



For immediate release

CHINATRACE TO BOOST THE “MADE IN CHINA” BRAND

New joint venture to provide traceability of Chinese products

Beijing, China, 24 September 2008 – **TraceTracker and Shandong Institute of Standardization, today signed an agreement to establish a joint venture company named ChinaTrace.** The company aims to boost the “Made in China” brand in both domestic and export markets. As the first on-line traceability system for Chinese products, it will provide quick, accurate and reliable product information to authorities, businesses and consumers.

The agreement was signed at the China International Food Safety & Quality Conference in the presence of Chinese and European food safety and export officials. Witnesses included Robert Madelin, Director General, DG SANCO, European Commission, Xiang Yuzhang, Chief Inspector, General Administration of Quality Supervision, Inspection and Quarantine, and Ge Zhirong, President, China Entry-Exit Inspection and Quarantine Association.

ChinaTrace will facilitate sourcing of ingredients and products by providing quality and safety assurance information linked to the physical flows of production batches made in China. Furthermore, it will communicate assurances or corrective measures taken in the case of an investigation or recall of Chinese made ingredients or products.

The ChinaTrace service is an extension of the TraceTracker GTNet®, which is a web platform with a suite of solutions that enhance the value of products and brands while stimulating consumer dialogue. Shandong Institute of Standardization will provide the foundation for this service through its reputable solutions and expertise in implementing traceability systems. ChinaTrace will serve a wide range of food companies in the Shandong Province which has a population of approximately 91 million.



CHINATRACE®
中源



Knut Jørstad, Chairman, TraceTracker (left) shakes hand with Liu Yunfu, President, SDIS (right) in the presence of Robert Madelin, Director General, DG SANCO, European Commission (center)

###

Notes for editors

Shandong Institute of Standardization (SDIS) is a national leader in developing, testing and implementing food traceability solutions in China. It operates under the umbrella of the Shandong Provincial Bureau of Quality and Technical Supervision, which is a department of the People's Government of Shandong Province. SDIS has developed a platform for public supervision of food quality and safety in Shandong Province. As well as, multiple traceability solutions for pork, poultry, fruit and vegetable, aquatic products, food export, and retail terminal queries. It is also the secretariat of the Food Traceability Technology Sub-Committee operating under the Food Safety Committee of the Standards Administration of China (SAC). Please visit www.sdis.cn for more.

For further information, please contact

Contact name: Alice Liu

Contact address: 314, 146-6 Lishan Rd., Jinan 250014, Shandong, P.R. China



CHINATRACE®

中源

Phone: +86 531 8267 9325, Fax: +86 531 8267 9300

Email: liulm@sdis.cn

TraceTracker Innovation ASA is a global information exchange for the food industry. It enables trading partners to exchange critical information across whole supply chains and effectively create 'food passports' that trace every stage of production, processing and distribution from source to supermarket shelf. This creates significant value for every connected business – *from fishermen, farmers and producers through to manufacturers and retailers* - by enabling them to increase revenues and reduce costs by differentiating their products, gaining market access, and creating operational efficiencies. With experts based in 11 offices across Africa, Asia, Europe and North America, TraceTracker can immediately respond to customer needs. Please visit www.tracetracker.com for more information.

For further information, please contact:

Contact name: Laura Gray

Address: Christian Krohgs gt 32A, 0186 Oslo, Norway

Phone: +47 90 36 64 48

Fax: +47 22 20 50 46

Email : Laura.gray@tracetracker.com