



Speakers & Abstracts

International conference on

Food Processing and Packaging Innovation for a Sustainable Development

Lenana Room - Lower ground floor
Kenyatta International Conference Center (KICC)
Nairobi, Kenya

September 10-12, 2014

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Entrances: East, South, West Gates

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CONFERENCE AGENDA

[September 2014, Wednesday 10th](#)

10.30 - 12.30 - Session: **Innovation trends in the agrofood chains**

Keynote Presentations:

- The Challenges for a Sustainable Development of Food Chains in the EAC

Mpoko Bokanga – CEO, **AgroTEQ**, Agribusiness & Technology Consulting - Former **UNIDO** Representative to Kenya, Eritrea and South Sudan

Case studies:

- The Practice of Innovation at Heinz and the Emergence of New Packaging in Driving Sustainable Development – A Pathway to Growing a Better World.

Michael O. Okoroafor - Vice President, Global Packaging R&D/Innovation & Member of the Global R&D Council, **H.J. Heinz Company**

- The Role of Packaging as a Key Factor of Industry Technology Upgrade and Competitiveness of SMEs in East Africa Region

Betty Maina - CEO, **KAM** (Kenya Association of Manufacturers)

- Technological Innovation Trends and Sustainable Development in Cereals Based Products

Enrico Carlo Mola - Area Manager, **Pavan Srl – Pavan Group**

- Background perspectives for SACE support in Sub Saharan Africa

Riccardo Fanelli - Head of Johannesburg Office – Sub Saharan Africa, **SACE**

[September 2014, Thursday 11th](#)

10.30 - 12.30 Session: **Sustainable packaging: challenges and solutions**

Keynote Presentation:

- The Business of Packaging and how Technology is changing our focus

Thomas L. Schneider – CPP, President **WPO** (World Packaging Organisation)

Case studies:

- Technological Innovation Trends and Sustainable Development in Retail

Ramamurthy Thiagarajan - Director, **Nakumatt**

- A Comparative Analysis of Flexible Packaging Performance in terms of Functionality and Sustainability

Italo Vailati - Director, **GIFLEX** (Italian Flexible Packaging Association) and **GIPEA** (Italian Self Adhesive Association)

- Status of the Printing and Packaging Industry in Kenya

Mohan Krishnaswami - Chairman, **CPAK** (Convertors and Printers Association of Kenya)

- Wasting less leads to Sustainability and Profitability

Paolo Grasso - Export Area Manager, **OMET Srl**

- A Model of Business: the High-tech Italian Way

Andrea Ranzani – Sales Engineer, **Ronchi Mario SpA**

[September 2014, Friday 12th](#)

10.30 - 12.30 - Session: **Normative and Educational pre-requisites for a Sustainable development in agrofood chains**

Keynote Presentation:

- A Cultural Framing of Sustainable Development

Claudio Peri – Professor Emeritus, **University of Milan**

Case studies:

- Building Sustainable Packaging Skills and Capability in Africa the Lessons Learnt

Joseph Nyongesa - President **APO** (African Packaging Organisation) and Secretary General **IOPPK** (Institute of Packaging Professionals Kenya)

- Back to Basics: Synergizing Packaging within Curriculum Development

Suki K. Mwendwa – Deputy Vice Chancellor, **The Technical University of Kenya**

- Professional Roles and Responsibilities of Food Technologists in Italy

Aldo Todaro - President, **Food Technologists Board**

- The Evolution of Certification Schemes and Standards of Food Products and Processes

Alessandro Mattiazzi – Standard Technical Manager - Voluntary Certifications, **CSQA**

- The Current Role of Food Packaging and Regulatory Issues inside the Common Space of European Union

Maurizio Boccacci Mariani - **University of Rome “La Sapienza”** - **Italian Institute of Packaging**

Wednesday 10th Session: Innovation trends in the agrofood chains - Keynote Presentation



Mpoko Bokanga

CEO

**AgroTEQ, Agribusiness & Technology Consulting
and Former UNIDO Representative to Kenya, Eritrea
and South Sudan**

*The Challenges for a Sustainable Development of Food
Chains in the EAC*

In the past 15 to 20 years, African economies have been growing at over 5% per year changing the headlines on Africa from “a hopeless continent” to “Africa rising”. This economic growth however has mainly been the result of increased performance of the extractive industries and of export of raw or minimally processed commodities and has not resulted in greater employment opportunities, thus leaving millions of youths trapped in unemployment. Food security has remained a challenge and periodic natural and man-made disasters have often led to famine and starvation in many localities. Yet, agriculture constitutes the largest contributor to these economies.

