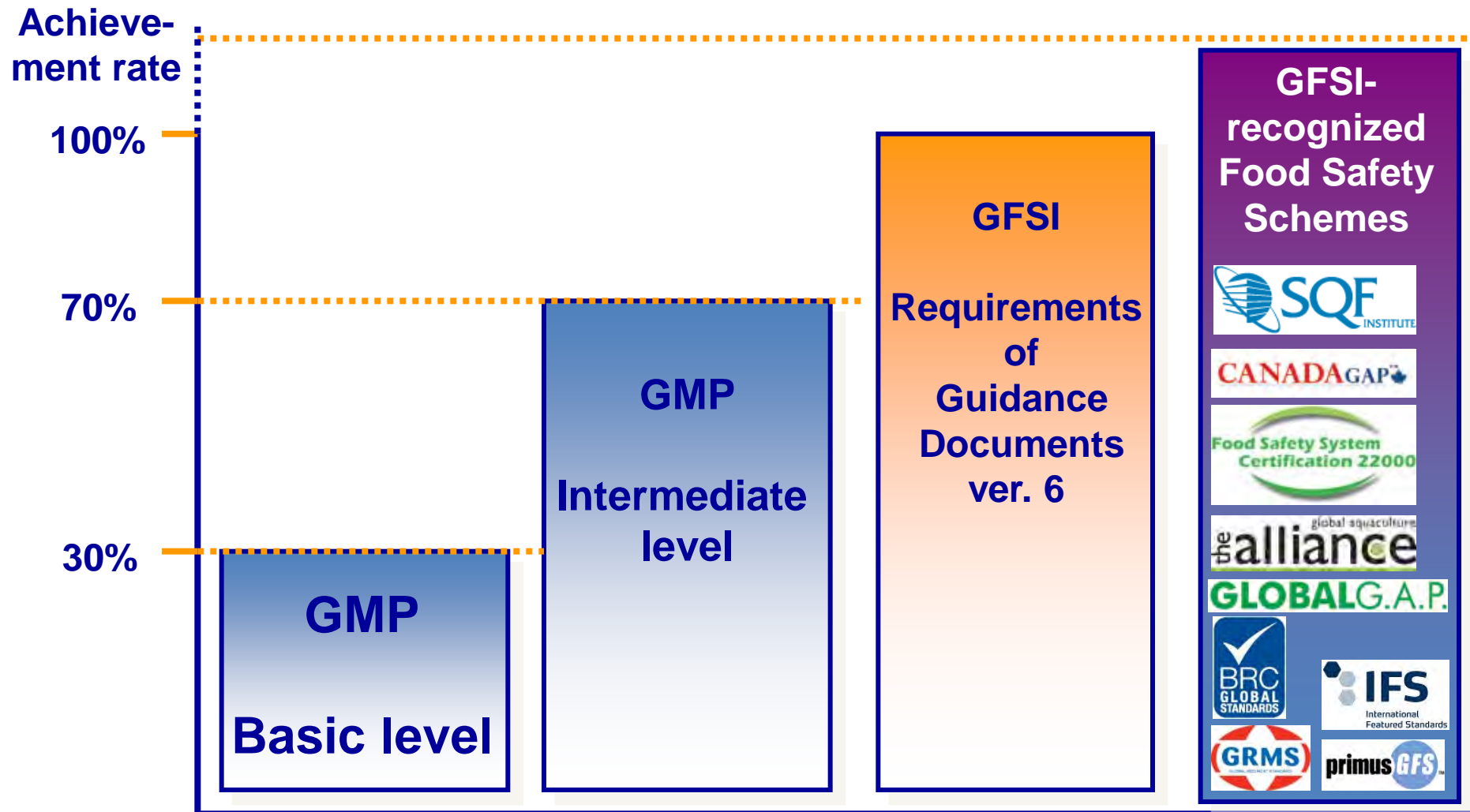
Global Food Safety Initiative



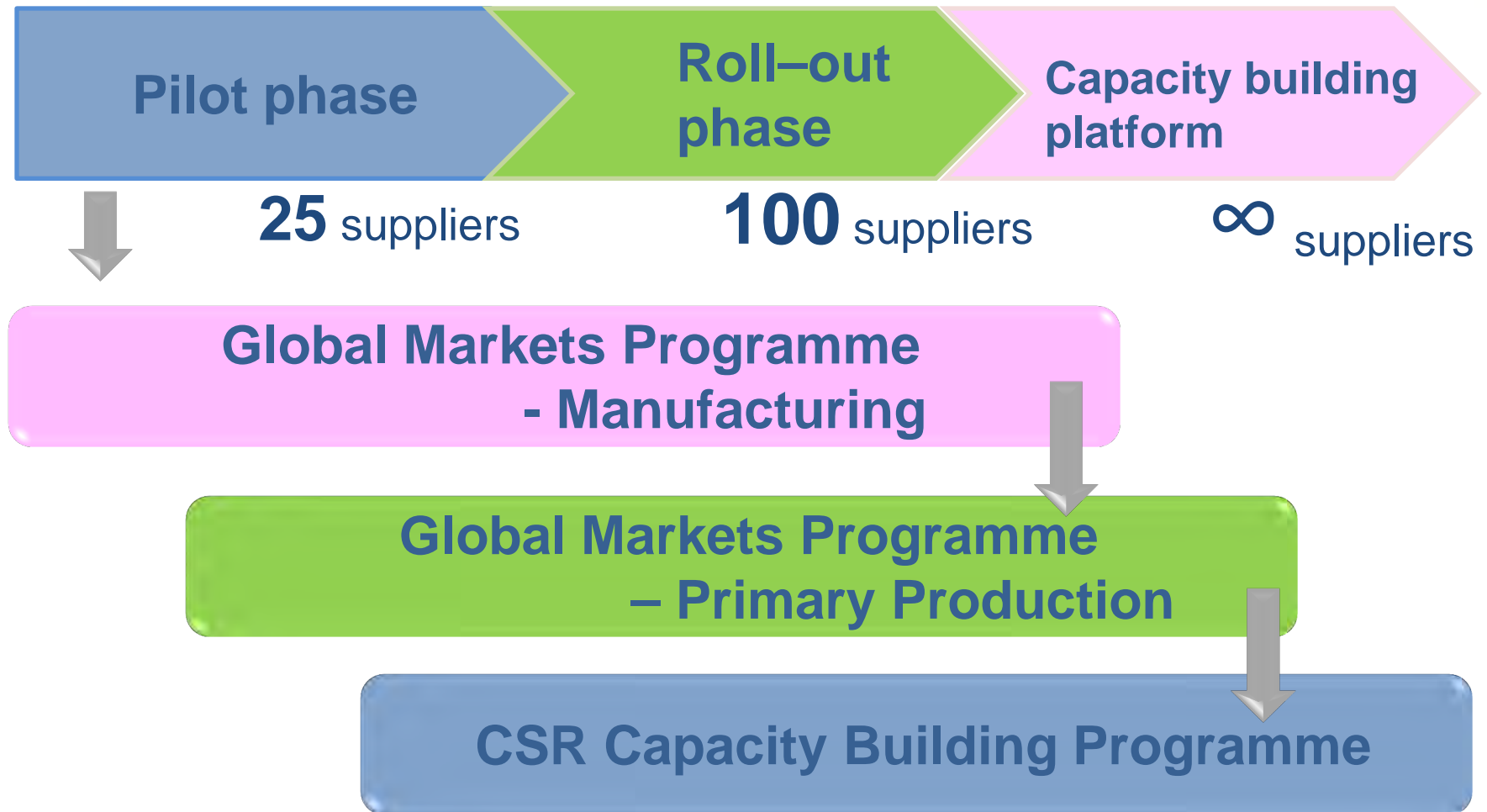
Shared responsibility through Collaboration

What is GFSI ?

Illustration of Global Market Program (GMP)



SSDP Approach : Capacity Building



Current Status; Launch

The kick Off ceremony was held in January,2013 in Malaysia.

(with participation of delegates from AEON, UNIDO, MITI minister)



Full-fledged training was started in June, 2013.



Current status ; Where are we?

Summary of pre-assessment

No. of factories assessed	25	Aeon suppliers : 14/25 companies 11 assessed by Aeon Malaysia 14 assessed by UNIPEQ
Highest score	137/150 (perfect score)	Instant beverage manufacturer
Lowest score	6	Frozen meat processor
Average score	56.8	

Assessment criteria: Global Market Program for Manufacturing Basic level (+ Malaysia Food Hygiene Regulations and Halal requirements)

FSM	Specifications, Traceability, Incident Management, , Control of non-conforming product, Corrective Action	3(scores) × 19(items)=57 scores
GMP	Personal hygiene, Facility environment, Cleaning & Disinfection, Product contamination control、 Pest control, Water Quality	3 × 22=66
Hazards control	Food hazards control, Allergen control	3 × 9=27



Current status ; Our challenges

Technical challenges

- Documentation is not complete.
- They do have a system but implementation yet to be done.
- Premise layout and condition, process flow, equipment and facilities do not comply with basic level requirements.
- Key personnels lack in experience and knowledge of food safety

Management challenges

- The numbers of assessors and mentors are insufficient.



Countermeasures

- Increase the number of mentoring visits
- Advice for rearrangement of working flow, for establishment of a new system or update of the existing system.
- Train and guide key personnel for technical knowledge
- Internship program to support the selected companies

→next slide

Current status ; One solution

Internship program between Aeon Malaysia and Universiti Utara Malaysia

CUIC selects students in cooperation with Universiti Utara and Aeon Malaysia



Aeon Malaysia provides training on Global Market Program



Students stationed in designated factories to support Building quality management system



UNIQE provides mentoring to the factories and the students at factory visit



CUIC: Center for University –industry Collaboration

- 3 month internship at the designated factories (9am to 5pm, five days a week)
- Now, 2 students are on internship at two factories.
- Costs for internship are borne by Aeon Malaysia.

US\$160 × 2students × 3months



Future plan

- 
- 1. Establish Malaysian model successfully**
 - 2. Extend to neighboring countries**
 - 3. Expand across Asia**

Thank you for your attention.

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