

# SPF CHINA PALATABILITY EVENING

SPF中国区技术交流晚宴

Shanghai, October 10<sup>th</sup> 2012

2012年10月10日, 上海

*The Closer, the Better*

走近中国, 服务中国

SPF - the worldwide leader in palatability solutions for the global pet food industry, is strengthening its commitment of proximity to Asian markets. The network comprising two manufacturing facilities (Australia and Thailand) and two sales offices (Japan and China) will be completed by a third manufacturing plant in China.

With the opening of SPF China in 2012, SPF continues to serve the growing Chinese pet food market and support local pet food manufacturers in their development projects, offering industry players performing and safe palatability solutions locally.

To celebrate its opening, SPF China invites you to a "Palatability Evening." This is a unique opportunity to learn more about pet food safety programs in the palatant industry, unravel the mystery of cat palatability and kibble structure and master the keys of a reliable palatability measurement.

Join SPF experts for a session of technical conferences followed by a buffet dinner.

**Agenda:**

Integration of pet food safety programs in the palatant industry

- Rémi Cristoforetti, SPF Global Operations Director.

Cat kibble structure, a driver of palatability - Aurélie de Ratuld, Head of SPF Cat Research Platform and Gilles Maller, Clextrol.

Ensuring reliable palatability measurement - Christelle Tobie, Panelis Business Development Manager.

SPF公司作为宠物食品适口性解决方案的全球领导者, 正致力于加强和亚洲客户的紧密联系。我们已经在亚太地区拥有两家生产加工基地 (澳大利亚和泰国) 和两个销售办公室 (中国和日本), 今年我们将在中国设立第三家生产基地。

随着2012年SPF中国公司的成立, 我们将更好地服务于中国的宠物市场, 进一步帮助本土的宠物食品生产商发展、壮大并走向国际舞台, 我们将坚持不懈地为中国宠物市场提供优质、安全的适口性解决方案。

为了庆祝SPF中国公司的成立, 我们将特别举办一场技术交流晚宴, 这是我们首次与国外多位专家现场互动的平台, 届时, 您将有机会聆听到宠物食品安全的最新信息, 探秘猫粮适口性和食物结构的关系, 并了解到宠物食品适口性测试的关键点。

在此我们诚挚邀请您前来参加我们的活动, 和我们的技术团队现场交流互动, 并共进晚餐。

**会议安排**

宠物食品安全解决方案在适口性方面的应用 - Rémi Cristoforetti, SPF全球工业总监

如何通过改善猫粮的组织结构来提高产品的适口性 - Aurélie de Ratuld, SPF研发中心猫粮部负责人, Gilles Maller, Clextrol公司

如何进行有效可靠的宠物食品适口性测试 - Christelle Tobie, Panelis商务发展总监

[www.spf-diana.com](http://www.spf-diana.com)



## REGISTRATION FORM 报名表

**SPF CHINA PALATABILITY EVENING** SPF 中国区技术交流晚宴  
Shanghai, October 10<sup>th</sup> 2012, 5pm. 2012年10月10日, 上海, 下午五点

Registration includes conferences and a buffet dinner. 报名包括演讲和晚宴  
Please fill clearly in CAPITAL LETTERS 请填写报名表格



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Bing WU, SPF China

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List additional attendees 如有多位代表参加

Name (last, first) 姓名 ..... Job title 职务 .....  
Name (last, first) 姓名 ..... Job title 职务 .....  
Name (last, first) 姓名 ..... Job title 职务 .....

Please return this form completed to Bing WU 请填写写好的报名表发送邮件或传真至 +(86) 21 62 25 22 76  
By mail SPFChina-palatabilityevening@diana-petfood.com or by fax +(86) 21 62 25 22 76  
Due to limited seating, you will receive an e-mail of confirmation when registered.  
由于位置有限, 我们将用电子邮件的方式和您确认

## SPF CHINA PALATABILITY EVENING

SPF中国区技术交流晚宴

Shanghai, October 10<sup>th</sup> 2012

2012年10月10日·上海

### “The Closer the Better”

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### ABSTRACT

### 演讲内容

#### Integration of pet food safety programs in the palatant industry

— Rémi Cristoforetti, SPF Global Operations Director.

Pet food industry players have the responsibility of keeping pet food safe. Palatants are used at a low percentage that generates a high level of dispersion in the pet food chain. SPF as a palatant supplier, has a special responsibility to put safe products on the global pet food market. Therefore SPF embraces a program of “excellence in palatant safety” based on best practices, risk management, continuous improvement and communication through the supply chain.

#### Cat kibble structure, a driver of palatability

— Aurélie de Ratuld, Head of SPF Cat Research Platform and Gilles Maller, Cleextral Vice President Technologies.

SPF - expert in cat palatability, explores all the drivers that can impact palatability, including kibble structure. A study conducted in partnership with Cleextral explored the variety of density, porosity and humidity of cat kibbles. Innovative tools to analyze products structural and aromatic characteristics brought new insights in the knowledge of kibbles.

#### Ensuring reliable palatability measurement

— Christelle Tobie, Panelis Business Development Manager.

To guarantee reliable results in palatability measurement, it is key to carefully qualify the animals and to achieve a dietary experience as varied as possible. Quality controls comprising controlled testing conditions (time, duration, ration, type of test...) and validation criteria of animals are established to limit bias and achieve repeatability. Finally animal well-being must be respected, it has a strong influence on the animal's feeding behaviour and thus the reliability of results.

