

Product recall – analysing the problem

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A client calls...

What goes into the recall plan?

A client calls...

A recall plan made when a recall being considered is a plan made too late.

What is at stake?

The chasm between safety
and compliance issues.

What is at stake?

Will this simply harm the
business or will it harm the
consumer?

Attitudes to Risk

Different jurisdictions have
different rules about product
recall.


This is not surprising.

Attitudes to risk

Different societies have
different attitudes to risk.

This is sometimes astonishing.

Who is driving the recall?



The business
The regulator
The customer
The competitor
Social media

Who is driving the recall?

Who identified the problem?

The problem of asymmetrical knowledge

When the business has more knowledge than the regulator, that can be a dilemma.

The problem of asymmetrical knowledge

When the business has less
knowledge than the regulator...
that can be a disaster.

Special problems with special products



Drugs
Donuts
Diapers

Product recall inside and outside the EU

Subsidiarity and centralism
RAPEX – not RAPID

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