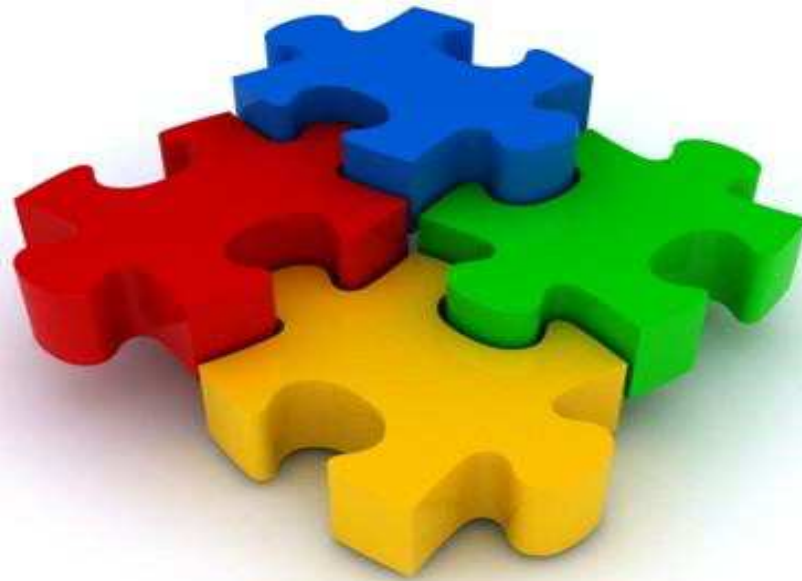


New challenges for Quality Management Systems in the globalization of markets



Nuevos desafíos de los Sistemas de Gestión de Calidad en los mercados globalizados



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The constant changes in market requirements make them increasingly use Quality Management Systems (QMS) as a tool of competitiveness, development and continuous improvement in value chains, being this tool still minimally used in beekeeping world.

Las constantes transformaciones en los requisitos de los mercados hacen que sean cada vez más utilizados los Sistemas de Gestión de Calidad (SGC) como herramienta de competitividad, desarrollo y mejora continua en las cadenas de valor, siendo este camino aún poco explorado por la apicultura mundial.



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This roundtable will present and discuss the generation of development, integration and competitiveness on value chain through the application of beekeeping QMS, seeking the anticipation and better respond to new challenges in food safety regulations and standards among countries, in order to prevent international trade conflicts, that affect global patterns of honey and bee products trade.

El objetivo de este panel es presentar y debatir sobre la generación de desarrollo, integración y competitividad en la cadena de valor apícola mediante la aplicación de los SGC, buscando anticipar y dar mejores respuestas a los nuevos desafíos de las regulaciones y normas de inocuidad entre los países, con el fin de prevenir los conflictos comerciales internacionales, que afectan a los patrones globales del comercio de la miel y los productos de la colmena.



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Maureen Maxwell



Gilles Ratia



Etienne Bruneau



Terry Ryan



Thierry Woller



Javier Caporgno



Claudio Marconi



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MAUREEN MAXWELL

(New Zealand)

Representative of the New Zealand Beekeepers' Association and Bee Products Standard Council.

Maureen has been a commercial Beekeeper and established BeesOnline Honey Company which incorporated a bee education area, honey marketing centre, restaurant and large export business.

More recently Maureen has worked as Government liaison for the Bee Industry, Honey Ambassador, Marketing Consultant, Product developer and International Judge.



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GILLES RATIA

(France)

Engineer of Agronomy, President of Apimondia (International Federation of Beekeepers' Associations), President of Apiservices (Beekeeping Development Agency) and Co-founder of European Documentation in Apiculture for Press and Information.

He is a webmaster of the Beekeeping portal n°1 in the world:

www.beekeeping.com



He was involved in Apimondia Executive Council for the last 16 years. He also spent 24 years of his life in 116 countries for beekeeping development, lectures and visits.



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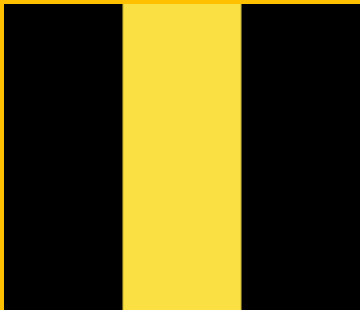


ETIENNE BRUNEAU

(Belgium)

Agricultural Engineer, manager of CARI (beekeeping center) who edit a good beekeeping practice guide in Belgium. He is Chairman of the Working Party "Honey" of COPA-COGECA (includes the European Union of Beekeepers) and is consulted by the European Commission on the new rules concerning beekeeping and on the evolution of the market.

