

“With advanced experience in managing the control and traceability of each segment of the food chain, DSM is well placed to advise food standards agencies worldwide on best practice.”

Wei-Ming Jiang
DSM Corporate Vice President & President of DSM China
With DSM since August 2006



China

DSM China is fully committed to DSM's Triple P sustainability strategy. DSM's global SHE standards apply in China as elsewhere in the world, and in 2008 DSM China published its own first Triple P Report. Modeled on the global Triple P Report, this document makes clear that sustainable development is one of the business principles of DSM in China as well.

This commitment is further underlined by the building of a new DSM China Campus to cutting-edge environmental standards (LEED) as well as by the participation of Wei-ming Jiang, DSM Corporate Vice President & President of DSM China, in the CBCSD (China Business Council for Sustainable Development). Founded in 2003, CBCSD provides a platform for exchange and cooperation among Chinese and foreign enterprises, government and social communities to help companies improve their performance in EHS (environment, health and safety), CSR (corporate social responsibility) and climate change in the service of sustainable development.

DSM supports food safety drive in China

In September, DSM signed a memorandum with Shanghai FDA (Food & Drug Administration) to extend the existing cooperation in the area of food safety. In 2007, DSM had supported Shanghai FDA in its hosting of a Food Safety and Public Policy International Seminar which advanced the development of farm produce traceability through the introduction of European Union food safety regulations.

At this forum, DSM had introduced the SQRT principles of Safety, Quality, and Reliability & Traceability in the food chain. September 2008 also saw the opening of the China International Food Safety & Quality Conference 2008 in Beijing. Hosted by AQSIQ (the Administration for Quality Supervision Inspection & Quarantine), this conference was supported by DSM as a gold sponsor. Wei-Ming Jiang hosted a roundtable discussion on the theme of 'Issues and solutions of emerging global food safety' together with the Vice President of the IAFP (International Association of Food Protection). Martijn Adorf, Global Marketing Manager Human Health & Nutrition of DSM Nutritional Products, outlined how DSM achieves sustainable quality standards for its ingredients on a global basis.

“DSM is converting its strategy to focus on biotechnology, and will be able to extend its existing business in China.”

Prof Chen Si Wei
Former Vice-Chairman of the People's Congress,
Beijing, China.