To sustain their economic growth and spread the benefits of growth to greater numbers of people, African countries need to develop their agricultural value chains domestically and build strong links with global value chains. This paper analyzes the challenges that East African countries face in their efforts to expand their food value chains; these challenges range from low productivity and low technology development and innovation capability, to a weak trading system, lack of access to financing and inability to attract investments.

These challenges are further compounded by inconsistent policy environment and inadequate infrastructure. The paper highlights options for increasing agricultural value added and strengthening linkages to regional and global food markets to promote wealth creation and generate more employment opportunities and thus contribute to an inclusive and sustainable growth path for countries of the East Africa Community.

Curriculum Vitae

Dr. Mpoko Bokanga is the CEO of AgroTEQ, an agribusiness and technology consulting firm operating in Kenya, Nigeria and DR Congo. He is a former Representative of the United Nations Industrial Development Organization (UNIDO) to Kenya, Eritrea and South Sudan. He spent most of his 25 years career in Africa as a research scientist, university professor, and agro-industrial development specialist. He has a PhD in food science from Cornell University in USA.

Wednesday 10th Session: Innovation trends in the agrofood chains



Michael O. Okoroafor

Vice President, Global Packaging R&D/Innovation

Member of the Global R&D Council

H.J. Heinz Company

The Practice of Innovation at Heinz and the Emergence of New Packaging in Driving Sustainable Development - A Pathway to Growing a Better World

Innovation at Heinz is cutting-edge and we have developed many new packaging technologies while considering sustainability at every point.

Driving new packaging innovation that are aesthetically pleasing to the consumer and convenient to use, while being environmentally-friendly is forefront on our landscape. We also leverage strategic partnerships to drive global transformational innovation pipeline and capability. Together with our partners, we are making an impact on the worldwide footprint by reducing the use of fossil fuels as part of the Bioplastic Feedstock Alliance, which promotes conscientious development of plant-based plastics.

By focusing on the simple and right things here at Heinz, we are incorporating continuously our founder, H.J. Heinz's mantra: "to do the uncommon thing uncommonly well brings success."

Curriculum Vitae

Dr. Michael Okoroafor, Vice President, is responsible for providing strategic direction for the packaging organization and driving overall packaging innovation goals at H.J. Heinz Company. He also serves on the Board of Directors for the H. J. Heinz Foundation.

Under his leadership, Heinz has launched several major packaging initiatives including; Dip N' Squeeze, the first major change to the condiment pouch in the foodservice industry in over 40 years, which won the 2011 DuPont Award for Packaging Innovation. His work also culminated in Heinz being named the 2011 Food Packager of the Year. Most recently, he led a strategic partnership with Coca-Cola, P&G, Ford and Nike to develop 100% Plant-based PET packaging. He holds over 38 patents and is a member of the American Chemical Society, Institute of Packaging Professionals (IoPP) and Society of Plastics Engineers. He serves on the Board of Directors of American Heart Association, Chemical & Engineering News, Packaging Digest and Michigan State University School of Packaging.

Wednesday 10th Session: Innovation trends in the agrofood chains



Betty Maina

CEO

KAM (Kenya Association of Manufacturers)

The Role of Packaging as a Key Factor of Industry Technology Upgrade and Competitiveness of SMEs in East Africa Region

Packaging has been defined as "all products made of any materials of any nature to be used for the containment, protection, handling, delivery and presentation of goods, from raw materials to processed goods, from the producer to the user or the consumer". Packaging is essential in contemporary society. The main roles include: Containment: Most products must be contained before they can be moved from one place to another; Protection and Preservation: Packaging plays a vital role in protecting products as they go from the manufacturer to the consumer; Communication: A package must protect what it sells and sell what it protects.

Modern methods of consumer marketing would fail were it not for the messages communicated on the package. Convenience: Packaging plays an important role in allowing products to respond to the demands and needs of modern consumers. Environmental Aspects: When a product is packaged, the unwanted portions and trimmings, remain at the processing point where they can be economically recovered and used in the manufacture of valuable by-products. Marketing trends are placing increasing emphasis on the look, sales appeal and quality of retail packaging. Packaging helps sell products by providing product differentiation and presentation, greater brand awareness and convenience.

In today's business world, increasing demands are being made of packaging to be competitive and innovative while maintaining the highest levels of quality and service. The usage of different types of packaging is changing as new materials become available and new processing techniques are developed. This presents opportunities and challenges for the SME sector in the East African region- a sector which has the potential to contribute significantly to the growth of the East African economy.

Curriculum Vitae

Betty Maina is the Chief Executive of the Kenya Association of Manufacturers (KAM), one of Kenya's leading business associations with over 800 members. Previously, Betty served in a similar position at the Institute of Economic Affairs.

