

Global Food Safety Initiative announces new board chairman, vice chairs

Cenk Gürol of Aeon Co. Ltd. to lead group

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The [Global Food Safety Initiative \(GFSI\)](#), managed by The Consumer Goods Forum, announced the appointment of Cenk Gürol, group chief SCM officer, Aeon Co. Ltd. and president, Aeon Global SCM Co. Ltd. Japan, to succeed Yves Rey, corporate quality general manager, Danone, as its board chairman. Gürol will take over the leadership of GFSI as of March 2014.

As chair of the GFSI Board for the past two years, Yves Rey has played an important role in setting the direction for the GFSI. Under his chairmanship, [GFSI has progressed rapidly](#) with its geographical expansion strategy, including the set-up of the first GFSI Local Groups. Rey has been a strong advocate on the importance of collaboration between the private and public sectors and has contributed to building partnerships with key stakeholders.

"The GFSI Board is delighted that Cenk has agreed to take up this role," Rey said. "The Initiative has gained colossal momentum over the last few years in many countries. Among other objectives, GFSI has a key role to play in supporting smaller suppliers in different parts of the world to build their capacity and ensure the development of effective food safety management systems. Given the growing importance of Asia and its role in the global supply chain, GFSI needs to grow its presence in this part of the world. I believe that Cenk will be instrumental in leading GFSI's work both in Asia and around the world."

"Over the years, GFSI has been instrumental in mapping the food supply chain and substantially improving it through collaboration with key stakeholders to accomplish real change and continuous improvement," Gürol said. "I am honored to be appointed as the GFSI Chair and look forward to working with the leading food safety experts to carry this work forward. GFSI is uniquely positioned to drive progress in the field of food safety globally and I'm convinced that together we can achieve tremendous results."

Gürol will become the seventh chairman of the GFSI since its foundation in 2000. Rey will continue to serve on the GFSI Board of Directors.

In addition, Mike Robach, vice president, food safety, quality and regulatory affairs, Cargill; and Neil Marshall, global director, quality and food safety strategy, policy and programs, The Coca-Cola Company, have been elected as vice chairs of GFSI.

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