

## **Press release**

(Release on : 18<sup>th</sup> APR 2017)

### **Rapidsure to debut 5-sec food testing technology at Asia Agri-Tech Expo & Forum 2017**

#### **Food Testing Technology and Equipment Make Debut at Asia Agri-Tech Expo & Forum 2017**

In order to keep close tabs on food safety, UBM Asia Ltd., Taiwan Branch cooperates with Taiwan Council of Agriculture (COA) to organise Asia Agri-Tech Expo & Forum (AAT) which is the only agriculture trade show being officially supported by COA. AAT is the first and the only consolidated supply chain expo on agriculture industry which will take place from 28-30 of September 2017 at Taipei Nangang Exhibition Center and will be held concurrently with Livestock Taiwan Expo & Forum and Aquaculture Taiwan Expo & Taiwan.

There were several outbreaks of food safety scandals in Taiwan from 1970s, for example, rice bran oil polychlorinated biphenyl poisoning in 1979. In the same year, there were fake wine and cadmium rice breakouts which were followed by the plasticizer incidents in 2011, poisonous starch in 2013, and poor oil in 2014. These food safety scandals have caused major society panics. The public were questioning loose official food safety regulations and the reliability of food supply chain. To respond to the public concern, Taiwan government has issued a "Five-point Food Safety Policy" in 2015. The five interrelated initiatives of this policy includes the creation of a new toxic substance control agency, re-establishment of a farm-to-table production traceability system, and legal amendments to hold producers accountable and promote food industry self-management. (Source: Executive Yuan, Taiwan)

Given the new government policy, more companies start out to research and develop new technologies and equipments to help food supply chains, restaurants, schools, supermarkets detect plasticizer, pesticide residues, and heavy metals in-house. Among them, Rapidsure Technology established by Foxconn of Healthcare Business Group has confirmed its participation at AAT and will showcase its latest detection technology "Rapidsure Platform," an output of cooperation with National Sun Yat-sen University. By utilising the Platform, users can detect pesticide residue on fruits and vegetables and get analysis report in 5 seconds without any pre-treatment or sample destruction.

AAT not only invites agriculture product and food testing technology and equipment companies, but is also calling for seeding, sapling, bio-fertilizer, bio-pesticide, agriculture machinery, soil nutrition, organic agriculture technology, irrigation systems, plant disease control technology and products, greenhouse equipment, environment control system, and smart agriculture total solution suppliers to join this event.

AAT is positioned to be a one-stop comprehensive international B2B trade show which will not only showcase innovative, eco-friendly and sustainable agriculture technology to help raise industry production yield, enhance international cooperation and penetrate overseas markets. UBM works with COA to invite local and international delegates, associations, research institutes, governments, NGOs to visit AAT. AAT also showcases top-notch summits to gain information on state of the art technology from Taiwan as well as reputable international speakers.

For more information, please visit <http://www.agritechtaiwan.com/en-us/>.

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Caption: Plasticizer, pesticide residues, and heavy metal rapid detection platform



**About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))**

Owned by UBM plc, which is listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 24 major cities with 32 offices and 1,300 staff.

With a track record spanning over 30 years, UBM Asia operates in 19 market sectors with 230 events, 28 targeted trade publications, 18 round-the-clock online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. UBM provides a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing B2B events markets. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with 70 events in this region.

UBM Asia was awarded "Asia's Most Reliable Trade Show Organiser Award" in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2016.

**About Council of Agriculture, Executive Yuan ([www.coa.gov.tw](http://www.coa.gov.tw))**

The Council of Agriculture is the competent authority on the agricultural, forestry, fishery, and animal husbandry and food affairs in Taiwan. Its responsibilities include guiding and supervising provincial and municipal offices in these areas. Under the council there are the Departments of Planning, Animal Industry, Farmers' Services, International Affairs, Science and Technology, and Irrigation and Engineering, as well as a Secretariat, Personnel Office, Accounting Office, Civil Service Ethics Office, Legal Affairs Committee, Petitions and Appeals Committee and an Information Management Center, each in charge of related affairs.