She was appointed by the United Nations Secretary General on July 31, 2012 to a High level Panel to advise on the global development agenda beyond 2015; the target date for the Millennium Development Goals (MDGs). She was in June 2013 appointed to the World Economic Forum Global Agenda Council on Poverty and sustainable Development to address global major challenges. She also serves on the COMESA Business Council Board. Betty has received several State Commendations from H.E. the President of the Republic of Kenya for her work in Kenya and also continues to serve on various boards in the public sector and civil initiatives. In 2008/9 she was among other eminent African personalities serving on the Danish Prime Minister's Africa Commission, a Danish Platform for effective development cooperation with Africa.

Betty's career spans nearly 20 years in public policy research and advocacy and has included engagements with various organizations namely, the Centre for Public Integrity in Washington; Center for International Private Enterprise, Washington, the Swedish International Development Agency (SIDA), United Nations Development Programme, Africa Futures, Kenya Leadership Institute, the Netherlands Development Organisation (SNV), Royal Netherlands Embassy, Ministry of Local Government (Kenya), and the World Bank, among others.

She holds a BA degree in Land Economics from the University of Nairobi and a Master of Science degree in Development Administration from the University College London. She has also undertaken a number of leadership and management courses.



Wednesday 10th Session: Innovation trends in the agrofood chains



Enrico Carlo Mola

Area Manager

Pavan Srl - PAVAN GROUP

Technological Innovation Trends and Sustainable Development in Cereals Based Products

The main subjects of the presentation are as follow:

Sustainable and alternative raw material, suitable for african country:

- o White and yellow maize
- o Tapioca and Manioca (Casava)
- o Millet
- o Sorghum
- o Soya
- o Pulses and legumes

Sustainable products, technological innovation: dough mixing, extrusion and final treatment

Case history: how to apply the innovative technology and create sustainable development

- o Production of innovative snacks and pasta with casava, lentille flour, white maize and yellow maize
- o Pre-cooked and fortified flour
- o Innovative cereal based ready meals

Market outlook and future trend

Curriculum Vitae

Education:

Bachelor degree in Food Science at "Università Cattolica del Sacro Cuore, Milano"

Post Graduate in food technology " ENILV, France , La Roche-sur-Foron, France"

Doctorate at HWU , Edinburgh , SCO

Different food certifications like auditors and/or trainer: HACCP, BRC, IFS, FDA

Raviolificio Bertarini (Fresh and frozen traditional Italian filled pasta, manufacturer) 2 yrs. Production manager.

Barilla Alimentare S.p.A. (Pasta world wide leader) 6 yrs. R&D Senior Technologist

Al Ghurairfoods Group, (Bustan and Macaroni, pasta and noodles manufacturer) Dubai (UAE) – 2 yrs. Plant Manager

Pavan Group

Wednesday 10th Session: Innovation trends in the agrofood chains



Riccardo Fanelli

Head of Johannesburg Office – Sub Saharan Africa

SACE SPA

Background perspectives for SACE support in Sub Saharan Africa

SACE, the Italian Export Credit Agency, is a joint stock company whose ultimate shareholders are the Italian Government and major Italian bank foundations.

The Group provides export credit insurance, investment protection, financial guarantees, sureties and other financial solutions best suited for projects and initiatives involving Italian partners or related supplies from Italy and covers risks in more than 180 countries.

SACE's mission is to promote Italian exports and investments abroad, supporting the internationalization of Italian economy as well as projects of strategic importance.

Curriculum Vitae

Riccardo Fanelli is the Head of SACE's Office in Johannesburg.

He has 20 years of experience in the export credit insurance business and previously headed up SACE's Kenya desk in Nairobi at the African Trade Insurance Agency.

Before moving to Africa, he headed the Group's domestic network of SACE's credit and risk analysis department in Rome.

Thursday 11th Session: Sustainable packaging: challenges and solutions

Keynote Presentation



Thomas L. Schneider, CPP

President

WPO (World Packaging Organisation)

The Business of Packaging and how Technology is changing our focus

It's a given. Packaging is ubiquitous, ever-present and for this reason, oddly, tends to be invisible. People go to the grocery store to buy food, hardly noting that most of the products are contained in a package, or at least arrived in a package. As this business sector grows, food and pharmaceutical safety is perhaps the most significant trend we will have to deal with as packaging professionals in the coming decades.

Food safety is clearly an international issue that will impact companies locally, as well as those that have significant import and export trade. And technology will play a key role in addressing this issue, in many ways.

Technology and innovation drive the business of packaging, including packaging material improvements, particularly in films; technological developments related to food safety such as track and trace and product identification; and sustainability and its impact on packaging. And as the world's population grows, packaging will grow with it, especially as it relates to the demand and buying habits of the middle class. All of these elements will affect society in one way or another, for decades to come. Because of projected population growth, Africa will be at the forefront of this trend.

