



## 2015 International Symposium on Food and Drug Safety Emergency Response

### • Invitation Letter •

The Ministry of Food and Drug Safety of Korea will be hosting the '2015 International Symposium on Food and Drug Safety Emergency Response'. Recently, as social interest of safety and disaster has been increased, safety incident on Food and Drug has a tendency to be a national issue. Especially, it is expected to occur a new type of emergent crisis such as radioactive contamination of Food and Drug. The government and the relative industry should establish a rapid response system against emergent crisis by Food and Drug incidents and continuously enhance a management capacity.

The Ministry of Food and Drug of Korea will be hosting international symposium to share the cases of Food and Drug safety incidents and to find crisis response system with experts. We look forward a keen interest and participating.

Kim, Seung-hee  
Minister, Ministry of Food and Drug Safety

### • Overview •

- **Title** : 2015 International Symposium on Food and Drug Safety Emergency Response
- **Agenda** : Enhancing the Crisis Management Competency through Lessons Learned from Food and Drug Safety Incidents
- **Date** : September 9, 2015(Wednesday)
- **Venue** : Grand Hilton Seoul, Convention Center Diamond Hall(3F)
- **Host** : Ministry of Food and Drug Safety of Korea
- **Official Language** : Korean-English
- **Participants** : Domestic·International Relative Organizations, Academia and Industry Representatives

## Program

Time		1st Day : 9. 9(Wed)	Speaker
09:00~09:30	30'	• Registration	
09:30~09:40	10'	• Opening Remarks	Minister of the Ministry of Food and Drug Safety
09:40~10:30	50'	• Keynote Speech - Recent Crisis Management and Communication Trends of Governments · Corporations	Harlan Loeb (Global Chair of the Edelman)
10:30~10:40	10'	Coffee Break	
<b>Session 1 : Lessons through Events and Incidents in Food and Drug Safety Correspondence Case</b> (Chair: Ji bum Chung, General Manager of Korea Institute of Public Administration)			
10:40~11:30	50'	• The Case and Lesson of Domestic-International Food and Safety Management and Emergency Response	Jae Eun Lee (Professor of the Chungbuk National University)
11:30~12:20	50'	• Events, Accidents & Crisis Management Trends of Medicine and Medical Products	Dohyeong Kim (Professor of the University of Texas, Dallas)
12:20~13:40	80'	Lunch Break	
<b>Session 2 : Enforcement of Crisis Management on Food and Drug Safety against Emerging Accidents</b> (Chair: Heewon Cha, Professor of Ewha Womans University)			
13:40~14:30	50'	• Case Studies on Precautionary Systems Preventing Emergent Crisis	Goreti Marreiros (Professor of the Institute of Engineering-Polytechnic of Porto)
14:30~15:20	50'	• Establishment Status of National Crisis Management System Against Nuclear Accidents	Wan Joo Kim (Researcher of the Korean Institute of Nuclear Safety)
15:20~15:40	20'	Coffee Break	
15:40~16:30	50'	• Food Safety Management System Establishment Directions Against Radiation Leaks	Seong-ho Kim (Director Ministry of Food and Drug Safety)
16:30~17:20	50'	• Enhancing Response Ability of Safety Accidents between Government and Corporation	Kum Sook We (Chief of the Institute for Crisis Management)
Time		2nd Day : 9. 10(Thu)	Speaker
15:00~16:00	60'	• Ministry of Food and Drug Safety Research Facility Visit	

## Speaker

### Opening Session and Session 1



**Seung-hee Kim**

- Minister of the Ministry of Food and Drug Safety



**Harlan Loeb**

- Global Chair of Crisis & Risk Practice, Edelman Consulting
- Professor of Crisis Litigation & the Court of Public Opinion at Northwestern University Law School



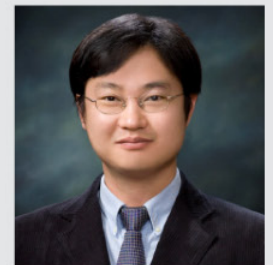
**Jae Eun Lee**

- Professor of the Chungbuk National University
- Former Chief of the National Crisis and Emergency Management Research Institute Chungbuk National University



**Dohyeong Kim**

- Professor of the University of Texas Dallas, USA
- Doctorate in Global Health and Crises Management Policy, University of North Carolina



**Ji Bum Chung**

- General Manager of the Korea Institute of Public Administration
- Consultant for the Ministry of Public Safety and Security
- Brookings Institute Visiting Fellow

## Session 2



**Goretí Marreiros**

- Professor of the Institute of Engineering-Polytechnic of Porto, Portugal
- Doctorate in Artificial Intelligence Informatics, Minho University
- Director of ICCEM



**Wan Joo Kim**

- Senior Researcher of Korea Institute of Nuclear Safety
- Doctorate of Science in Nuclear Engineering, KAIST



**Seong-ho Kim**

- Director of Consumer Risk Prevention Policy Division, Ministry of Food and Drug Safety
- Major in Pharmacy, Seoul National University



**Kum Sook We**

- Chief of Korea Institute for Crisis Management
- Research Scholar for the George Washington University ICDR ('13~'14)



**Heewon Cha**

- Professor of Ewha Womans University
- Chief of Korean Academia for Public Relations
- Evaluation Committee of Ministry of Public Safety and Security

### Registration

The registration process will be finished after you fill out and submit the registration form.

E-mail : [ounsam@jkconvention.co.kr](mailto:ounsam@jkconvention.co.kr)

### Contact

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\* Please refer to the symposium website([http://mfds\\_2015.blog.me](http://mfds_2015.blog.me)) to confirm detail information.



**MINISTRY OF  
FOOD AND DRUG SAFETY**