

Improving Health and Nutrition in China

Fortification of Wheat Flour

A HIGH LEVEL MEETING BY INVITATION

Hosted By

The China Cereals and Oils Association

The Center for Public Nutrition and Development of China

Co-Sponsor

The Flour Fortification Initiative

MAY 10TH 2006

10.00 – 13.00

REGISTRATION

In the Presidential Plaza (Guo Bin) Hotel, Beijing

<http://www.presidentialplaza.com/english/about.htm>

Desk in the back of the Lobby

- o Pick-up your invitation/security passes for the meeting in the Great Hall of the People (required for entry)
- o A bus will leave at 13:00 from the Lobby to take people to the Great Hall of the People

13.30 – 18.00

IMPROVING HEALTH AND NUTRITION IN CHINA: FORTIFICATION OF WHEAT FLOUR (Day One)

In The Great Hall of the People, Henan Room, Tiananmen Square, Beijing

19.00 – 21.00

BANQUET

In the Presidential Plaza (Guo Bin) Hotel, Beijing, PR China

MAY 11TH 2006

09.00 – 17.15

IMPROVING HEALTH AND NUTRITION IN CHINA: FORTIFICATION OF WHEAT FLOUR (Day Two)

BUILDING PARTNERSHIPS TO MOVE FORWARD

In the Presidential Plaza (Guo Bin) Hotel, Beijing

Improving Health and Nutrition in China: Fortification of Wheat Flour

The inclusion of “promoting initiatives to improve public nutrition” in the 11th Five Year Plan for Economic and Social Development (2006-2010) passed during the 10th National People’s Congress 4th Meeting indicates both the current situation of malnutrition in China and that the central government considers working on public nutrition improvement to be important.

Vitamin and mineral deficiency is often called “Hidden Hunger.” It can affect the physical and mental development of young children and also undermines the health of adults. Diseases related to malnutrition are harmful, and also carry heavy social and economic costs. Therefore, taking positive steps towards eliminating malnutrition has been recognized by various national governments and international organizations as being vital human development. The results of the “4th National Health and Nutrition Survey” clearly show that malnutrition is still prevalent in China, and that micronutrient deficiencies are common in both urban and rural areas.

After more than 70 years of exploration, food fortification with vitamins and minerals has been recognized as the best choice for improving nutrition in China. The relevant departments of the national government decided in 2000 to fortify flour and other staple foods with micro-nutrients as part of the overall programme of nutrition improvement. After a series of technical experiments the State Grain Administration and related departments began a flour fortification trial project in 2002. After three years of biological testing, the benefit of consuming fortified flour is clear. The national government, the international nutrition community and the private sector all consider these results to be very important.

The progress of flour fortification in China has also received significant support from international organizations. The Flour Fortification Initiative offered to support an international meeting on flour fortification in China. The goal of this meeting is to determine how best to advance flour fortification in China. In the meeting we will discuss both Chinese progress and international experience in flour fortification; we will especially focus on public policy models for effective fortification, the technology of fortification, increasing cooperation, and advancing the development of flour fortification in China.

With the strong support of the State Grain Administration, this international meeting on flour fortification will be hosted by the China Cereal and Oils Association and the Center for Public Nutrition and Development with the Flour Fortification Initiative acting as co-sponsor. UN organizations, governments, other international organizations, wheat selling, milling, allied trade and food industry organizations will send high level representatives to attend. Representatives from the State Grain Administration, the National Development and Reform Commission, the Western Development Office of the State Council, the Ministry of Health, the State Food and Drug Administration, China CDC, and the Ministry of Civil Affairs will all be present along with economic, health, and technical experts from China and abroad. Several representatives from the Chinese grain and oil industries and members of international industry, related government departments and institutions will also be in attendance.

The meeting will be held on the 10th and 11th of May, 2006 in the Great Hall of the People and the Presidential Plaza (Guo Bin) Hotel, Beijing, P.R. China.

Given that your organization is involved in or related to the work and goals of flour fortification, we invite you to attend this international meeting on “Improving Nutrition and Health in China: Fortification of Wheat Flour” and the banquet that will be held on the evening of May 10th.