Consequently, packaging has quickly become a strategic tool for maximizing the effective use of a minimal amount of packaging. It is an important, indispensable tool for every society on the planet. There is no culture on earth that can do without packaging. And technology is at the heart of it. Just as society drives innovation, technology drives the packaging sector.

Curriculum Vitae

Thomas Schneider, President of the World Packaging Organisation, has been an active member of the Packaging Community for more than 40 years. He was elected to the Packaging Hall of Fame in 2011 and served on the National Board of the Institute of Packaging Professionals as President in 2004 and Chairman in 2005, respectively. Tom is a Certified Packaging Professional, a member of the IoPP College of Fellows, and an Honorary Life Member of the Institute of Packaging Professionals.

Tom has spoken about the business of packaging at international conferences in many countries, including China, India, México, Croatia, Russia, Thailand, Turkey, and the Philippines. Tom also is the principle author of two key position papers: "Packaging – An Important Tool for A Sustainable Society " and "The Case for Packaging." Both are available on the WPO website, www.worldpackaging.org. He earned his Bachelor's Degree in Business Administration from the University of Texas in 1970.



Wednesday 10th Session: Innovation trends in the agrofood chains



Ramamurthy Thiagarajan

Director

NAKUMATT

Technological Innovation Trends and Sustainable Development in Retail

- Packaging mimics our lifestyles, with consumerism taking centre stage in our social and family circles; product packaging and innovations in retail drive our purchasing habits.
- Households are making the move towards one-stop shopping experiences, where every need is catered for under 'one-roof' providing for both luxury brand experiences and commodity price sensitive needs.
- Retail shelves now carry sophisticated packaging structures that aim toward consumer satisfaction from product usage and not just product quality, the experience is what counts for repeat purchases.
- Developing markets provide for more retail sustainability, through a growing middle class and discerning youth segments.
- The brand is playing an ever more increasing presence on the shelf, through its packaging, that can give consumers an insight into the brand story and emotional drivers. Brands are now living through their products.

Curriculum Vitae

Popularly known as TRM, Mr. Ramamurthy has over 40 years of experience and serves as the Regional Strategy and Operations Director at Nakumatt Holdings. Headquartered in Nairobi, Kenya, Nakumatt Holdings holds the enviable distinction as the leading retailer in Sub Sahara Africa operating a chain of Hypermarkets, Supermarkets and Convenience stores. TRM holds a Bachelor of Science degree from Madras University (India), complemented by Post Graduate Diploma Qualifications in Business Administration with a focus on Strategic Marketing.

In the East and Central Africa region, TRM has curved a niche as a Brand Positioning strategist and business turnaround architect with a wealth of experience in niche products and business development for sustainable, profitable development and growth. A dedicated team leader, TRM and Nakumatt Holdings Managing Director Mr. Atul Shah are also credited with having introduced the popular 24hours shopping concept now available in East Africa. With his business and marketing acumen, TRM's sights are now set on rolling out the firm's pan Africa expansion program across the South, North, West and Horn of Africa region.

A Fellow of the Marketing Society of Kenya (MSK), TRM, is also a widely experienced executive in inter country trade having overseen Nakumatt Holdings Regional expansion, brand building and capacity building programmes in the last five years.

TRM has also previously worked as a rubber technologist with TVS Group in Chennai (India), IPS (Aga Khan) Group in Kenya and East Africa's leading Automotive sales and Investment firm, Simba Corporation.



Thursday 11th Session: Sustainable packaging: challenges and solutions



Italo Vailati

Director

GIFLEX (Italian Flexible Packaging Producers Association)

GIPEA (Italian Self Adhesive Association)

A Comparative Analysis of Flexible Packaging Performance in terms of Functionality and Sustainability

Comparative Life Cycle studies show that flexible packaging can optimize the overall performance of product-package systems in both functionality and sustainability. High protection properties and single portioning according to consumption needs, allow to minimize food waste in a greater measure than any other packaging solution. Improved mechanical strength and barrier characteristics result in extreme reduction of package thickness, weight and volume, while improving product stability. The net balance of such an evolution makes flexible packaging more sustainable than most of the other packaging solutions. Finally, flexible packaging can offer the easiest and most flexible solution for a variety of products, from solid to liquid, from fresh to shelf-stable foods. This is a critical asset in retail and in short chains with direct producer-consumer connection.

Curriculum Vitae

Italo Vailati, Director of Giflex Association, was born in Venezuela, finished his studies in Italy and obtained a Chemical Engineering Master degree at the "Politecnico di Milano".

