



Romer Labs 集团总裁 Eva Maria WANZENBÖCK 女士

Ms. Eva Maria WANZENBÖCK, Managing Director of Romer Labs Division Holding GmbH



全球技术研发总监 Kurt BRUNNER 先生

Mr. Kurt BRUNNER, Division Research Officer of Romer Labs Division Holding GmbH



全球技术经理 Meredith SUTZKO 女士

Ms. Meredith SUTZKO, Product Manager of Romer Labs Technology, Inc.



集团市场总监 Cristian ILEA 先生

Mr. Cristian ILEA, Division Marketing Officer of Romer Labs Division Holding GmbH



英国技术研发总监 Adrian ROGERS 先生

Mr. Adrian ROGERS, Senior Research Scientist of Romer Labs UK Ltd.



亚太区董事总经理 廖咏薇女士

Ms. Yongwee Liao, Managing Director of Romer Labs Asia-pacific



ROMER 国际贸易（北京）有限公司总经理周旌先生

Mr. Jing Zhou, Managing Director of Romer Labs China

为中国食品安全保驾护航

—— 访 Romer Labs 集团总裁 Eva Maria WANZENBÖCK 女士、全球技术研发总监 Kurt BRUNNER 先生、全球技术经理 Meredith SUTZKO 女士、集团市场总监 Cristian ILEA 先生、英国技术研发总监 Adrian ROGERS 先生、亚太区董事总经理廖咏薇女士、ROMER 国际贸易（北京）有限公司总经理周旌先生

□记者 李 莉 陈海燕

2018 年是中国改革开放 40 周年。40 年来，中国砥砺前行，成为全球发展的重要引擎。作为拥有世界最大消费人群的中国食品产业，已经形成了比较完备的体系。近年来，围绕新食品安全法，从中央到地方，一系列配套政策相继出台，逐步构建起从农田到餐桌各个环节无缝对接的治理格局。食品安全已经上升为国家战略，政府对食品安全的重视程度可见一斑。

“民以食为天；食以安全为先”。食品安全是一个系统工程，需要政府、企业、科技界的共同努力。2018 年第十二届中国国际食品安全与质量控制会议于 11 月 7 日在上海隆重举行。作为中国食品安全年度盛会，国内外专家云集，会议和展览内容涵盖食品风险评估、过敏原、快速检测的新方法和解决方案、微生物检测方法标准与技术、真菌毒素、农药残留的快速筛查等食品安全热点话题。大会多角度、全方位地探讨了食品安全与现代科学技术的发展应用，力求以最适合和最经济的方式强化食品安全的各种解决方案。此次论坛赞助商 Romer Labs 公司作为行业翘楚，本刊记者现场独家采访了 Romer Labs 集团总裁 Eva Maria WANZENBÖCK 女士、全球技术研发总监 Kurt BRUNNER 先生、全球技术经理 Meredith SUTZKO 女士、集团市场总监 Cristian ILEA、英国技术研发总监 Adrian ROGERS 先生、亚太区董事总经理廖咏薇女士、ROMER 国际贸易（北京）有限公司总经理周旌先生。七位公司高层围绕会议主题和公司的发展，各自阐述了自己的见解。

Romer Labs 公司 1982 年成立于美国华盛顿，经过不断的发展，如今已经成为全球首屈一指的食品与饲料安全检测试剂和服务供应商。Romer Labs 可以为广大客户提供多种检测方案，用于检测真菌毒素、食品过敏原、食源性致病菌、麸质、GMO 转基因、兽药残留与其他食品污染物。目前，Romer Labs 在奥地利、英国、新加坡与美国设有 4 家认证检测服务实验室。实验室采用尖端技术，可进行色谱与免疫检测。实验室可提供真菌毒素、食品过敏原、GMO 转基因、兽药残留、农药与肉类检测。Romer Labs 成立之初就一直站在诊断技术的最前沿，不断拓展创新，提供高科技、高质量的检测产品和服务，以满足客户的多种需求。36 年来，作为 Romer Labs 的使命——“让全世界的食品更加安全”，一直激励着公司不断成长与创新。

Romer Labs 可以为客户提供完整的“一站式”解决方案，并随着市场和客户的发展与需求不断调整改进，使其更加精细化、精准化、全面化、完善化。Romer Labs 集团总裁 Eva Maria WANZENBÖCK 女士指出：“Romer Labs 不但可以提供本地化、多模式的产品，还可以为中国市场更好的提供综合性服务。我们在中国有非常强的销售团队，他们在周总的带领下，为客户不断提供更好的本地化服务。我们除了有优质的产品，还提供非常好的验证检测服务。Romer Labs 检测产品覆盖面非常广泛。我们的产品可以满足不同客户的需求。譬如，客户想要在它的公司或生产线的内