He is Chairman of the Apimondia Standing Commission on Beekeeping Technology and Quality.



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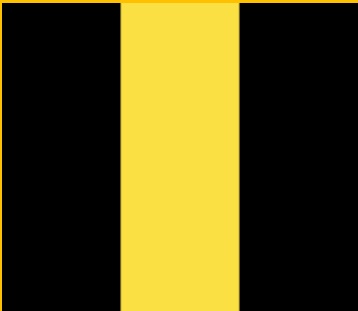
THIERRY WOLLER

(Belgium)

PhD in Mathematics and Statistics.

Consultant in food safety management and sanitary regulation of many Cooperation and References Organisms (EU, IADB, WB, OEA, USAID), besides Agricultural and Health Ministries from Latin-American and Caribbean countries.

Post Graduate Professor of the National Universities of San Martin and Rio Cuarto (Agronomy y Veterinary).



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TERRY RYAN

(Australia)

He is an economist who has undertaken significant work in Australia on biosecurity issues in agriculture generally and specifically the honey bee industry.

He has undertaken benefit cost analyses of exotic pest and disease incursions such as *Apis cerana* in Northern Australia and is currently part of a joint Commonwealth State Technical Working Group researching the policy responses for a *Varroa* incursion into Australia.

He is also currently reviewing the biosecurity arrangements for the agricultural sector in the state of New South Wales.



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JAVIER CAPORGNO

(Argentina)

Engineer of Agronomy

Responsible Head of Ceres INTA Extension Agency and Integrated Project Coordinator "Equity for beekeeping development in the Argentine" - National Beekeeping INTA .

He was Coordinator of Technical Support Department "COSAR COOP. LTDA. "(Honey Differentiated Quality Argentina) from 1999 to 2006, Agent program project "Rural Change" - (SAGPYA-INTA) and Regional Project Coordinator of INTA bee of the Province of Santa Fe "Integrated Development of beekeeping in the Province of Santa Fe" from 2006 until August 2011.



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CLAUDIO MARCONI

(Argentina)

Veterinarian, Quality and Food Safety specialist, with experience in Standardization and Certification of products.

Consultant for Quality and Safety Systems in food, which focuses on the development and implementation of projects aimed at strengthening value chains, hygienic design of buildings of honey extraction and processing of honey in much of Latin America.

He was Coordinator of the Program "Honey Southern Patagonia Argentina", the first Honey with D. O. C. in Latin America.



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¿QUE ES LA CALIDAD?

Grado o "valor"
que se le da al CUMPLIMIENTO

*características o rasgo
diferenciador de un
producto, proceso o servicio*

en
comparación



*las necesidades o
expectativas
del cliente/usuario*

GUSTA

SIRVE



NO GUSTA

NO SIRVE



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¿QUE ES LA INOCUIDAD?

Es la GARANTIA
de que un alimento

*no causará daño al
consumidor*

*sea preparado
o ingerido*



*de acuerdo al uso que
se destine*



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SISTEMA DE GESTION DE LA CALIDAD

SISTEMA

Conjunto de elementos mutuamente relacionados o que interactúan (Procesos)

SISTEMA DE GESTION

Sistema que tiene Objetivos, estableciendo políticas y procedimientos para lograrlos

SISTEMA DE GESTION DE LA CALIDAD

Sistema de Gestión para dirigir y controlar una Organización con respecto a la CALIDAD



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SISTEMA DE GESTION DE LA INOCUIDAD

SISTEMA

Conjunto de elementos mutuamente relacionados o que interactúan (Procesos)

SISTEMA DE GESTION

Sistema que tiene Objetivos, estableciendo políticas y procedimientos para lograrlos

SISTEMA DE GESTION DE LA INOCUIDAD

Sistema de Gestión para lograr y DEMOSTRAR que los alimentos son inocuos (no habrá daño al consumidor)



