Harmonization of Food Safety Standards to Enhance Regional Trade

Ali Badarneh
SAFE Project Manager
UNIDO
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"Laying the foundation of a coordinated food safety system in the Arab region"
Part 1: UNIDO in brief
UNIDO and ISID

• The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations, whose mandate is to:

To promote and accelerate inclusive and sustainable industrial development (ISID) to achieve shared prosperity and environmental sustainability around the world.

• In recent years, UNIDO has assumed an enhanced role in the global development agenda by focusing its activities on three thematic priorities:

1. Creating shared prosperity
2. Advancing economic competitiveness
3. Safeguarding the environment
UNIDO and SDG 9

UNIDO’s mandate of ISID is fully recognized in the Sustainable Development Goals, namely Goal 9:

*Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.*
Part 2: SAFE Initiative
Development Goal

Objective

Support regional efforts, coordinated by LAS, AIDMO & AOAD, aiming at achieving regional integration, harmonization & effective coordination in food safety ensuring compliance with international trade rules & regulations (TBT/SPS)
Development Goal

Components

Institutional

Technical and regional coordination capacities of partners strengthened for planning, implementation and management of a harmonized regional food safety system within the framework of GAFTA

Country

National food safety systems at target countries improved following regionally harmonized policies and protocols and according to international best practices and agreements
Arab Task Force on Food Safety (ATF)

A high level steering group providing advice & guidance to LAS, AIDMO & AOAD on coordination & harmonization of food safety interventions in the region

- Three ATF meetings (2016-2017)
- Elected Chair (Egypt) – 2 successive years
- Seventeen countries - Mauritania as observer
- Private sector & consumer protection regional bodies getting involved
- Priority working area identified & endorsed
- Expert working groups (EWGs) formulated & in action
Arab Task Force on Food Safety (ATF)

Members

- LAS
- AIDMO
- AOAD

Current

- Algeria, Bahrain, Egypt, Iraq, Jordan, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Tunisia, United Arab Emirates, Yemen

Observer

- Mauritania

Prospective

- Kuwait
Experts Working Groups

Member Countries
- Algeria, Lebanon, Qatar, Tunisia, UAE
- Algeria, Libya, Qatar, UAE
- Egypt, Libya, Saudi Arabia, Sudan, Yemen, Iraq

Priority Working Areas – ATF Initiatives

Risk Assessment
- Dec 16 - Jordan
- Dec 16 - Morocco

Rapid Alert System for Food & Feed
- Jan 17 - Egypt

Codex Coordination
- Feb 17 - Lebanon

Inspection & Certification system
- Country Assessment

Formulated groups of Arab Experts
Endorsed work plans
Empirical implementation
Part 3: Arab Student Starpack
The story (UNIDO-Lebanon partnership)

Trade rejections on labelling
- Lebanese exports rejected due to compliance issues including labeling.

Sustainable service center in Lebanon
- Support establishing national service center to serve the industry

Regional networks of centers
- Scaling up in the region
Arab Student Starpack is the first regional packaging contest in the Middle East, supported by UNIDO in partnership with LibanPack. It is aimed to encourage young talents to develop projects in the field of packaging design.

Arab Student Starpack was based on the success of the national Lebanese competition “Lebanon Student Starpack”, which experienced seven successful rounds.

facebook.com/ArabStarpack  twitter.com/ArabStarpack  instagram.com/arabstarpack
WPO Accreditation of StarPack

- WPO (World Packaging Organization) World Star Competition endorsed the Lebanon Student StarPack Contest aimed to encourage the young talents from all countries of the world to develop projects in the field of packaging design.

Winners of StarPack 2016 are eligible to participate in the WPO World Star Student International Packaging Design Competition!!
CATEGORIES OF THE COMPETITION

**VISUAL PACKAGING CATEGORY**

Suggesting new or improved visual design/artwork of an existing package. In this category student must improve the branding identity of the product.