To Safeguard the Chinese Food Safety

—— Interview with Ms. Eva Maria WANZENBÖCK, Managing Director of Romer Labs Division Holding GmbH, Mr. Kurt BRUNNER, Division Research Officer of Romer Labs Division Holding GmbH, Ms. Meredith SUTZKO, Product Manager of Romer Labs Technology, Inc., Mr. Cristian ILEA, Division Marketing Officer of Romer Labs Division Holding GmbH, Mr. Adrian ROGERS, Senior Research Scientist of Romer Labs UK Ltd., Ms. Yongwee Liao, Managing Director of Romer Labs Asia-pacific, and Mr. Jing Zhou, Managing Director of Romer Labs China.



部实地做检测，就可以采购我们的快检试剂、试纸条或试剂盒；如果做完了内部的检测还想要验证，也可以找到我们帮他做验证，也可以把样品直接送到我们的实验室。我们可以直接提供分期服务，为客户提供精准的一站式服务。我们在中国正在进行投资，建立第

三方检测实验室，这是目前做的很重要的一项工作。我们在研发方面也会对中国市场做特别重点的支持，根据中国市场和客户的需要定制化的在中国进行新产品的研发和推广。中国的市场主要是周总带领团队去很好的了解我们客户的需求，把这个需求反馈到我们的研发部门。研发部门会针对中国做一些定制化、本地化的创新。”

Romer Labs 作为食品和饲料安全检测行业的领导者，为完善中国的食品安全体系做出了重要贡献。公司自成立之日起，一直秉持不断创新的发展理念，屹立于检测技术的科技前沿。拥有毒素、过敏原，污染领域专业经验的 Romer Labs 全球技术研发总监 Kurt BRUNNER 先生强调：“Romer Labs 作为全球食品和安全检测领域的佼佼者，提供的产品线非常丰富，但是我们依然

希望不断更新与完善产品和服务。集团在研发上实施了三大支柱战略。第一大支柱：我们会在现有产品基础上进行优化，也许客户和产品使用者不会很直接的看到产品有什么变化，但他们在使用时能够感受到我们产品的质量更加可靠、更加方便。第二大支柱：在已

研发出来的技术基础上，我们会去开发并推出新的产品。第三大支柱：未来产品到底是怎样的？这方面我们也是顺应全球科技发展的趋势，走智能化、自动化的路线。公司会在未来几年推出相应的产品，让它更加智能也更加自动化，这是我们开发下一代产品的一个目标。我们创新的目标是尽量减少在使用产品时的人工操作，从而去减少检测中出现的人为误差，让实验检测的结果能够更加客观准确。”

随着制造业智能化的升级改造，智能制造正助力中国迈向制造强国。Romer Labs 全球技术经理 Meredith SUTZKO 女士表示：“首先在中国我们有团队，集团在中国也一直在持续投资，很重要的一点是 Romer Labs 是一个很开放的集团，它会针对中国的市场和需求灵活调整战略。如果我们在华确实有中国制造、中国创新的需求，集团是很愿意去顺应这个需求的。此外，Romer Labs 还遵从将环保作为企业责任，从研发、生产到产品销售都全面实施低碳方针和环保路线。”

ROMER 国际贸易（北京）有限公司总经理周旌先生总结：“Romer Labs 的业务进入中国将近 20 年了。2002 年开始进入中国的时候，只是销售一个产品。10 年前 Romer Labs 在中国建立了公司，除了销售以外还有市场和服务。经过这 10 年的努力，无论是客户群体还是我们对整个对市场的影响都在不断的提升，但是，仍然无法跟上整个中国的快速发展，特别是食品和饲料安全行业的要求。作为一个高技术企业，Romer Labs 在中国不仅要考虑如何让现有的业务和服务满足市场的需求，还一定要考虑未来 5—10 年的发展。所以总部决定在中国继续追加投资，建立具有国家、甚至是国际级别的验证实验室。投资建立实验室具有三大目的：第一，可以给我们近 20 年的业务、在中国市场的客户群体提供更好更专业甚至是更加定制化的技术服务；第二，能够让我们的业务拓展到第三方检测实验室的委托检验业务领域，更直接的和应用客户进行对接，更好的为他们服务，更重要的是能够使 Romer Labs 目前拥有的先进技术和国家监管部门、技术部门，包括一些大专院校研究部门进行技术上的对接；第三，我们也希望在中国的投入能够更好的为我们技术研发部门去反馈更多的市场和技术方面的需要。从这三方面来讲，作为这样的一个投资有我们的目的，实际上



是可以支持整个 Romer Labs 集团在中国未来的 5—10 年的需要。”

