From:	NUS Law Research & CLE Events
To:	Sia Chin Chin
Cc:	rescle@nus.edu.sg
Subject:	Acknowledgement Email - ASLI-CALS Asian Law Junior Faculty Workshop
Date:	Tuesday, November 13, 2018 9:29:23 AM

Dear Ms SIA Chin Chin,

We acknowledge receipt of the abstract you submitted for the Asian Law Junior Faculty Workshop.

We will notify you on the status of your abstract submission by **mid-December 2018**. Successful applicants will be required to submit their completed papers to the Workshop Organizers by **Thursday, 28 February 2019.** The paper should be between 10,000 and 15,000 words (inclusive of footnotes).

Any questions about the workshop may be addressed to: **rescle@nus.edu.sg.**

Best regards,
Germaine
NUS Law Research & CLE Events Team

Bulge in ASEAN-Why and how law matters?

In 1826 Jean Anthelme Brillat-Savarin wrote “Tell me what you eat and I will tell you what you are”. We all know the famous quote “we are what we eat”. However, the next question is, “do we know what we eat?” One of the ways to know what we eat is through food labelling. Food labelling with nutrition information could be found on pre-packed food as well as on fast-food restaurant menus in some parts of the world.

The obesity rate in ASEAN is increasing exponentially among adolescents and Malaysia is ranked as No.1 in the list, followed by Singapore and Thailand. This is alarming as obesity in adolescents is likely to lead to health complications in their adulthood. The quality of health of adolescents is of paramount importance to a sustainable nation. To safeguard the health of adolescents in this country, there are international and national laws such as The Convention on the Rights of the Child, The Codex Alimentarius, The Federal Constitution, The Food Act 1983, the Consumer Protection Act 1999, the Contracts Act 1950 and the Penal Code which are relevant to partially address this regional negative phenomena.

The aims of this paper is to analyse the legal justifications for menu labeling and to evaluate the potential effectiveness of food labelling, specifically on menu labelling which will be gazetted in 2025 in Malaysia, to promote healthy diet among adolescents.

-RESEARCH PROJECT

Shaping and promoting a healthy lifestyle through real-time monitoring technology and food legislation, Co-researcher, 2017 to 2022 worth RM398,000.00 *(Taylor's University)*

BRIEF BIO

-PUBLICATIONS (ARTICLE IN JOURNALS)

Talib, N., Iqbal Singh, H.S., Duraisingam, T.J., Sia, C.C. (2017). Aspirations of a Young Law School: Process, content and Direction, The Law Review 134-150.

-EVALUATION ACTIVITIES

Reviewer for International Conference on Human Capital, 2018 to 2018 *(Abstracts)*

-CONSULTANCY PROJECT

Commercial Law Of-Counsel in SEA, Studio Legale de Masi Taddei Vasoli, 13/05/2009 to 01/06/2020, Consultant *(International)*

-ORAL PRESENTER

An Evaluation of Food Labeling Regulation in Malaysia in Promoting Healthy Diet , 14th Graduate Research Colloquium, 08/11/2017 to 08/11/2017, Faculty of Hospitality, Food and Leisure Management (University)

LinkedIn as Digital Portfolio and Career Launchpad: Implementation and Effectiveness, 10th Taylor's Teaching and Learning Conference, 30/09/2017 to 01/10/2017, Taylor's University (University)

-AWARDS AND STEWARDSHIP

International Women's Day Icon, Special, Taylor's University, 2018 *(Icon of aspiration to impact community)*

-CONTRIBUTION TO SOCIETY

Improving the arts and cultural lives of expatriate residents of Saudi Arabia living in the research university campus community of King Abdullah University of Science and Technology (KAUST), 01/04/2014 to 30/11/2014 *(International)*

Award Presenter for Malaysian Cultural Night in King Abdullah University of Science and Technology, Thuwal, KSA , 08/11/2013 to 08/11/2013 *(International)*

- EXPERT LINKAGES

Commercial and Contract Law Study Groups, International Association of Law School (IALS) since 01/07/2017

-OTHER SCHOLARLY WORK

Sia, C.C. (2008). An Evaluation of Equity Ownership Regulation in Malaysia. (Unpublished master thesis). Université Paul Cézanne Aix-Marseille III

-COMPLETE ACADEMIC CV

https://expert.taylors.edu.my/cv/chinchin.sia