**STRUCTURAL PACKAGING CATEGORY**

Suggesting new or improved structural packaging design (new mold/new die cut) of an existing package. The student can even suggest changing the existing packaging material proposing a new sustainable material.

**SAVE THE FOOD CATEGORY**

This category falls under the structural category but is dedicated to food and agricultural products. It involves offering a new smart and intelligent packaging, to improve the supply of food to a growing global population and to prevent its waste and if possible the extension of shelf life of perishable products.
Launching Arab StarPack in Arab Countries
1000 Students
from 13 Countries have applied
60 Arab Universities participated in Arab Starpack 2017

The following 60 Arab Universities participated in the competition:

**BAHRAIN**
- University of Bahrain

**EGYPT**
- Helwan University
- Minya University
- Nile University
- Zewail City of Science and Technology

**JORDAN**
- Al-Ahliyya Amman University
- Applied Science Private University
- Arab Open University
- German Jordanian University
- Hashemite University
- Jadara University
- Mutah University
- Petra University
- Philadelphia University

**KUWAIT**
- Kuwait University

**LEBANON**
- Académie Libanaise des Beaux Arts
- American University of Beirut
- American University of Science and Technology
- Antonine University
- Arts, Sciences and Technology University in Lebanon
- Lebanese University
- Lebanese American University
- Lebanese International University
- Lebanese Canadian University
- Makassed Abdel Hadi Debs Vocational Center
- Modern University for Business and Science
- Rafik Hariri University
- Holy Spirit University of Kaslik
- Université Saint Joseph de Beirut

**PALESTINE**
- Al Khalil University
- Al Quds Open University
- An-Najah National University
- Arab American University of Jenin
- Bezaziel Academy of Arts and Design
- Gaza Community Training College
- Islamic University of Gaza
- Palestine Polytechnic University

**SULTANATE OF OMAN**
- Caledonian College of Engineering
- College of Applied Sciences
- Al-Zahra College for Women

**TUNISIA**
- École Supérieure des Sciences et Technologies du Design
- Tunis Institute of Fine Arts
- École Supérieure d’Audiovisuel et de Design
- Faculty of Sciences of Sfax

**UNITED ARAB EMIRATES**
- American University in the Emirates
- Rochester Institute of Technology

**YEMEN**
- University of Science and Technology
International Judging Panel from 7 Countries: Brazil, Italy, Switzerland, Egypt, Tunisia, Morocco, and Lebanon

**JUDGES OF ARAB STARPACK LEBANON 2017**

**MS. LUCIANA PELLEGRINO**
Vice President Of World Packaging Organization WPO and Executive Director
Brazilian Packaging Association - Abre
Brazil

**MS. HAGER BENMAMI**
Marketing Director
Packtec - Tunisian Packaging Centre
Tunisia

**MS. SOHA ATALLAH**
Director
LibanPack
Lebanon

**MR. ADRIEN JENNI**
Director
Eracom - École romand d’arts et communication
Switzerland

**MR. AHMED GABER**
Chairman
Chamber of Printing and Packaging in Egypt
Egypt

**MR. DANI KHOURY**
Senior Director
Strategy & C.I
Indevco Paper Containers
Lebanon

**MR. NAJI BOULOS**
Managing Director
MEMAC O'GILVY
Lebanon

**MR. GIULIO VINACCIA**
Designer
Italy

**MR. HICHAM LAHLOU**
Managing Director
International Global Designer Agency
Morocco
Winners of ArabStarPack 2017
The Award Ceremony

17 May 2017, Beirut

ARAB STUDENT
STARPACK 2017
Award Ceremony & Exhibition
1st Edition
Call to action:
Invitation for partnership

We plan to organize the next “Arab Starpack Student” as well as “Arab Starpack Professional” in 2018.

We welcome collaboration and cooperation from all stakeholders, and invite interested partners to join us.
Thank You

To read more about the SAFE Initiative, please visit the official SAFE website:

http://arabsafetrade.org/