Improving Health and Nutrition in China Fortification of Wheat Flour

May 10-11, Beijing, P.R. China

TENTATIVE AGENDA (SPEAKERS BEING CONFIRMED)

May 10th 14:30 – 18.00 Great Hall of the People

13.10 – 14.30	Registration	
14.30 – 14.40	Welcome	<i>Representative of CCOA</i>
14.40 – 14.50	Opening Remarks	<i>National Leader</i>
14.50 – 15.00	Opening Remarks	<i>Scott J. Montgomery (Chair of the Flour Fortification Initiative and Vice President, Corporate Procurement Leader, Cargill Inc.)</i>
15.00 – 15.10	Opening Remarks	<i>Zhou Mingchen (ex-board chairman of COFCO)</i>
15.10 – 15.25	Food Fortification: A Global Overview	<i>Alan Court (Director of Programs Division, UNICEF)</i>
15.25 – 15.40	Flour Fortification in China	<i>Chen Jiaj (Director of Macro-Management, State Grain Administration)</i>
15.40 – 15.55	Eliminating Micronutrient Deficiency: An Economic Priority	<i>Joseph Hunt, Health and Nutrition Economist, Visiting Scientist, Harvard School of Public Health</i>
15.55 – 16.10	Eliminating Micronutrient Deficiency: A Priority for China	<i>TBA</i>
16.10 – 16.40	Break	
16.40 – 16.55	Chinese Flour Fortification: Results of Efficacy Trial	<i>Huo Junsheng (Expert, China Flour Fortification Project Group)</i>
16.55 – 17.10	Flour Fortification: The Public Health Benefit	<i>William Dietz (Director, Division of Nutrition, CDC)</i>
17.10 – 17.25	Flour Fortification: A Miller's Perspective	<i>Philip Purnama (Director, PT Indofood Sukses Makmur)</i>
17.25 – 17.40	Chinese Flour Fortification: A Miller's View	<i>Dan Zhimin (Board Chairman, Wu Deli Millers Group)</i>
17.40 – 17.50	Preventing Disability through Folic Acid Flour Fortification	<i>Pierre Mertens (President, International Spina Bifida Association)</i>
17.50 – 18.00	Closing Remarks	<i>Yu Xiaodong (Director, PNDC)</i>

May 11th 09.00 – 17:30 Guo Bin Hotel
Building Partnerships to Move Forward

09.00 – 09.05 **Welcome & Introduction** *Hu Chengmia (General Secretary, CCOA)*

SESSION 1: THE CHINESE PUBLIC HEALTH NEED & EXPERIENCE

09.05 – 09.20 **Salt Iodisation: Lessons for Flour Fortification** *Steven Boyages (Chief Executive Westmead Sydney Area Health Service, Australia)*

09.20 – 09.35 **Nutrition Improvement in China** *Christian Voumard (UNICEF Representative, China)*

09.35 – 09.50 **Micronutrient Deficiency in China** *Li Zhu (Professor, Beijing University)*

09.50 – 10.05 **Food Fortification: The 11th Five Year Plan for Economic and Social Development** *TBA (Industry Department of NDRC)*

10.05 – 10.20 **Flour Fortification: The Role of Government** *Pak Soekirman (Chairman, The Fortification Coalition, Indonesia)*

10.20 – 10.45 **Break** (Collect Questions)

10.45 – 11.05 **Panel Discussion** *Session Speakers plus Glen Maberly, Ray Yip, Cheng Ming, Kong Linzhi*

SESSION 2: FORTIFYING FLOUR IN PRACTICE

11.05 – 11.20 **Developing the Chinese Policy Framework** *Yao Xiumin (Division Chief, Macro Management, State Grain Administration)*

11.20 – 11.35 **Developing the Chinese Wheat Flour Fortification Standard** *Long Lingli (Division Chief, Standard and Quality Center, State Grain Administration)*

11.35 – 11.50 **An International Miller's Perspective** *Nicolas Tsikhlakis (Chief Operations Officer and Partner, The Modern Flour Mills & Macaroni Factories Co.)*

11.50 – 12.05 **A Chinese Miller's Perspective** *Wang Jianxin (Board Chairman, Gu Chuan Millers Company)*

12.05 – 12.20 **Small Millers: Meeting the Challenges** *Martin Schlauri, (President, Global Milling, Buehler AG)*

12.20 – 13.50 **Lunch** (Collect Questions)

13.50 – 14.30 **Panel Discussion** *Session speakers plus Gary Anderson, Greg Harvey, Peter Ranum*

SESSION 3: FORTIFYING FLOUR: SUPPORT TO MILLERS

- 14.20 – 15.00 **FFI Millers' Training Program** *(Gary A. Anderson (Executive Vice President, International Association of Operative Millers))*
- 15.00 – 15.20 **Fortified Flour: Reassuring Commercial Users** *(Monte White (President, Research Products Co.))*
- 15.20 – 15.45 **Break** (Collect Questions, also on Communications)
- 15.45 – 16.10 **Panel Discussion** *(Session Speakers plus Dan Zhimin, Andre Veneman, William Gambel, Lutz Popper, Jeff Gwirtz)*

