

Product Contamination & Product Recall Consulting Services

SVA has an unparalleled track record in the discreet and effective handling of special risk issues in three especially sensitive areas:

- *Product contamination and product recall;*
- *Kidnap and ransom (negotiation and recovery);*
- *Maritime risk and related kidnap and ransom of crews.*

All of the above areas present unique and sensitive challenges to corporations; specialist knowledge and experience is required to successfully resolve these.

SVA has unique experience in the product extortion, malicious product tampering and product recall consulting areas; often

operating in emerging markets with less than ideal law enforcement support.

Experience shows that in instances of kidnapping, that a poorly handled situation will result in the unfortunate demise of a single executive, but generally little long term damage to the corporation; whereas the mishandling of a product extortion or contamination incident can lead to the swift meltdown of a brand or of the share price of a publically traded corporation. The contingency planning, testing and reviewing process is therefore absolutely critical for firms to protect brands, most especially in the food, healthcare and pharmaceutical areas.

SVA's consultants have handled numerous such incidents and have advised management and boards of directors as to appropriate courses of action in the face of acute threats to public health or to corporate reputation.

The ability to quickly analyse potential contaminant(s), as well as to assess the nature of the threat and to apply contingency measures swiftly and discreetly is critical to the safe resolution of such incidents.

Working closely with clients, insurers and public relations consultant – SVA can assist in the rapid and effective resolution of product extortion and contamination cases.

Product Contamination & Product Recall Consulting Services



The **Product Contamination** and **Product Recall Consulting Services** offered by SVA are based on years of experience in this field, working both in the private sector and in government service, including:

Drawing up completely new or testing existing corporate contingency plans;

to ensure that a concise and clear plan is in place to deal with all incidents, including appropriate notification procedures and immediate testing of suspect content. Such plans will need to be acceptable to the insurer and fully understood and agreed to by the corporate crisis management team.

Crisis containment and response: acting as hands-on response consultants and in advising the company throughout the period of the crisis.

Simulations and testing of contingency & recall plans;

to ensure that the plans remain current and appropriate and that all involved understand their roles and responsibilities. Such testing is often done under realistic simulated conditions to give the client the benefit of testing the team under some induced (but controlled) stress.

Liaison with law enforcement: as may be required and on the instructions of the client (often in emerging markets).

Why Us?

Hands-on experience and a proven track record:

Our professionals have many years' experience in dealing with the most sensitive and crucial issues affecting both corporate clients and high net-worth individuals.

We are Asia based. Our key personnel reside in the region, which makes it easier to deploy them rapidly and efficiently and to mobilise supporting networks.

We are trusted by insurance companies, high net-worth individuals and MNCs throughout the world.

Our depth of know-how and experience in our field is unrivalled in Asia.

High reputation and trust of governments throughout the Asia Pacific region.

Independence. We are not tied to any single insurance company or underwriter — we can thus provide truly independent advice.

We respond on a 24 hour basis to emergency situations.

Related Services

- Kidnap & Ransom Negotiation and Recovery Services
- Maritime Special Risk, Piracy Negotiation & Recovery Services
- Crisis Containment
- Crisis Training
- Crisis Communications
- Corporate Security & Technical Services

RESOURCES WORLDWIDE

ABOUT SVA

Steve Vickers & Associates ("SVA") is a specialist risk and security consulting company. The company serves corporations, high net-worth individuals and insurance companies around the world.

The company is led by Stephen G. (Steve) Vickers who has 36 years hands on experience in the: business intelligence, kidnap and ransom, malicious product tampering, maritime piracy and other specialist risk areas.

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