



Andreas Kadi MSc MBA

University of Vienna, Master of Science in food chemistry
Open University Business School, UK, Master of Business Administration
King's College, London, Certificate in Toxicology

Owner and founder of SRACONSULTING primarily specialising in scientific and food regulatory affairs.
Focal points:

- scientific, including nutritional and epidemiological, and food regulatory aspects of product and packaging innovation and development
- nutrition and health claims and their scientific substantiation
- validation of the safety and efficacy of functional ingredients and products
- nutrition science
- food law of the European Union and its member states, Codex Alimentarius
- safety and recycling of packaging materials
- representation of clients in dealing with national authorities in Europe and around the world, such as the European Commission, European Food Safety Authority (EFSA), European Parliament, US Food & Drug Administration, Health Canada, Food Standards Australia New Zealand

Chartered civil engineer, state authorized food expert acc. to § 73 LMSVG (Austrian food law), accredited and sworn-in court expert, Member of the Austrian Codex Commission and several subcommissions, Member of the Austrian Nutrition Commission, board member of the Austrian Food Federation, active participation in several European trade associations and in ILSI Europe, vice president of the Union of European Soft Drinks Associations (UNESDA), president of Energy Drinks Europe (EDE).

From 2009 to 2011 *Chief Science Officer* of Red Bull GmbH with worldwide responsibility for all scientific affairs. From 1994 to 2009 with The Coca-Cola Company in Vienna and Brussels, lastly *Director Scientific & Regulatory Affairs* of the European Union Group with responsibility for scientific and regulatory affairs in 36 countries in Europe, Eurasia and the Middle East. From 2000 to 2009 managing director of Coca-Cola GmbH in Vienna. Prior to 1994 in applied engineering and product development for plastic materials and plastic packaging in the chemical industry.

Fellow of the Royal Society of Chemistry (FRSC), Chartered Chemist (CChem) and Chartered Scientist (CSci). Fellow of the Institute of Food Science & Technology (FIFST). Co-author of a commentary on Food Law, regular lecturer on topics of European and international food law and products and packaging innovation in conferences and seminars worldwide. Lecturer for food traceability at the Austrian Marketing University of Applied Sciences.