Romer Labs 亚太区董事总经理廖咏薇女士表示：“这几个月，尤其是过敏原问题在东南亚地区已经开始慢慢的出现一些问题，已经引起了人们的关注。东南亚已经开始控制了。我们想教会我们在华的顾客群，能够帮助他们重视过敏原问题。”

Romer Labs 集团市场总监 Cristian ILEA 先生剖析：“我们对中国市场和中国食品安全面临一个很大的挑战，就是 Romer Labs 如何去更好的完善自己，去应对不断变化的市场需求。我们怎样能去优化和创新产品去提供更好的服务，覆盖整条产业链，如



何通过各种办法去更好的顺应时代变化的需求，更好的面对在中国市场面临的挑战。”

Romer Labs 英国技术研发总监 Adrian ROGERS 先生认为：“Romer Labs 在过敏原方面是非常有权威性的。中国给我一个很强的印象，就是中国不愿只做一个跟随者。中国现在想要做领导者，而且想要做到世界上最好。中国正在学习世界上先进的科技和管理制度，很想通过这些学习真正去提高中国在各个方面的水平，去做全世界的引领者。这是我现在对中国很深的印象。”

Romer Labs 集团作为食品与饲料安全检测试剂和服务的领导者，将秉承“让全世界的食品更加安全”的历史使命，为中国食品安全保驾护航。



Over 40 years of reform and opening-up, China has been forging ahead and now it becomes an important engine to the global development. The Chinese food industry with the world's biggest consumer population has developed a perfect system. In recent years, a series of supporting policies derived from Food Safety Law of the People's Republic of China (new edition) have been issued by the Central and the local governments, which contributes to a pattern of regulation across all control links from farm to fork. It shows that the government lays more stress on food safety and has raised it to a national strategy.

Food safety is a systematic project, requiring joint efforts from the governments, enterprises and the technological circles. The 12th China International Food Safety & Quality Conference was held grandly in Shanghai on December 7 and 8, 2018. As an annual grand event of food safety, this conference attracted a crowd of experts at home and abroad and covered a series of food safety topics such as food risk assessment, new methods



and solutions for rapid test of allergens, standards and technologies for microbial detection, rapid screening of mycotoxins and pesticide residues. In the conference, the participants discussed the development and application of food safety technologies and other modern technologies in a multi-perspective and all-around approach. The leader of the food safety industry, Romer Labs, sponsored this conference. To learn more

about Romer Labs, the journalist interviewed with Ms. Eva Maria WANZENBÖCK, Managing Director of Romer Labs Division Holding GmbH, Mr. Kurt BRUNNER, Division Research Officer of Romer Labs Division Holding GmbH, Ms. Meredith SUTZKO, Product Manager of Romer Labs Technology, Inc., Mr. Cristian ILEA, Division Marketing Officer of Romer Labs Division Holding GmbH, Mr. Adrian ROGERS, Senior Research Scientist of Romer Labs UK Ltd., Ms. Yongwee Liau, Managing Director of Romer Labs Asia-Pacific, and Mr. Jing Zhou, Managing Director of Romer Labs China. The seven executives shared their ideas about the theme of the conference and the development of Romer Labs.

Romer Labs was established in Washington, MO, US, in 1982, and now has developed into the world's leading supplier of diagnostic solutions for agricultural, food and feed industry. It is engaged in providing customers with a broad range of innovative diagnostic solutions covering mycotoxins, food allergens, food pathogens, gluten, GMO, veterinary drug residues and other food contaminants. So far, Romer Labs has set up certified testing laboratories in Austria, the United Kingdom, Singapore and the United States. The laboratories are equipped with cutting-edge technologies, so that they can conduct chromatographic and immunological analysis for mycotoxins, food allergens, meat speciation, GMO, and veterinary drug residues. Since its establishment, Romer Labs has kept a leading position in diagnosis technology field and consisted on innovation, striving to provide high-quality and efficient testing products and services to fully satisfy customers. Over 36 years, Romer Labs has spurred its growth and innovation continuously in line with their mission of "Making the world's food safer".

Romer Labs can provide customers with "one-stop" solutions and optimize solutions based on the development of the market and customers' needs, make them more refined, targeted,



comprehensive and perfect. Ms. Eva Maria WANZENBÖCK, Managing Director of Romer Labs Division Holding GmbH said "Romer Labs can provide localized, multi-mode products, while delivering better integrated services for the Chinese market. We own a powerful sales team in China. Led by Mr. Zhou, the team is offering better localized services to customers. We also have high-quality products and excellent testing services. We develop products with wide business coverage so as to fully satisfy various demands of different customers. For example, if a client wants to do field testing inside his company or production line, our rapid-test reagents, strips or kits can satisfy him; if it wants in-house certification, we can also do it by providing isotope-labelled internal standards or cleaning columns; and if the customer wants services from a 3rd party lab, we can analyse the samples sent directly from the customer to our laboratory. We can directly provide staged services targeted to customers' integral demands. We are building a third-party laboratory in China. This is one of our priority tasks in 2019. In the Chinese market, we provide support from our R&D department and then customize products for Chinese customers. Mr. Zhou leads the team to learn about the demands of customers and gives the timely feedback to our R&D department. Next, the R&D department and Chinese technical team will make localized and customized solutions for the Chinese market."

