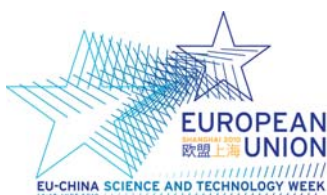


PRESS RELEASE

MoniQA to be presented at the World Exposition 2010 in Shanghai.

(Vienna, Shanghai 28/05/2010) **Dr. Roland E. Poms, ICC Secretary General and Coordinator of the MoniQA Network of Excellence, is invited to present MoniQA results and achievements at the World Exposition in Shanghai, China. MoniQA is among five EU funded projects that were invited by the European Commission's Directorate-General for Health & Consumers (DG SANCO) to highlight its mission in a seminar on "Research for Healthy Life" to take place 6 June 2010 in Shanghai, China.**



The central goal of the European Commission's food safety policy is to ensure a high level of protection of human health and consumers' interests in relation to food, taking into account diversity, including traditional products, whilst ensuring the effective functioning of the internal market.

The Commission's guiding principle, primarily set out in its White Paper on Food Safety, is to apply an integrated approach from farm to table covering all sectors of the food chain, including feed production, primary production, food processing, storage, transport and retail sale.

Research for Healthy Life: the MoniQA Contribution

MoniQA (Monitoring and Quality Assurance in the total food supply chain) is an EU-funded Network of Excellence (NoE) which involves experts from around the globe collaborating to harmonise worldwide food quality and safety monitoring and control strategies. MoniQA focuses on the quality and reliability of tools and analytical methods to assure a high degree of safety and quality of foods with the main focus being on rapid methods and their applicability. The MoniQA project integrates key organisations across the food supply chain from around the world to find acceptable solutions for all stakeholders including the consumers, food manufacturers, food research institutes and regulatory bodies.

At the "Research For Healthy" Life" Seminar Roland E. Poms, Coordinator of the MoniQA NoE and Secretary General of ICC - International Association for Cereal Science and Technology, will present concrete results and outputs of the project, including the MoniQA methods database, MoniQA Reference Materials for milk and egg allergen analysis, a tool box for socio-economic impact analysis, the peer-reviewed MoniQA Journal "QAS – Quality Assurance of Safety of Crops and Foods", MoniQA Food Scientists Training courses and MoniQA contributions to four Experts Summits on food safety and food security. From the very beginning MoniQA was designed as a project with a truly global reach. MoniQA has established strong links with various institutions in China and other Asian countries to cross-link research activities and to establish international collaborations and networks through conferences, stakeholder meetings, capacity building workshops and interactions with policy makers.

The "Research For Healthy" Life" Seminar includes contributions by several high-level speakers, such as Bernard Van Goethem (acting Deputy Director General of DG SANCO), Antonio Di Giulio (Head of Unit "Food - Health - Well-being" – Directorate General for

Research), Riitta Maijala (Director Risk Assessment, EFSA - European Food Safety Agency, Elke Anklam (European Commission's Joint Research Centre - JRC), Huailin Li (President of the Chinese Academy of Inspection and Quarantine), Yu Tawai (Director General Food Safety – Office Import/Export - AQSIQ) and others.

Only 5 EU funded projects were invited to present their results in the frame of this seminar: MoniQA (Monitoring and Quality Assurance in the total food supply chain), PATHOGENCOMBAT (Fighting new pathogens in the food chain), VEG-i-Trade (Impact of climate change and globalisation on safety of fresh produce), FACET (Exposure assessment to food additives, flavourings and FCM) and Q-PORK (Animal welfare/zootecnics/food quality/consumer expectation).

The EU at the World Exposition 2010 in Shanghai

The World Expo is a unique opportunity to expand the EU's public diplomacy in China and to reach a large and diverse population that has for the most part limited understanding of the EU. The decision to participate in the World Exposition was made by the President of the European Commission, Jose Manuel Barroso, following an invitation by Chinese Premier Wen Jiabao.



The Commission shares a pavilion with Belgium, which will hold the rotating presidency of the EU in the second half of 2010. The EU exhibition is based around the theme of "Intelligent Europe" and expands to "Open Europe", "Green Europe", and finally "Living Europe".

The EU will use the opportunity of the Expo to develop its constructive relationship with many parts of Chinese society, including high-level policymakers, national and local authorities, academics and business representatives. There will be over 30 events in the form of conferences and seminars held at the EU Pavilion's business centre. Around 15 Commission Directorate Generals, the European Parliament and EU-funded projects in China will organise thematic events on many key topics.

MoniQA and ICC will be represented at the World Exposition 2010 in Shanghai, China, thanks to the kind invitation by the European Commission's DG SANCO.

More information:

...about **MoniQA**:

www.moniqa.org or write to us at moniqa@moniqa.org.

...about **ICC**:

www.icc.or.at or write to us at office@icc.or.at.

...about the activities of **DG SANCO in Shanghai**:

http://ec.europa.eu/health/news/shanghai_en.htm

...about the **EU @ Shanghai 2010**

<http://www.euatshanghai2010.eu/> and <http://www.shanghaiexpo.eu/>

...about the **EXPO 2010 in general**

<http://en.expo2010.cn/>

Released by ICC - International Association for Cereal Science and Technology.

ICC reaches out to Cereal and Food Scientists, Technologists, institutions and interested individuals, companies, and organisations worldwide.

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