



## **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, 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).

Before that *Chief Science Officer* of Red Bull GmbH with worldwide responsibility for all scientific affairs and 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. Managing director of Coca-Cola GmbH in Vienna. Before that 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.