After a few years in a research centre of Montedison, he started working in the packaging sector as R&D manager in a company producing polyolefin films.

He joined later an Italian converter, producing flexible packaging, as responsible of quality assurance and then as plant manager.

In 2001 he was appointed plant manager in a company producing carton folding boxes.

Since 2006, he is director of Giflex, the Italian Association of Flexible Packaging Producers.

Thursday 11th Session: Sustainable packaging: challenges and solutions



Mohan Krishnaswami

Chairman

CPAK (Convertors and Printers Association of Kenya)

Status of the Printing and Packaging Industry in Kenya

Kenya has a vibrant printing and packaging industry.

It has the ability to meet a major part of its requirements locally and also exports its products to various countries in the region and beyond.

Kenya has continued to invest in modern technology and state of the art equipment and tried to keep up with the world in terms of evolving technology.

Kenya is clearly the leader in the region though Tanzania and Uganda have continued to invest over the last decade and bridged the gap somewhat.

The industry is a significant player in the manufacturing sector and makes a big contribution to the government revenues and in providing employment to the local workforce.

In spite of some handicaps in terms of availability of local skills and conversion costs, it has managed to maintain its competitiveness.

The industry is continuing to record modest growth rates and with the major tariff anomalies having been addressed recently, it is poised to play a significant role in the growth of the manufacturing sector in Kenya.

Curriculum Vitae

Age: 62

Qualifications: Bachelor of Chemical Engineering/MBA

Experience: Over 40 years of working experience of which last 32 years at IPS in East Africa.

Previously worked with Tata Economic Consultancy Services, and Union Carbide India Limited.

Started career in IPS as Project Promotion Manager in IPS (T).

In 1990, moved to Kenya, as General Manager of Kenya Litho Limited.

Head of Printing and Packaging sector, IPS East Africa since 1996.

Chairman of Paper and Paperboard sector, Kenya Association of Manufacturers.

Chairman of Convertors and Printers Association of Kenya (CPAK).

Thursday 11th Session: Sustainable packaging: challenges and solutions



Paolo Grasso

Export Area Manager

OMET SRL

Wasting less leads to Sustainability and Profitability

Developing Countries represent the source for new global opportunities, but it's not simply by adopting the same old business-models used in the "old World" that opportunities will develop here.

Countries with hundred millions of people growing at 10% a year can't sustain without adopting a clever and efficient production path.

Man power can not be the key resource because human are far from perfection and because man power is not an excuse for running cheap processes anymore.

It is essential to invest in proved technologies in order to run business efficiently. Profitability can only come from better efficiency when there are no differentiation forces anymore.

This is the win-win-win condition that we need to look at.

Curriculum Vitae

Paolo Grasso is Export Area Manager for OMET since 2003. He looks after the Middle East, Gulf and Asian Regions.

With a printing and converting business education from school, he's been working in the field of graphic arts for almost 20 years now.

In the last 12 years he developed for OMET some of the toughest markets such as China and India implementing sales but also helping to generate a BRAND among old giants of the industry.

Thursday 11th Session: Sustainable packaging: challenges and solutions



Andrea Ranzani
Sales Engineer
RONCHI MARIO SPA

A Model of Business: the High-Tech Italian Way

Processing & Packaging -The High-Tech Italian Way- is a network of industry-leading companies in processing and packaging which enables you to get in touch with top manufacturers and find comprehensive, flexible, cutting-edge solutions backed by the assurance of made-in-Italy technological excellence.

The Italian companies making up the network stand out for their expertise and innovative projects; they are present on various markets to provide you with comprehensive technological solutions and optimize your business.

With Processing & Packaging -The High-Tech Italian Way- you can benefit from top technological solutions by Industry-leading companies as well as leverage the expertise, effectiveness and exhaustiveness of a one-stop-shop service.

The benefits of the network:

- A single partner for all your manufacturing needs
- A comprehensive range of integrated solutions
- Unmatched made-in-Italy technology

Curriculum Vitae

Education and training:

Master's degree in automation engineering (7° Level EQF) achieved from Politecnico di Milano (Italy).

Work experience:

03/2010 – 07/2011 : Team Mecc-sun Politecnico di Milano - Academic Internship – Design of prototypes for automotive;

07/2011 – 08/2013 : SIEMENS S.p.A. – Sales Engineer – Logistics Automation division;

09/2013 – Present : RONCHI MARIO S.p.A. – Sales Engineer – Packaging Machinery;

Language:

ITALIAN – Mother tongue;

ENGLISH – C1 level;

Friday 12th Session: Normative and Educational pre-requisites for a sustainable development in agrofood chains

Keynote Presentation



Claudio Peri

Professor Emeritus, University of Milan

A Cultural Framing of Sustainable Development

A frame is something limiting and, at the same time, connecting the subject of your attention to the context.