#### 宠物食品安全解决方案在适口性方面的应用

- Rémi Cristoforetti, SPF全球工业总监

宠物食品行业的制造商们都有责任确保宠物的安全。口味增强剂虽然用量不大，但是对整个食物链的影响不容小觑。SPF作为口味增强剂的全球供应商，对于维护世界宠物食品安全有着特殊的使命。为此，SPF实施了“Excellence in Palatant Safety”项目，其中包括最优做法，风险管理，持续优化和与供应链沟通等方面。

#### 如何通过改善猫粮的组织结构来提高产品的适口性

- Aurélie de Ratuld, SPF研发中心猫粮部负责人, Gilles Maller, Cleextral技术副总监

SPF作为专业研究猫粮适口性的公司，深入考察影响猫粮适口性的所有因素，包括物料的结构。SPF和Cleextral公司合作，深入研究了物料的密度，渗透性和湿度的变化，并通过先进的工具对产品结构和香味特征进行分析，从而对物料和适口性的关系提出了新的见解。

#### 如何进行有效可靠的宠物食品适口性测试

- Christelle Tobie, Panelis 业务发展总监

具备测试资格的动物以及多样的食物体验是测试可信度的保证，测试的质量控制包括控制测试条件（测试时间，持续时间，食物分量，测试类型等）和测试生效标准等，有了这些控制条件的制定，才能够有效地避免测试中的偏差，并保证测试结果的可重复性。此外，动物福利也是必须尊重的因素，因为它对动物的进食行为和测试结果的可信度有着重要的影响。

**Rémi CRISTOFORETTI**  
SPF Global Operations Director

Engineer from Centrale in France, Rémi CRISTOFORETTI has 25 years of experience in operational excellence in activities as varied as appliances or the automotive industry. Working for the group In VIVO for 15 years he focused his expertise in operational excellence for food, feed and pet food ingredients. Since 2005 he is in charge of operations for SPF leading process of operational excellence and deployment of new subsidiaries.



**Rémi CRISTOFORETTI**  
SPF全球工业总监

Rémi CRISTOFORETTI先生毕业于法国中央理工大学，在机械设备和自动化的卓越运作领域拥有二十五年的管理经验，在In VIVO公司工作的十五年间，他专注于高效生产流程在食品、饲料和宠物食品原料方面的应用。自2005年加入SPF以来，他领导着生产管理团队致力于高效生产流程的优化和新的生产基地的建设。

**Aurélie de RATULD**  
Head of SPF Cat Research Platform

Graduated in Food Science, Aurélie de Ratuld owns a PhD in biotechnology applied to aroma. With a 7 years experience as a flavourist and biotechnologist, Aurélie joined SPF in 2001 for innovation projects. From 2005 to 2009 she managed R&D teams dedicated to wet and treats applications for cats and dogs. Since 2010 she is R&D cat platform manager working on basic research projects feeding the applied research, in order to increase the palatability of SPF solutions dedicated to Cats.



**Aurélie de RATULD**  
SPF法国研发中心猫粮部负责人

Aurélie de Ratuld女士拥有食品科学学位和生物技术香味应用领域的博士学位，2001年加入SPF负责新项目开发以前，Aurélie有着七年调味和生物科技领域的经验。从2005到2009年，Aurélie领导团队研发适口性在猫粮及狗粮湿粮和零食上的应用。2010年，Aurélie担任SPF公司研发中心猫粮部的负责人，专注于应用性研究前期的基础性研究项目，以提高SPF猫粮口味增强剂的适口性。

**Gilles MALLER**  
Vice President Technologies

Graduated in engineering with a MBA, Gilles started at Clextal in 1993 as sales manager in Russia. He then assumed the responsibilities of sales director for Eastern Europe and the Middle East. In 1998 he became Vice President of Clextal US (based in Tampa, Florida) in charge of business development for North America and Latin America. In 2004 he was named head of the process team and in 2007 vice president for customer service. Since 2010 he is Vice president in charge of developing technologies.



**Gilles MALLER**  
Clextal技术副总监

Gilles Maller先生拥有工程师学位和MBA学位，1993年加入Clextal公司，先后负责过俄罗斯市场和东欧及中欧市场的销售工作。1998年起担任美国分公司副总裁（佛罗里达州）并致力于开发北美和南美市场。2004年开始负责工业化团队，2007年起担任客户服务副总裁。2010年开始负责技术开发。

**Christelle TOBIE**  
Panelis Business Development Manager

Christelle joined SPF European Sales team in 1993. During 7 years she was particularly focused on Northern Europe markets. Since Panelis creation in 2000, she has been in charge of developing Panelis notoriety. She coordinates strategic projects in terms of international



**Christelle TOBIE**  
Panelis 商务发展总监

Christelle Tobie女士于1993年加入SPF欧洲营销团队，七年的时间里主要负责北欧市场的销售。自2000年Panelis成立以来，Christelle致力于提升Panelis的影响力，她负责多个战略性的国际合作项目，同时还积极参与新测试方法的实施。Christelle是Panelis的“公共发言人”，致力于向业界传播可靠的专业适口性测试的重要意义。

## SCHEDULE

October 10<sup>th</sup>, 2012  
16:30-17:00 Check-in  
17:00-19:00 Welcoming and conferences  
19:00-21:00 Buffet dinner

## 日程安排

2012年10月10日  
16:30-17:00 报到  
17:00-19:00 欢迎致辞和演讲  
19:00-21:00 晚宴

## MORE INFORMATION

Please send a mail to [SPFChina-palatabilityevening@diana-petfood.com](mailto:SPFChina-palatabilityevening@diana-petfood.com)

## 更多信息

请发送邮件至 [SPFChina-palatabilityevening@diana-petfood.com](mailto:SPFChina-palatabilityevening@diana-petfood.com)

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SPF is part of the Pet Food Division of Diana Group