

## **Canadian product safety expert sharing insights and inspiration at World SME Expo 2008 in Hong Kong**

**Dr. Keith Mussar**, Chair, Food Committee of IE Canada was in Hong Kong last week to speak at the World SME Expo 2008 there.

HKTDC World SME Expo <http://worldsmeexpo.hktdc.com/> and Inno Design Tech Expo (IDT Expo), two international shows organized by the Hong Kong Trade Development Council (HKTDC) and designed to provide insight and information for small and medium-sized enterprises, were held successfully at the Hong Kong Convention and Exhibition Centre (HKCEC) during December 10 – 12, 2008.

The two expos had attracted some 600 exhibitors worldwide, including the Chinese mainland.

Under the theme of "Supporting SMEs, Creating New Opportunities," SME Expo featured a wide range of practical services at its Solutions Hall. Prominent business leaders and academics were invited to speak at a series of SME forums on topical issues related to the current economic crisis. Dr. Mussar was invited to speak at the Seminar on "Consumer Product Safety" on the subject of "Emerging U.S. and Canadian Government Imported Food and Consumer Products Safety Policy and Regulatory Framework". It was well attended by an audience of 200 international businessmen.

During his stay in Hong Kong, Dr. Mussar was also interviewed by HKTDC's Chief Editor on his insights and advice on current state and future development of food and consumer food safety and how the international business communities and authorities could co-operate to face the challenge together. The interview was recorded and can be viewed via the following webcast link:

[http://webcast.hktdc.com/081209\\_03/e\\_100.htm?w\\_sid=99&w\\_pid=198&w\\_nid=1779&w\\_cid=1063327&w\\_idt=2008-12-19&w\\_src=DC&w\\_typ=eDM&w\\_jid=CP568961\\_P01&w\\_eid=1909382](http://webcast.hktdc.com/081209_03/e_100.htm?w_sid=99&w_pid=198&w_nid=1779&w_cid=1063327&w_idt=2008-12-19&w_src=DC&w_typ=eDM&w_jid=CP568961_P01&w_eid=1909382)

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