

## **Dr. Jae Park**

Professor

Oregon State University

Astoria, OR, USA



Dr. Park is a professor of Oregon State University since 1992. He was elected as IFT Fellow in 2007, which is the most prestigious recognition as a food scientist. He published 136 referred journal articles, 41 book chapters, and 3 patents.

He offered over 100 invited speeches. Having devoted his entire professional career to fish protein (surimi) research and outstanding outreach in technology transfer, Dr. Jae Park has distinguished himself as an internationally renowned scientist in surimi research, education, and technology transfer. He received numerous awards to recognize his accomplishment regionally, nationally and internationally. He was recognized by IntraFish as 100 most powerful seafood executives in 2012. His most recent recognition was the 2016 IFT Bor S Luh International Award in Chicago in July, 2016.

His three books, *Surimi and Surimi Seafood*, were published in 2000, 2005, and 2014.

Almost all global manufacturers of surimi or surimi seafood use his book as a production and technical guide. As a mentor, he trained 42 graduate and post-graduate students for their MS and Ph.D. degree. He hosted 35 international researchers who conducted various research projects as a visiting scientist.

He founded the OSU Surimi School in 1993 and Surimi Industry Forum in 2001 and offers the programs annually in Oregon. He also founded Surimi School Asia in 1996, Surimi School Europe in 1999, Surimi Forum Japan in 2010, Surimi Forum Korea in 2014, and Surimi School China in 2014. Over 6,000 people have been trained through his 56 surimi school or surimi forum programs offered globally.

## **Dr. Pascal GUENNEUGUES**

Chairman  
Future Seafood Group  
Paris, France



Pascal Guenneugues, a Ph D in Food Science & Engineering, has been involved in the surimi and surimi seafood since 1992. After working for 10 years in the field of ingredients (flavors and colorings for surimi seafood) and surimi trading, he started his own business in 2002 as a consultant for the surimi industry and trading surimi around the world through the Future Seafood Group companies. Future Seafood is the largest independent surimi trading company dealing with all kinds of surimi and representing surimi producers from around the world (Alaska Pollock and Pacific Whiting from USA, Hoki from Argentina, Giant squid from Peru, Northern Blue Whiting from France, Itoyori, Kintokidai, Eso, Flying Fish and Mix Fish from Vietnam and India, sardine from Morocco) to serve all markets (America, Europe, SE Asia, China, Japan).

Besides its trading activity, Pascal Guenneugues founded Surimi Tech to develop new technology for surimi production and built several surimi lines operating in India, Peru, Russia and Vietnam using new technology. This activity is particularly developed in Vietnam where Surimi Tech is consulting for several surimi processors and controls their production to insure a stable quality to the surimi buyers for the product traded by Future Seafood.

Pascal Guenneugues has been a participant to the Surimi Forum and the Ground Fish Forum for over 10 years where he presents regular updates about the world surimi market. He also wrote the chapter on the world surimi supply and markets for Jae Park's books *Surimi and Surimi Seafood*, published in 2000, 2005, and 2014.

## **Jirawat Yongsawatdigul, Ph.D.**

Associate Professor  
Suranaree University of Technology  
Nakhon Rachasima, Thailand



Dr. Yongsawatdigul is an Associate Professor at Suranaree University of Technology since 1997. He is currently appointed Head of School of Food Technology, Institute of Agricultural Technology, Suranaree University of Technology. He has been working on biochemistry and functional as well as nutraceutical properties of fish proteins for more than 15 years.

His research interest includes gelation characterization of tropical surimi and mince, fish muscle proteinases and transglutaminases, enzyme technology for seafood processing, and seafood by product utilization as bioactive peptides. He has so far published more than 60 articles in highly regarded journals in the field of food science and seafood processing. In addition, he has coauthored chapters of Surimi Chemistry and Proteolytic Enzymes and Control in Surimi in the 2nd and 3rd Edition of Surimi and Surimi Seafood.

## **Dr. CHEONG-IL JI**

Executive Vice President

**Lucky Union Foods Co., Ltd. (LUF)**

Bangkok, THAILAND



Dr. Ji works for Lucky Union Foods Co., Ltd. (LUF) in Thailand, a Joint-venture company between Korea and Thailand as an Executive Vice President (EVP) since 2007. LUF has a subsidiary in Poland, and both factories are producing nearly all types of Surimi seafood, exporting its products to over 40 countries. His mother company is LF Food Group (formerly LG Fashion Corp.) in Korea.