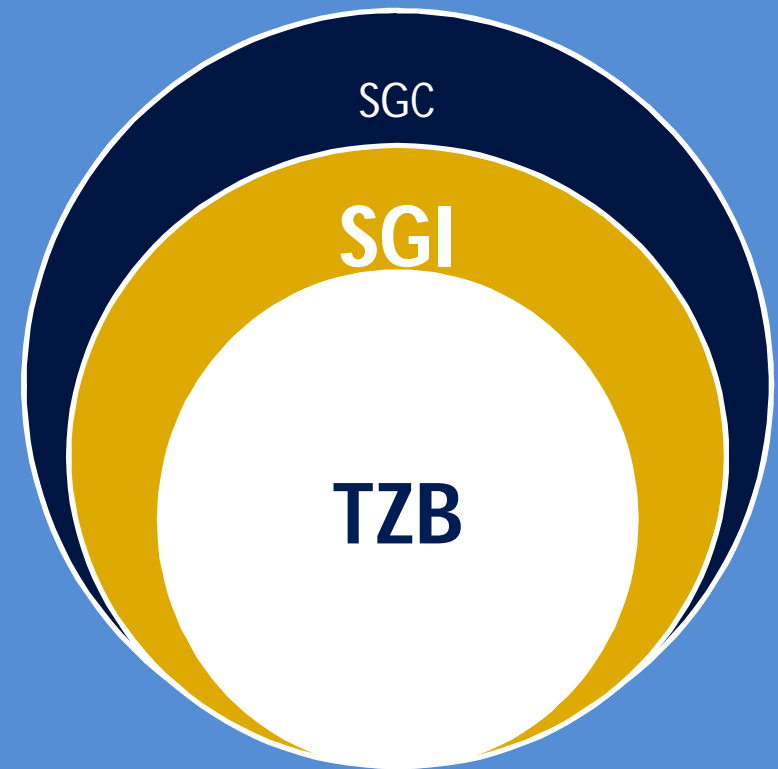
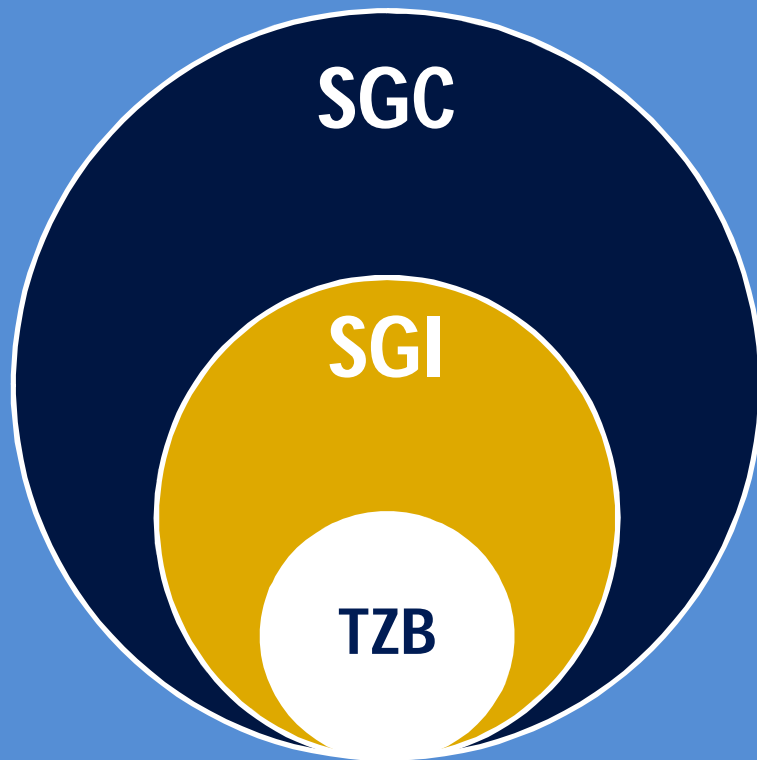
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EVOLUCIÓN HISTÓRICA DE LA CALIDAD



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¿ES LA CALIDAD PARTE DE LA INOCUIDAD?
¿ES LA INOCUIDAD PARTE DE LA CALIDAD?
¿Qué ROL CUMPLE LA TRAZABILIDAD?



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¿QUE SE HA HECHO FRENTE A LAS CRISIS?



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REGLAS DE PARTICIPACIÓN - RULES OF PARTICIPATION

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USTED PUEDE

DAR SU OPINION

ESTAR DE ACUERDO

NO ESTAR DE ACUERDO

DEBATIR

ESCUCHAR EXPERIENCIAS

APRENDER DE LAS EXPERIENCIAS

TIENE QUE SER

RESPETUOSO

SER BREVE Y OBJETIVO

YOU CAN

GIVE YOUR OPINION

AGREE

DISAGREE

DEBATE

LISTEN TO THE EXPERIENCES

LEARN FROM THE EXPERIENCES

MUST BE

RESPECTFUL

BRIEF AND SPECIFIC



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