

The challenges of quality assurance in China and the food sector

Mr Carsten Primdal, Visiting Industry Fellow, Australian Centre for Sustainable Business and Development (ACSBD).



Biography

Carsten Primdal holds a M.Sc. in Economics and International Business from Copenhagen Business School, Copenhagen, Denmark.

Carsten is an independent offshore supply chain consultant with extensive experience in assisting businesses from Europe, USA, Japan, Australia and elsewhere in risk mitigation and compliance regarding their overseas operations.

Since 2008, he has assisted global brands such as ALDI, LIDL and Lindt with their supply chain issues in China. In addition, Carsten has successfully delivered projects in Hong Kong, Japan, India, Bangladesh, Thailand, Cambodia, Malaysia, Spain and Denmark.

Theme

A necessary premise for selling products in China is market compliance. Achieving the levels required a good quality assurance system has to be in place. However, navigating assurance in China can be a minefield. Do it right and you gain important market access, while doing it wrong, might see you excluded and banned from operating.

Carsten will share insights from setting up a series of businesses in China and navigating what to outsiders could appear as a maze of regulatory issues. Further issues faced by clients and remediated on behalf of clients will be shared, to give an idea of the multiple types of challenges any company wishing to do business in China could potentially face.

Date:

Wednesday 29th April 2015

Time:

2.30 – 3.30 pm

Location:

Room **T452 Toowoomba** with videoconference to **A2TR1 Springfield** University of Southern Queensland

For further information contact Professor Alice Woodhead alice.woodhead@usq.edu.au