He completed the Ph.D. course in Food Science & Technology, especially seafood processing technology, at Pukyong National University (formerly Busan National Fisheries University) in Korea. He acts as a regular speaker covering Surimi and Surimi Seafood markets of Thailand and other SE Asia in Surimi School Worldwide. He has completed Auditor/Lead Auditor courses for ISO 9000:2000 series standard, ISO 22000:2005 food safety management systems, and NSF International Foods Safety. He has also been involved with building a new Surimi factory in Indonesia, i.e. PT. JAVA Seafood, which started the commercial production in April, 2014.

His work experiences include 10 years of whole management as EVP and President in Joint-venture companies in Thailand and Indonesia with 5-year of planning and managing experience in Korean National Organization to support marine-bio companies, including 6-year as a fisheries & seafood processing researcher for a Korean National Institute and 6-year as a manager or a director for major seafood (surimi seafood, canned tuna product, biologically active substances from various marine resources) manufacturing companies in Korea.

He has been participating as a member of the various committees related to fisheries & seafood processing industry and institutes. He was officially commended for distinguished service to regional innovation from the Minister of Ministry of Commerce, Industry and Energy of Korea and the Governor of GangWon Province of Korea.

## **Jostein Rortveit**

Managing Director – sales and market development - Asia  
American Seafoods Japan KK.  
Tokyo, Japan



He has worked for American Seafoods Co. in Asia since 2005, with surimi sales and other products. He previously worked at the commercial section of Norwegian Embassy in Beijing, amongst others for the marketing of Norwegian salmon etc. He lived 5 years in China and is fluent in Chinese, and has to date lived 11 years in Tokyo with his family. He has Master Degree from Norwegian School of Fishery Science, and MBA from Temple University/Fox School of Business.

American Seafoods Co is working to expand market in Asia for Alaska Pollock and Pacific whiting surimi.

## **Won Byong Yoon, Ph.D.**

Professor

Kangwon National University

Chucheon, S. Korea



Dr. Yoon is a professor at Kangwon National University (KNU) since 2008.

Before joining KNU, he worked in a processed food industry (associate director in Food R&D Center, CJ CheilJedang, Seoul, S. Korea) and a flavor company (Asia-Pacific regional marketing manager and Seafood specialist, Firmenich-Asia, Singapore).

He has been working on food process engineering, food rheology and seafood processing for more than 13 years. His research interest includes gelation characterization of proteins and hydrocolloids, drying and powdering, high viscous fluid mechanics, heat and mass transfer during food processing, least cost formulation development, and computational fluid dynamics.

He has so far published more than 70 articles in highly regarded journals in the field of food science and seafood processing. In addition, he has coauthored a chapter of Surimi Paste Preparation, Gel Analysis, and Rheology in the 3rd Edition of Surimi and Surimi Seafood.



## Angee Hunt

### Senior Research Faculty Assistant



Angee Hunt is a Senior Faculty Research Assistant for Dr. Jae Park at the Oregon State University Seafood Lab in Astoria, OR.

Having completed a B.S. in biology from the University of Oregon, she began working with Dr. Jae Park in 1997 as a Faculty Research Assistant. She received a M.S. degree in Food Science from Kansas State University in 2007 and was promoted to Senior Faculty Research Assistant in 2008. In 2013, she received the designation of Certified Food Scientist from the International Food Science Certification Commission. Working for Dr. Park has allowed her to work on various research projects relating to surimi and surimi seafood: such as ingredient technology, cryoprotectants and frozen storage, shelf life testing, etc.

In addition, she assists with the organization of the annual OSU Surimi School founded by Dr. Park and hosted in Astoria, OR as well as participates in various other conferences and annual meetings; such as PFT (Pacific Fisheries Technologists), IFT (Institute of Food Technologists), and RCA (Research Chefs Association).