This concept perfectly applies to the framing of a technological development.

The third session of the Conference will be devoted to the framing issues that make a technological development sustainable. We will offer some reflection on:

- Education and Training
- Certification and Traceability
- Research and Development
- Environmental policy and Legislation

We think that these aspects are so critical that ignoring them would lead to certain failure of a project. But we have a problem, because of the inherently low speed of improving culture and implementing the framing issues. Creating a huge co-packaging centre and investing millions of Euros may be easy and politically rewarding for a while, but effective framing in the areas mentioned above is the result of a long, steady, capillary development.

This is why we launched at East Afripack 2014 the initiative of the "*Business and Technology Planning Team*", with the purpose of designing new projects within appropriate framing conditions. And this is also the reason why we propose a long-term cooperation of Italy and the East African Community on framing issues, being conscious that such an exchange will be much useful to both the Italian and the African partners.

Curriculum Vitae

Professor Emeritus of the University of Milano; president of the Center for Quality Studies of the Academy of Georgofili of Florence.

Author or co-author of about 280 scientific papers and 20 textbooks on subjects concerning: i) the study, optimization, modeling, innovation and control of Food Unit Operations, plants and processes and ii) the definition, planning and implementation of quality management systems and risk management systems. Founder of the Italian Association of Food Technologists.

Founder of the Department of Food Science and Technology of the University of Milan.

On behalf of the Italian Ministry of University and Research (MIUR), has participated in the definition of university curricula in Food Science and Technology, and Microbiology.



Friday 12th Session: Normative and Educational pre-requisites for a sustainable development in agrofood chains



Joseph Nyongesa

President APO (African Packaging Organisation)

Secretary General IOPPK (Institute of Packaging Professionals Kenya)

Professionals Kenya)

Building Sustainable Packaging Skills and Capability in Africa the Lessons Learnt

Our times are characterized by long Packaging Supply Chains of producers and users all with different needs. Each of the players require training and/or education to develop talented people. Internationalization of trade makes the chain even longer. There are many skills required-Designers-creative and structural, Converters-using different materials, users of packaging, people who pack, Packaging machinery engineers and Packaging Technologists. There are also cross cutting needs like sustainability, printing, materials, marketing, Transport, Health, Safety and Environment etc. Many countries around the world have at least to some extent developed a culture of building packaging skills i.e Usa, India, UK, Italy, China, South Africa. Africa faces serious challenges that are well documented. Population of around 900 million today is estimated to reach 2 billion by 2050.

Inadequate food is a reality. Among many interventions that are necessary Packaging is part of the solution and increased packaging education is essential to achieving this. Several initiatives are going on in Africa to address this essential infrastructure in the continent. There are several institutions carrying out packaging education on the continent namely Institute of Packaging Professionals Kenya. Institute of Packaging South Africa, Ghana, Nigeria, Tanzania, Packaging Technology Centre in Tunisia and Packaging Council of South Africa. All these have come together under APO (African Packaging Organization) to build networks and speed up the process of developing a packaging education culture on the continent. Affiliation to WPO (World Packaging Organization) with other Institutions around the world is assisting to accelerate packaging education in Africa. All channels of education are being applied i.e classroom, distance, online. Training of trainers (TOT) is being pursued. Afristar programme aimed at showing the case of packaging excellence in Africa has began.

This will be globally benchmarked by entry into Worldstar which will bring Africa packaging to the global stage. Proper Packaging Exhibitions like IPACK IMA assist in disseminating and spreading Packaging skills around the continent. This is one of the reasons why APO and WPO support these events. International Agencies namely ITC, UNIDO and JICA have been on the forefront of supporting packaging Education in Africa. Government agencies like KEBS and KIRDI in Kenya and others around the continent have been very supportive of the packaging Agenda in Africa. In Tunisia PACKTECH is partially funded by the Government. To make the culture sustainable it is necessary to benchmark with other continents, Packaging Value chain players to support the efforts, Educational institutions to support and favorable macro-economic policies from Governments.

Curriculum Vitae

Joseph Nyongesa is a trained professional registered Industrial Engineer with a combined 35 years experience in Packaging, General and Project Management, Engineering, Manufacturing, Retail and Product and Packaging Development. He has held various positions as an International Consultant ITC (International Trade Center Geneva), UNIDO and JICA on Packaging and Traceability, Technical Director and Chief Executive GS1 Kenya, and the following within Unilever Kenya (Company Industrial Engineer, Production Manager, Company Development Manager, Packaging Development Manager) and Consultant to many organizations for productivity measurements, improvements, Bar-coding in relation to ERP (Enterprise Resource Planning) Implementation at Point of sale and Supply chain, own label brands and productivity improvement programmes. He has trained and supported many SME (Small and Medium Enterprises) in the area of Packaging, Traceability and application of Bar-coding standards. He has carried out several training programmes and activities in the area of Packaging and Traceability in East Africa.