SESSION 4: COMMUNICATIONS AND MOBILIZATION FOR FLOUR FORTIFICATION

- 16.10 – 16.25 **Reassuring the Market** *(Chai Weizhong (Assistant Director, PNDC))*
- 16.25 – 16.45 **Promoting Flour Fortification in China: International Experience and Support** *(Faith Brewitt (Senior Vice-President & General Manager, Fleishman-Hillard Shanghai), Charles Rycroft (UNICEF))*
- 16.45 – 17.15 **Panel Discussion** *(Session Speakers)*
- 17.15 – 17.30 **Closing Remarks** *(Yu Xiaodong (Director, PNDC))*

ATTENDANCE

Because the meeting is in the Great Hall of the People and requires security passes, it is important that all attendees (including spouses wishing to attend) register in advance. For planning purposes, it is also important to know all attendees at the banquet. PNDC has agreed to arrange tours of Beijing for interested spouses. For all of the above, please inform Roby Hill by email (robby_rhill@bellsouth.net) no later than Tuesday, April 25, 2006. For all events, business attire is appropriate.

SPEAKERS

Please send an abstract (one page or less) describing the content of your presentation to Roby Hill by email (robby_rhill@bellsouth.net) no later than Tuesday, April 25, 2006. The abstracts will be the foundation of a 20-page booklet about the meeting, translated into Chinese and English, and distributed to the participants at the meeting. Please send the presentation itself no later than May 5, 2006. We must receive the presentations by then to translate them into Chinese.

DOCUMENTATION FOR THE EVENT

1. A letter of encouragement and support from the international participants to endorse
2. A summary of the content of the meeting with a 1-2 page overview summary

MATERIALS

If you have materials relevant to achieving flour fortification in P.R. China you would like to share with meeting attendees (around 150 expected), there will be a display table at the meeting on May 11. As this display area will be shared by all organizations, the materials should be concise and it would be beneficial to have them in Chinese. Please bring the materials to the meeting and you will be directed where to put them.

PRACTICAL DETAILS FOR INTERNATIONAL PARTICIPANTS

Arrival

The whole of the week prior to the meetings (week of May 1) is a public holiday in China. Tourist travel that week is not advised. Arrival in China from Sunday May 7 should not present any problems, although tourist sites are likely still to be very busy.

Hotel/Venue Information

The Great Hall of the People (where the May 10th meeting will be held) is located on Tiananmen Square in the centre of Beijing. The Presidential Plaza (Guo Bin) Hotel where the May 10 Banquet and the May 11th meeting will be held is located to the north west of Tiananmen Square; 10-15 minutes by taxi.

The Presidential Plaza (Guo Bin) Hotel Beijing is a five-star hotel centrally located in Beijing's Xicheng district close to China's commercial and banking district, government ministries and Hi-Tech zone. It is an upscale property with 485 guest rooms including 63 luxurious suites and a variety of restaurants and bars as well as comprehensive banqueting facilities.

Full details of the hotel are:

The Presidential Plaza (Guo Bin) Hotel
9 Fuchengmenwai Rd.
Xicheng District
Beijing, China 100037
Tel: +86 10 6800 5588
Fax: +86 10 6800 5888
<http://www.presidentialplaza.com/english/about.htm>

To make reservations, please use the attached registration form.

Transportation

On May 10th bus transportation will be provided between the hotel and the Great Hall of the People. The bus to the Great Hall of the People will leave at 13.00. The bus will be available to transport you back to the Presidential Plaza (Guo Bin) Hotel after the meeting.

Visas

Most international participants will be able to attend this meeting on a visitors' visa. Those (such as government employees) who cannot do this should request an invitation letter as quickly as possible from Roby Hill who will forward the request to the Chinese meeting organizers (PNDC) who will arrange for such a letter to be provided.

Registration

Registration desks will be located in the back of the Lobby of the Presidential Plaza (Guo Bin) Hotel between 10.00 – 1:00 on May 10th.

Meeting Locations

May 10th:

14.00 – 18.00 (early arrival is necessary to go through a security checkpoint; bring your invitation)

The Great Hall of the People 4th Floor Henan Room

19.00 – 21.00 Banquet

The Presidential Plaza (Guo Bin) Hotel (look for displays to direct you to appropriate room)

Note: Bus transportation will be provided between the Great Hall of the People and The Presidential Plaza (Guo Bin) Hotel

May 11th:

09.00 – 17.00

The Presidential Plaza (Guo Bin) Hotel 2nd Floor Banquet Hall

Contact Information of Conference Committee

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