**Jean-Luc BELIVEAU**  
Research and development Director  
**Alliance-Océane (CORAYA)**  
France



Jean-Luc Béliveau, Ingenior in Food Science & Engineering, has been involved in the surimi and surimi seafood since 1986. Start working during 2 years for Fleury-Michon Company (French Food producer Company) in IFREMER (French Research Seafood Institute) to study the functional properties of Surimi protein for food application. In 1988 he started the first surimi seafood line for Fleury-Michon and developed a range of 10 different products for this Company. In 1989 he got the first price of Innovation for seafood product during the SIAL (International French Food Exhibition in Paris). Jean-Luc work in Fleury-Michon Company during 18 years and develop a large range of Surimi Seafood product, ready meals and salads. He cross the road of Dr Jae Park in 1989 and never stop the relation ship. So between Dc Jae Park and Jean-Luc it's a long story.

Jean-Luc arrive in Alliance-Océane Company in 2003 and start develop the new product and technology for Surimi Seafood items. Alliance-Ocean have the 2 factories in Europe and one new factory in Vietnam in Join venture to produce frozen surimi blocs.

Alliance-Oceane is one of the 2 leaders for Surimi Seafood items in France and sell in several countries in Western Europe

Jean-Luc Béliveau has been a participant to the Surimi Forum and Surimi School for over 20 years where he presents regular updates about the western surimi seafood market and other topic about Surimi Seafood tendency in Europe. He also wrote the chapter on the european surimi seafood markets for Jae Park's books Surimi and Surimi Seafood, published in 2005, and chapter manufacture of crab sticks books Surimi and surimi seafood published in 2014.

**Anucha Techanitisawad**, BA (Cantab), MA, MSc, DIC

Andaman Surimi Industries

12/32 Moo 3 Bangkachao, Muangsamutsakhon, Samutsakhon 74000, Thailand

andamansurimi@gmail.com



**Education Background:**

School: UNITED WORLD COLLEGE OF SEA, SINGAPORE.  
BLUNDELL'S SCHOOL, DEVON, UK

Degree: - BA, MECHANICAL ENGINEERING, CAMBRIDGE UNIVERSITY, St.  
John's College, UK.

- MASTER OF ARTS, CAMBRIDGE UNIVERSITY, UK.

- MASTER OF SCIENCE, INDUSTRIAL ROBOTICS AND  
MANUFACTURING AUTOMATION, MECHANICAL  
ENGINEERING, IMPERIAL COLLEGE LONDON, UK.

Work Experiences:

Managing Director, Andaman Surimi Industries Co., Ltd

President of Thai Surimi Industry Committee, Thai Frozen Foods Association (TFFA), 2014

**Sureerat Phuvasate, Ph.D.**  
**CP Foods**



Sureerat Phuvasate is a microbiologist/safety researcher at CP Foods, Bangkok, Thailand. She earned a doctoral degree in Food Science and Technology (FST) from Oregon State University (OSU). She obtained B.S. degree in FST from Kasetsart University, Thailand, and M.S. degree in FST from OSU. Her graduate research focused on seafood microbiology and safety. She was a co-author of three chapters (*Vibrio parahaemolyticus*, *Vibrio vulnificus* and Depuration) of the book “*Pathogenic Vibrios and Food Safety*”. As a graduate assistant, she assisted in microbiology lab preparation and demonstration at the annual OSU Surimi School, Astoria, in the past several years. She has been a speaker for microbiology/sanitation at Surimi School Asia.

## **Dr. Siriporn Pipatsattayanuwong Chua**

Managing Director

**InnoFresh Co., Ltd.**

Nakorn Nayok, Thailand



Dr. Siriporn Pipatsattayanuwong Chua is a Managing Director of InnoFresh, Co., Ltd., a company she founded in 2003. InnoFresh produces various types of sauces, marinades, mayonnaise, and dressing products. The company's main customers are in frozen food industries (sauces and marinades for shrimp, seafood, and chicken) and QSR and food service sectors.