He is currently an International Packaging Consultant with ITC (International Trade Centre).

He has organized many ITC activities in Kenya including compiling The ITC packaging and Traceability information kit for the country. He carries out ITC functions outside the country as necessary. He is also a consultant to Competitive Options Ltd on operations, strategy, training and Projects design, execution and General Management. He is also Secretary General and Chief Executive of Institute of Packaging Professionals Kenya. He has been elected The First President of APO (African Packaging Organisation) a continental organization that is building packaging capability in Africa. He is also a Board Member at WPO (World Packaging Organisation).

Friday 12th Session: Normative and Educational pre-requisites for a sustainable development in agrofood chains



Suki K. Mwendwa
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The Technical University of Kenya

Back to Basics: Synergizing Packaging within Curriculum Development

The main objective of this presentation is to explore what framework would be required to teach or train in packaging that reflects and responds to its nature of being both a form and a service, within new development paradigms. Going back to the basics of what is packaging? What does it entail? And what areas of specialization have evolved? And to what extent do they respond to being trans-disciplinary in light of the complexity of package, may be a necessary step. Why? Packaging changes and evolves based on societal needs. Packaging is said to go hand in hand with the development of civilizations. Today due to a global consumer culture on one hand, and global sustainable issues on the other hand, packaging and what it involves, is at the heart of a lot of activities, and as a result has been perceived to contribute to large percentage of worldly waste and consumption of natural resources. Furthermore, due to poverty and unemployment, mainly youth unemployment, education in and of itself, is going through a crisis, as to how relevant is it for today's world of work and industry. Can the education we provide enable a to provide student or trainee to who would satisfy industry at best, or at least self-employment? Within the re-evaluation of education and its relevance, is the question of how isolated and theoretical are the programs, courses and specializations, in their ability to provide and resolve "real world" needs? And to what degree are the same programs, courses and specializations, cognizant of how they may relate and synergize together to find solutions to today's challenges. By definition, packaging is a complex "coordinated system preparing goods for transport, distribution, storage, retailing, and use". Each of these areas involves science and design, innovation and engineering, research and development. Is there a dialogue in our institutions between these areas? And after "use" then what? The issue of sustainability is critical. Packaging requires technical - science and engineering skills, marketing - artistic and motivational understanding and entrepreneurship - "soft control" and soft skills, among other sensitivities towards global sustainable issues and life-styles. These are an unusual skill spread. How are these to be attained and successfully applied? and to what extent are educational, academic institutions, a part of this synergetic need through there curriculum development.?

Curriculum Vitae

Suki is an Associate Professor in Design. She did her BA at the University of Nairobi in Design (1981), MA at Cornell University in Interior Design and Human Environment Relations, (1985), and her PhD Arch at University of California, Berkeley, majoring in Social and Cultural Issues in the Built Environment (2000). Her work in terms of research and Industry has progressively looked at the relationship between People, Design and the Environment, the role of creativity and innovation, and the synergy of the sciences and arts to solve contextual everyday challenges. The review of this undertaking is documented in publications and projects with partners since 1986. Prof Suki, previously held the position of Deputy Principal in charge of Networks Partnerships and Linkages, (2010 - 2012) at the then Kenya Polytechnic University College, before she became the Deputy Vice Chancellor for Technology, Innovation and Partnerships, when it was renamed - Technical University of Kenya (TUK) in 2013 - one of the first Technical Universities in Kenya. Some of the responsibilities she has held, have been Chairman of Design Department - UoN (2001-2004) the founding Director of the School of the Arts and Design - UoN (2005 - 2008) and has also worked on a number of maiden boards between 2003 and 2009; Kenyatta International Conference Centre, Kenya Film Commission, Public Archive Advisory Council, Consultative Expert Group: Network of African Science, to name a few.

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Aldo Todaro

President

Food Technologists Board

Professional Roles and Responsibilities of Food Technologists in Italy

A Food Chain is the sequence of processes and activities involved in the production, processing, distribution, storage and selling of food "from the field to the fork". Since year 2000 a tendency toward chain integration is becoming increasingly important as a consequence of new legal requirements (traceability) and the consumer request for transparency and information about the food origin. Retail companies are driving the system in the same direction. As a consequence, Food Technology has been widening its scope.

Roles and responsibilities of food technologists call for an integrated approach of the whole food chain in order to manage the complexities in the system.

