



UEF Law School

In cooperation with:
Finfood – Finnish Food Information
Guangzhou University

Sino-Finnish Seminar on Food Regulation in the Digital Age

Time: Tuesday 28 August 2018, at 13.00 – 16.00 hours
Venue: Auditorio ECO LS, Economicum, Arkadiankatu 7, Helsinki

13:00 – 13:10	Opening remarks, Dr Harriet Lonka, UEF and Director Tiina Lampisjärvi, Finfood – Finnish Food Information
13:10 – 13:35	Keynote 1: Professor Katja Lindroos, UEF <i>EU-Legislation as a Tool for Fighting the Food Fraud</i>
13:35 – 14:00	Keynote 2: Dr. Xiao Pinghui, Guangzhou University <i>China's Food Regulation in the Age of the Internet Plus</i>
14:00 – 14:15	Coffee
14:15 – 14:35	Mr Zheng Yu, Junhe Law Firm <i>Major Changes Brought by New Food Safety Law in China – Lawyer's Perspective</i>
14:35 – 14:55	Mr Jani Kaulo, Kolster Law Firm <i>Experience of Finnish Food Companies on Brand Protection in China</i>
14:55 – 15:40	<i>Experiences and considerations of eCommerce in China Food Company Perspective</i> Atria Finland Ltd. - Jani Vänskä, Export Manager, China - Dr. Sami Areva, Business Development Manager (Adj.Professor) Valio Oy - Kristiina Kiviharju, SVP Quality & Sustainability
15:40 -16:00	Closing Discussion
16:00 – 17:00	Refreshments

The seminar is open and free of charge but requires registration by 24 August at:
<https://elomake.uef.fi/lomakkeet/20338/lomake.html>