As the leader in the food and feed safety testing industry, Romer Labs has made an important contribution to improve China's food safety system. Since its establishment, the group has been adhering to the philosophy "continuous innovation" and advancing at the frontier of testing technology. Mr. Kurt BRUNNER, Division Research Officer of Romer Labs Division Holding GmbH, experienced in mycotoxins, allergens and pollution testing, stressed that "Romer Labs, as a global leader in food safety testing, has a full product line, but we keep on constant update and improvement of products and services. The group has implemented 3-pillar strategy in research and development. Pillar 1: we optimize existing products. Customers and product users may not see the changes directly, but they

can feel our products more reliable and convenient. Pillar 2: based on the technology developed, we will further develop and launch new products. Pillar 3: we focus on promising products. In this respect, we closely follow the trend of global science and technology and take a route of intellectualization and automation. The group will launch more intelligent and automatic products in the next few years, which is a goal for us to develop next-generation products. The goal of our innovation is to minimize the manual operation in use of our product, so as to reduce the human error in testing process and ensure the objectivity and accuracy of the testing results."

As the manufacturing industry trends to upgrade towards intelligence, the intelligent manufacturing is helping China to rise to a manufacturing power. Ms. Meredith SUTZKO, Product Manager of Romer Labs Technology, Inc., said: "first of all, we have both a competent team and continued investment in China. More importantly, Romer Labs, a very open group, will adjust its strategies flexibly as demanded by the Chinese market. If China indeed has a demand of "Made in China, Innovated in China", the group is very willing to satisfy it. In addition, Romer Labs will fulfil its corporate responsibility in environmental



protection, and implement its 'low carbon and environmental protection' policy from research and development to production and sales."

Mr. Jing Zhou, Managing Director of Romer Labs China, concluded "ROMER Labs has been operating in China for nearly 20 years. It sold only one type of product when it entered China in 2002. A decade ago, Romer Labs established a company in China, introducing marketing and service business on the basis of sales. In the past 10 years of efforts, we, together with our



customers, all has gained increasing influence in the market. However, we still have a long way to go to keep up with the high-pace development in China, especially in the food and feed safety industry. As a high-tech firm, Romer Labs considers the approaches to meet the demands of the market better not only by improving our existing business and services, but also by the future development in next 5 to 10 years. That's why the headquarters decided to continue investing in China and build a state-level, and even international-level, certified laboratory. The establishment of such a laboratory comes with three purposes: firstly, it can deliver more professional and even more customized services to the customers in the Chinese market.

Secondly, it will extend our business to entrusted testing of third-party testing laboratory, so as to maintain closer contact with application customers and serve them better. What's more, it enables the communication on advanced technologies between Romer Labs and the State regulatory and technical departments, including research institutes of universities. Thirdly, we also hope that the investment in China returns better feedback to our R&D department in the market and technical aspects. From these three purposes, our investment will also support the development demands of Romer Labs group in China in the coming 5 to 10 years."

Ms. Yongwee LIAU, Managing Director of Romer Labs Asia-Pacific said: "in these months, the problem of food allergen in Southeast Asia has gradually appeared and aroused people's concern. The control measures have been launched in Southeast Asia. We suggest our Chinese customers attaching great importance to the problem of food allergens."

Mr. Cristian ILEA, Division Marketing Officer of Romer Labs Division Holding GmbH, analyzed "one of the challenges we face in the Chinese food safety market is how to better improve ourselves and how to satisfy the ever-changing market demands. This question will be answered in the following aspects: approaches to optimize and innovate products and services, covering the whole industry chains, and approaches to keep up with the changes of trend demands."

Mr. Adrian ROGERS, Senior Research Scientist of Romer Labs UK, thought "Romer Labs is an authoritative entity in the field of food allergen testing. China is striving to be a leader rather than a follower, and a better leader in the world. China is introducing the advanced technologies and management systems, and improving itself in all aspects. This is my deep impression on China."

Romer Labs group, as the leading supplier of food and feed safety testing reagents and services, will continue striving towards the mission of "Making the world's food safer", and make more contribution to safeguarding the Chinese food safety.