Pushpanathan Sundram,
Managing Director,
EAS and Principal Advisor, AFBA

Hendro Harijogi Poedjono,
Director, Public and Regulatory Affairs,
FrieslandCampina ASIA

Food Industry Asia (FIA),
ASEAN Food And Beverage Alliance (AFBA)
WHO ARE WE AND WHAT DO WE DO?

FIA is a **regional policy hub** for the food industry in Asia.

The vision was developed in 2010 by **six multi-national** companies.

Since then, membership has grown to **thirty** companies and FIA has established itself as a respected leader in the regional policy and regulatory arena.
Membership spans the end-to-end value chain and is open to all food & beverage companies with a regional or multi-country footprint in Asia.
WHY WAS FIA FORMED?

To enable major food companies to speak with one voice on non-competitive issues, such as:

• Food safety;

• Nutrition & health;

• Harmonising food standards; and

• Facilitating trade for the benefit of large, medium and small businesses and consumers throughout Asia;
HARMONISING STANDARDS: OVERALL OBJECTIVES

Accelerate harmonisation, through **mutual recognition** of country standards, and more use of international standards recognised by WTO (Codex, ISO, OIML, etc).

Promote a **risk-oriented, science-based approach** to standards development and approval processes.

Improve **multi-stakeholder dialogue** on regulatory developments that might impact business.
On 6 September 2012, FIA hosted the inaugural Food Industry Summit in Jakarta for 240 food industry leaders.

The aim was to discuss priorities for Harmonisation of food standards and to promote the adoption of good regulatory practice.
WHAT WAS THE OUTCOME?

The Summit yielded a Vision Statement that was supported by all delegates and presented to the Secretary General of ASEAN, Dr Surin Pitsuwan.
INTRODUCTION TO AFBA
The ASEAN Food and Beverage Alliance (AFBA) is a group of non-profit industry associations and SME groups in ASEAN.

AFBA strongly believes there is an opportunity for the private sector to help meet the goals of the ASEAN (economic) Roadmap by 2015.

AFBA was established at the inaugural meeting of its Executive Board - January 2013.
OUR GOVERNANCE STRUCTURE

**AFBA** is governed by an Executive Board comprising senior representatives from the leading associations in the 10 ASEAN countries plus elected representatives from SME groups in the region.

In the first instance, the Board will be financed and supported by **FIA**.
AFBA Structure

MEMBERSHIP

AFBA Members:
Industry Associations or federations involved in the manufacture, distribution and sale of food and beverages in ASEAN

AFBA SME Committee

AFBA SECRETARIAT

GOVERNANCE

AFBA Executive Board:

<table>
<thead>
<tr>
<th>Country</th>
<th>SEATS</th>
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<tbody>
<tr>
<td>Brunei</td>
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<td>Thailand</td>
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<td>Vietnam</td>
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<tr>
<td>SME Representatives</td>
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<td>FIA</td>
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SME Representatives

