

CIEH WINS FOOD SAFETY BUSINESS AWARD

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The Chartered Institute of Environmental Health (CIEH) was recently revealed as winner of the New Horizons category in the Cathay Pacific China Business Awards 2009.

The CIEH provides vocational qualifications, events, candidate and trainer support materials for health, wellbeing and safety. Since establishing a partnership with the Hong Kong Food Council in 1998, over 14,000 food handlers in Hong Kong have achieved a CIEH food safety qualification. Such initiatives are expected to result in increased safety standards in the food hygiene sector, increasing safety awareness and ultimately improving health in Hong Kong and China. Food quality issues have been particularly sensitive in China since September 2008, as melamine-contaminated dairy products were found to have left at least six infants dead and made about 300,000 others ill.

The CIEH was selected from a pool of entries reflecting a range of sectors including education, charity, manufacturing, professional services and technology. First introduced four years ago, in 2005, these annual awards are designed to acknowledge and celebrate UK business dynamism and success in Hong Kong and China. Their achievement was recognised by Cathay Pacific in an awards luncheon held at The Mandarin Oriental, London attended by leading business figures from the UK, Hong Kong and China. One of three award categories, the New Horizons Award recognises a single project or initiative that displays compelling evidence of dedication to China and/or Hong Kong through business innovation, research projects, or examples of environmental or corporate social responsibility activity. The judges agreed that the contribution made by the institute to improving health in food hygiene in China made this a stand-out entry.

Graham Jukes, CIEH Chief Executive, said: “We are delighted and honoured to have received this coveted award. It is first and foremost recognition of the great partnerships we have developed in Hong Kong and China. The CIEH has a long term commitment to invest and form effective public health partnerships in Hong Kong and China.

We are determined to build a business that delivers value and excellent customer service to colleagues, customers and business partners. Not only is China the engine room of the world economy, but it is also a very attractive and inviting place to do business.”

Philippe de Gentile-Williams, General Manager Europe, Cathay Pacific Airways, London said: “Each year the entries for the Cathay Pacific China Business Awards are of a very high standard. This year the judges were extremely impressed by the quality and diversity of the entrants. It is inspiring to see just how many UK organisations are choosing to make the most of the business opportunities available in the Chinese market. Cathay Pacific Airways has a long history of facilitating links between businesses trading in the UK and China. The Cathay Pacific China Business Awards provide a way for us to recognise and celebrate the ongoing growth of the relationships forged between the UK, China and Hong Kong.”