Dr. Siriporn had her B.S. in Food Science and Technology at Kasetsart University in Thailand. Then she completed her M.S. at Seafood Laboratory, Department of Food Science and Technology, Oregon State University before continued on to pursue her Ph.D. in Sensory Science at the same University. After graduation, she was working as a post graduate fellow at Psychophysics Laboratory at University of California, Davis to broaden her sensory experience before taking an Applied Consumer Scientist position at Unilever Research, Colworth House, UK. She then moved to work as a Consumer Insight Manager at Unilever Thai Holdings in Bangkok, Thailand for 3 years before setting up her own business as a food manufacturer in her home town, Nakorn Nayok. With her broad experiences in Sensory Science, Consumer Research, and product development, Dr. Siriporn has been giving consultancy, workshops, and training courses in Sensory Sciences to various food and non-food businesses. She participates actively in the Thailand Sensory Science and Consumer Research Network. She is also a co-author of an Application of Sensory Science to Surimi Seafood chapter in the 3<sup>rd</sup> Edition of the Surimi and Surimi Seafood book edited by Dr. J.W. Park.

**CHIN KOK WOI**

Manager

AJINOMOTO (MALAYSIA) BERHAD

Food Development & Application



Mr. Chin received his Bachelor Science of Biotechnology from Universiti Putra Malaysia in 2003.

He is managing the Food Application and Technical Support Section in AJINOMOTO (Malaysia) Berhad which ensuring the industry customer products development achievement though strengthening technical support activity in Asia regions.

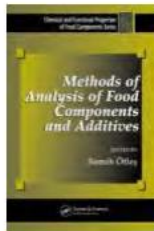
He has been providing remarkable contribution and technical support to processed surimi and processed meat industries especially in India, China, Taiwan and SEA countries. With his great experiences and knowledge, he has successfully provided “ACTIVA TG” Preparation and Utilization for Quality Improvement and Cost Reduction. He has also actively involved in product lectures and demonstration to external and internal customers.

## Dr. Kannapon Lopetcharat

MD, Nouveau Centric, a Consumer Research company

- B.Sc. Chulalongkorn University (Food Technology)
- M.Sc. Oregon State University (Major: Food Technology & Minor: Biochemistry)
- Ph.D. Oregon State University (Major: Sensory Evaluation & Minor: Statistic)
- Certificate of Management (Cornell University)
- Consumer Science and Innovation manager (Avon Products and Unilever HPC)
- Books & Book Chapters

Wiley's best selling title in 2012



Chapter 10:  
Sensory Analysis of food  
(2005)



Editor & Author  
(2012)



Chapter 6:  
Consumer Metric Scales  
(2012)



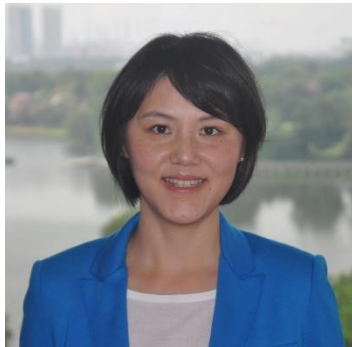
Chapter 21: Application of  
Sensory Science  
to Surimi Seafood (2013)

- Currently hold a position at Chulalongkorn university as a project manager for Chulalongkorn University Health and Agricultural Innovation Center
- Adviser to the dean of the faculty of Agricultural Product Innovation And Technology of Srinakharinwirot University
- A special expert to develop an international curriculum for the department of Innovation and Technology for Agricultural Industry of Kasetsart University
- Invited by North Carolina State University, Chulalongkorn university, Srinakharinwirot university, Kasetsart university, Khon Kaen university and Burapha university to give seminar and workshop on product innovation, consumer research and sensory evaluation
- A reviewer for Journal of Food Science, Food Quality and Preference and Journal of Sensory Studies
- 30+ Publications in international peer review journals

## **Dr. Wei QIN**

**Consumer Insights & Market Research, Asia Leader**

**Takasago International (Singapore) PTE LTD**



Dr. Wei Qin leads Takasago International Corporation's Consumer Insights and Market Research (CIMR) Asia Group with a mission of establishing a consumer driven approach to flavor creations containing technology. The team has been monitoring consumer preferences of seafood flavors across many SEA countries.

Dr. Qin has a wide range of consumer research experience across many product categories through serving P&G, Altria, Kellogg's, IFF, as well as Takasago in multiple countries. Her curiosity and passion contributed to the success of many projects improving consumer experiences and/or increasing business bottom-line.

Dr. Qin holds a bachelor's degree in Biochemistry from the Beijing Normal University and a Ph.D. in Food Science from the Pennsylvania State University.