

**Monday 25 October**

- 18.00-18.30 Transfer by bus from the Westin Hotel to the dinner venue
- 18.30-21.00 Dinner at the Grand Hyatt Hotel  
*Keynote addresses to be given by Mr. John Dalli, EU Commissioner for Health and Consumer Policy and Mr Sun Dawei, AQSIQ Vice minister, and CNCA administrator.*
- 21.00-21.30 Transfer by bus to the Westin Hotel

**Tuesday 26 October**

**Morning Session : "Basic principles of EU Consumer Policy"**

- 09.30-10.00 *Welcome Coffee*
- 10.00-10.10 **Opening** : Ms. Paola Testori Coggi, Director-General, DG Health and Consumers, European Commission
- 10.10-10.30 **Keynote Speech** : Mr. John Dalli, European Commissioner for Health and Consumer Policy
- 10.30-10.50 **Guest Speaker** : Mr Wu Zhen, Deputy Commissioner, State Food and Drug Administration (SFDA) , People's Republic of China
- 10.50-11.10 *Coffee/tea Break*
- 11.10-11.30 **Digital era challenges of consumer policy in a global world**  
*Mr. Paolo Martinello, President of BEUC, The European Consumers' Organisation*
- 11.30-11.50 **Approaches to advancing child safety policies in Europe for professionals, politicians and parents**  
*Ms. Joanne Vincenten, Director, European Child Safety Alliance, EuroSafe*
- 11.50-12.10 **European consumer expectations of product safety**  
*Mr. Stephen Russell, Secretary-General of ANEC, the European consumer voice in standardisation*
- 12.10-12.15 **Concluding remarks**  
*Ms. Jacqueline Minor, Director of Consumer Affairs, European Commission, DG Health and Consumers*
- 12.15-13.15 *Lunch Break*

**Afternoon Session: "Consumer Product Safety" Case Studies**

- 13.30-13.50 **Introduction**  
*Mr. Stefano Soro, Head of Unit "Product and Service Safety", European Commission, DG Health and Consumers*
- 13.50-14.10 **Case Study 1 - Cosmetics: The EU Regulation of Cosmetic Products – How consumer safety is implemented**  
*Mr. Laurent Sellès, Deputy Head of Unit "Cosmetics and Medical Devices", European Commission, DG Health and Consumers*
- 14.10-14.30 **Case Study 2 - Toys : The importance of Education in the Toy Industry's Commitment to Safety**  
*Ms. Catherine Van Reeth, Director-General, Toy Industries of Europe (TIE)*
- 14.30-14.50 **Case Study 3 - Detergents : Best practices for a safe and sustainable use of products via regulatory and voluntary work**  
*Mr. Hans Bender, President, A.I.S.E, the International Association for Soaps, Detergents and Maintenance Products*
- 14.50-15.50 **Panel: Business views on consumer product safety issues in the global context**  
*Moderator: Mr. Stefano Soro, European Commission, DG Health and Consumers*
- Consumer product safety: a matter of balanced responsibilities**  
*Mr. Paul Coebergh van den Braak, Chair of BUSINESSEUROPE's free movement of goods working group*
- How European retailers strive to provide their customers with safe and ethically responsible products**  
*Mr. Niklas Warén, on behalf of EuroCommerce (Quality Director for ICA Global Sourcing)*
- Consumer safety and business development: an avenue of synergy between China and the EU**  
*Mr. Bertil Heerink, Director-General COLIPA - The European Cosmetics Association*
- 16.00 Free time to visit Shanghai Expo
- 19.00-21.00 Conference Dinner at the Spanish Pavilion, Expo
- 21.00-21.30 Transfer back to the Westin Hotel