At present, they are becoming multi-hazard managers, and the risk management approach should be considered as a general method of the management process. It can be applied not only to product safety, but also to product quality, workers' safety, environmental sustainability, and so on. Keeping under control the critical points has become the secret for effective process management and control system simplification.

Curriculum Vitae

Aldo Todaro was born in Sicily in 1976. He obtained his master's degree in Food Science and Technology in 2002. He is currently President of the Sicilian and Sardinian Food Technologist Board (www.otass.it), and works as researcher in the Food Science and Technology Division at the University of Palermo. He has published 70 research papers on the extraction of phenol compounds and characterization of enzyme from vegetable foods. His interests are focused on: functional compounds, valorization of agro industrial wastes, technological characterization of enzyme from fresh-cut fruit and vegetables. He is referee for the Journal of Agricultural and Food Chemistry; Journal of Food Composition and Analysis; Journal of Applied Microbiology; African Journal of Biotechnology.

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Alessandro Mattiazzi

**Standard Technical Manager - Voluntary Certifications
CSQA**

The Evolution of Certification Schemes and Standards of Food Products and Processes

First certification scheme applied to the food sector was, around 25 years ago, the standard ISO 9001 on Quality Management System. After a successful growth, now this standard is slightly decreasing, however some of the principles proposed are still the quality management framework where more sector specific standards are managing their requirements (eg. Food safety, Good agricultural practices, Sustainability, Origin).

Italian and European scenario is now showing the success of the "standard owner" schemes, business to business standards based on the food safety, like BRC, BRC IOP, IFS, GLOBALG.A.P.; the demand of those standard is strongly driven by the retailers. The purpose is to grant the client (retailer) not directly the consumer therefore a certification mark is not allowed on the product. If the aim is to use the logo on the product label than other standards like Organic P.D.O, ISO 22005:09, Leaf Marque, UTZ are giving this chance.

The number of certification schemes applicable to the food sector is however very large and increasing year by year. Companies are continuously facing requests by the clients to obtain new certifications, their choice about which standard to apply is depending on the market/clients but also taking into account the possibility of integration and benchmark between different standards.

Trends? For first Sustainability, but also non GMO, and origin.

Curriculum Vitae

Working on food certification sector since 2001. Now covering the role of Standard Technical Manager for several EN 45011 (ISO 17065) voluntary certification schemes like GlobalGAP IFA, GlobalGAP GRASP (GlobalG.A.P. Risk Assessment on Social Practises), Leaf Marque, QS, UNI 11233:09 (integrated farm assurance), Controlado por Face, Biodiversity Friend, UTZ, ISO 22005:09 (traceability in the food chain), and standards owned by CSQA.

Involved in the standard production and revision. Member of the Globalgap National Technical Working Group. Auditor and inspector. Trainer for the public and in house trainer for the auditing staff of CSQA.

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Maurizio Boccacci Mariani
Department of Management
University of Rome "La Sapienza" -
Italian Institute of Packaging

*The Current Role of Food Packaging and Regulatory Issues
inside the Common Space of European Union*

The principal targets of food packaging are: to contain food in a cost-effective way that satisfies industry requirements and consumer desires, maintaining food safety and minimizing environmental impact and to reduce food loss and increase shelf-life of food products. Packaging is the most important differentiating factor and product innovation in this field is mostly based on progress in packaging technology.

Food contact materials are materials and articles intended to come into contact with foods and including packaging materials, cutlery and dishes, processing machines, containers and materials and articles in contact with water for human consumption.

In the EU space, food contact materials and articles are regulated by: a Framework Regulation (EC 1935/2004) containing general requirements for all food contact materials, legislation on specific materials - groups of materials and articles listed in the Framework Regulation, Directives on Individual Substances or groups of substances used in the manufacture of materials and articles intended for food contact and National legislation covering groups of materials and articles for which EU legislation is not yet in place (source: EU Commission).

A basic principle for EU legislation in the field of Food contact materials is the harmonisation of legislation on food contact materials at EU level to protect consumers' health and to remove technical barriers to trade. Food contact materials must not transfer their components into the foods in unacceptable quantities (migration) according to fixed migration limits on the basis of a toxicological evaluation.

Curriculum Vitae

Full Professor of Commodity Science at Sapienza, University of Rome; Member of the Committee of Experts on Materials Coming into Contact with Food of the Council of Europe; Coordinator of research projects in the field of Food Safety and Quality Systems applied to Food Paper and Board Packaging; Director of the International Master in European and International Policies and Crisis Management, Sapienza University of Rome; Professor of the university course in "Energy Efficiency and Eco-sustainability", Sapienza University of Rome.

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Fieramilano, Milan - Italy 20-22 May 2015



Fieramilano, Milan - Italy 2017



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