FIA Council

FIA Committees

FIA SECRETARIAT
MEMBERS OF AFBA EXECUTIVE BOARD

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<thead>
<tr>
<th>COUNTRY</th>
<th>Organisation</th>
<th>Representative</th>
<th>Designation</th>
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<tr>
<td>ASEAN</td>
<td>Food Industry Asia (FIA) Council</td>
<td>Hendro Poedjono</td>
<td>FIA Lead for ASEAN</td>
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<tr>
<td>BRUNEI</td>
<td>National Chamber of Commerce and Industry</td>
<td>Abdul Halim Saim</td>
<td>Chairman for Brunei</td>
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<tr>
<td>CAMBODIA</td>
<td>Cambodia Chamber of Commerce</td>
<td>Oknha Ty Peseth*</td>
<td>Chairman for Cambodia</td>
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<td>INDONESIA</td>
<td>Food &amp; Beverage Industry Association - GAPMMI</td>
<td>Adhi Lukman</td>
<td>Chairman for Indonesia</td>
</tr>
<tr>
<td>LAO PDR</td>
<td>Lao National Chamber of Commerce &amp; Industry</td>
<td>Kissana Vongsay*</td>
<td>Chairman for Lao PDR</td>
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<tr>
<td>MALAYSIA</td>
<td>Federation of Malaysian Manufacturers, MAFMAG</td>
<td>Ng Kim Keat</td>
<td>Chairman for Malaysia</td>
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<tr>
<td>MYANMAR</td>
<td>Agro-based Food Processors and Exporters Association</td>
<td>Wai Phyo</td>
<td>Chairman for Myanmar</td>
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<tr>
<td>PHILIPPINES</td>
<td>Philippine Chamber of Food Manufacturers</td>
<td>Edith de Leon</td>
<td>Chairman for the Philippines</td>
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<td>SINGAPORE</td>
<td>Singapore Manufacturing Federation, F&amp;B Committee</td>
<td>Sunny Koh</td>
<td>Chairman for Singapore</td>
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<td>THAILAND</td>
<td>Federation of Thai Industries, Food Processors Club</td>
<td>Boonpeng Santiwattanatham</td>
<td>Chairman for Thailand</td>
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<tr>
<td>VIETNAM</td>
<td>Vietnam Beer Alcohol Beverage Association</td>
<td>Nguyen Van Viet</td>
<td>Chairman for Vietnam</td>
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<td>SME COMMITTEE</td>
<td>ASEAN SME Advisory Board</td>
<td>Robert Yap</td>
<td>Chairman for SMEs</td>
</tr>
<tr>
<td>SECRETARIAT</td>
<td>AFBA</td>
<td>S. Pushpanathan</td>
<td>Principal Adviser</td>
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*invited
AFBA PRIORITIES FOR HARMONISATION
COMMON TBTS IN ALL TEN ASEAN COUNTRIES

- Authorisation of new ingredients, additives & flavours
- Product registration; Import & export certification
- Compositional standards
- Contaminant limits
- Analytical methods
- TBTs
- General labelling
- Nutrition labelling
AFBA identified five areas in which harmonisation would bring the greatest economic benefits:

- Nutrition labelling
- Pre-market product registration
- Import/export certification
- Authorisation of food ingredients, additives and flavours
- Contaminant limits and analytical methods

AFBA will work to ensure that the specific challenges faced by SMEs are addressed.
To address these challenges, AFBA recommends:

- **Mutual Recognition Agreements (MRAs)** as a first step to removing barriers to trade
OUR PRIORITIES FOR MUTUAL RECOGNITION

Nutrition Labelling

Product Registration

Pre-market authorisation of additives and ingredients
To address these challenges, AFBA recommends:

- **Mutual Recognition Agreements** (MRAs) as a first step to removing barriers to trade
- **Public-Private Partnership** – Strengthening the Role of the Private Sector
- Strengthening **ASEAN Institutions**; and
- Promoting **Good Regulatory Practice**
1. **GOOD GOVERNANCE**
   - The regulatory process should be in line with internationally recognised principles of good regulatory governance and practice and should be transparent and fair to all;

2. **RIGOROUS IMPACT ASSESSMENT**
   - All new regulations and standards should be subject to a regulatory impact assessment prior to adoption, based on internationally recognised principles and practices;

3. **SCIENTIFIC BASIS AND PROPORTIONALITY**
   - Individual regulations should be clear, proportionate and nondiscriminatory and be founded on sound, scientifically based criteria consistently applied;

4. **OPEN CONSULTATION**
   - The regulatory process should include a public consultation and stakeholder engagement mechanism, encouraging the active participation and contribution of all relevant public and private stakeholders;

5. **MINIMAL RESTRICTIVENESS**
   - All measures adopted should be no more restrictive than required to achieve the appropriate level of sanitary or phytosanitary protection and have minimal, if any, negative trade effects.
For further information, please contact the AFBA Secretariat at:

E-mail: info@afba.co
Tel. +65 6235 3854
THANK YOU!