

Vitafoods Europe Conference 2013

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14 May 2013

Opening Keynote

08:30 - 08:35

Opening Remarks

Speaker(s) [Chris Lee](#)

08:35 - 09:05

[Keynote: Beyond the biased perception of Article 13 list. The rationale from the guidance and options of the NDA Panel as the best adaptive and pragmatic tools](#)

To understand why and how the NHCR and its actual implementation have changed the paradigm in the health claim area...

Chair person [Professor Paul Clayton](#)

Speaker(s) [Professor Ambroise Martin](#)

09:05 - 09:15

Q&A from the floor

Chair person [Professor Paul Clayton](#)

Speaker(s) [Professor Ambroise Martin](#)

Health Claims & Regulation A

09:15 - 09:35

[Positive EFSA opinions based on one clinical trial](#)


Now, that the community list of generic health claims has been established, the future aim of the health food industry is winning innovative claims...

Chair person [Dr Joerg Gruenwald](#)

Speaker(s) [Dr Christiane Alexander](#)

09:35 - 09:55

[Eye-openers in designing F&B clinical trials? Insights beyond the obvious!](#)

	<p>This presentation will focus on major issues that have led to the dismissal of peer-reviewed scientific studies in EFSA's evaluation of the scientific substantiation of...</p> <p>Chair person Dr Joerg Gruenwald Speaker(s) Dr Stoffer Loman</p>
09:55 - 10:15	<p>The new U.S. FDA Food Safety Modernization Act (FSMA) The export of food, beverages and dietary supplements from countries to the United States continues to grow, and will likely do so for many years...</p> <p>Chair person Dr Joerg Gruenwald Speaker(s) Beatrice Moreau</p>
10:15 - 10:45	<p>Refreshment Break & Networking sponsored by DSM</p> 

Health Claims & Regulation B

10:45 - 11:05	<p>Health food substantiation requirements China vs. EU Whereas both the European Union and China both have well defined regulatory procedures for gaining approvals for health claims on foods and food ingredients...</p> <p>Chair person Dr Joerg Gruenwald Speaker(s) Sandy Lin</p>
11:05 - 11:25	<p>Getting regulatory status for foods and dietary supplements in the US Getting regulatory status to sell foods and dietary supplements in the US can be of great economic benefit to companies in Europe and around the...</p> <p>Chair person Dr Joerg Gruenwald Speaker(s) Dr John R Endres</p>
11:25 - 11:45	<p>Relevance of microbial genomics for improved food quality The major part of the biodiversity of our planet is constituted by prokaryotic microorganisms, some of which are applied in a broad range of industries...</p> <p>Chair person Dr Joerg Gruenwald Speaker(s) Antonio Del Casale</p>

11:45 - 12:05

Novel food as a strategic challenge?

Although a novel food authorization requires a relatively long lead-time and significant cost expenditures, it does not have to become a show-stopper for innovative food...

Chair person [Dr Joerg Gruenwald](#)

Speaker(s) [Dr Inga Koehler](#)

Health Claims & Regulation A, Health Claims & Regulation B

12:05 - 12:30

Combined Q&A and close of session

Chair person [Dr Joerg Gruenwald](#)

Speaker(s) [Antonio Del Casale](#)

[Beatrice Moreau](#)

[Dr Christiane Alexander](#)

[Dr Inga Koehler](#)

[Dr John R Endres](#)

[Sandy Lin](#)

[Dr Stoffer Loman](#)

12:30 - 14:00

Networking Lunch & Exhibition Visit sponsored by PGT Healthcare



Preventative Health & Immunity

14:00 - 14:20

Wellmune WGP Beta-Glucan reduces cold & flu symptoms

Typical cold and flu (upper respiratory tract Infections, URTI) are caused by rhinovirus and influenza viruses. In multiple studies Wellmune WGP has reduced URTI...

Chair person [Anne-Laure Tardy](#)

Speaker(s) [Dr Donald Cox](#)

14:20 - 14:40

Omega-3 Fatty Acids and the Inflammation: Rationale and Reality

With inflammation underlying many common conditions and diseases this paper explores the following...

Chair person [Anne-Laure Tardy](#)

Speaker(s) [Professor Philip C Calder](#)

14:40 - 15:00

Fibres and immunity: the EU project FibeBiotics

	<p>Early last year the EU invested 6M in supporting the food industry and food research community by granting a project on non-digestible...</p> <p>Chair person Anne-Laure Tardy</p> <p>Speaker(s) Dr Jurriaan Mes</p>
15:00 - 15:20	<p>Vitamin A intake in Vitamin A-deficient populations should equally consider both ends of the Intake Spectrum</p> <p>Food fortification is a potential strategy in the prevention and management of population-wide micronutrient deficiencies. In industrialized countries, regulations...</p> <p>Chair person Anne-Laure Tardy</p> <p>Speaker(s) Dr Maaïke Bruins</p>
15:20 - 15:30	<p>Discussion and Close of Session</p> <p>Speaker(s) Dr Donald Cox</p> <p> Dr Jurriaan Mes</p> <p> Dr Maaïke Bruins</p> <p> Professor Philip C Calder</p>
15:30 - 16:00	<p>Refreshment Break & Networking sponsored by DSM</p> 

Gut Health

16:00 - 16:20	<p>Consumer knowledge about ingredients for gut health</p> <p>What do they really know? How to communicate a health benefit in the absence of claims...</p> <p>Chair person Dr Sybille Buchwald-Werner</p> <p>Speaker(s) Sabine Bornkessel</p>
16:20 - 16:40	<p>Investigation of potential ingredients for digestive health based on anthocyanes as example</p> <p>Bilberries and other berries with high anthocyanin content have long been discussed to have positive effects in acute and chronic diarrhea.</p> <p>Chair person Dr Sybille Buchwald-Werner</p> <p>Speaker(s) Professor Dr Med Gerhard Rogler</p>
16:40 - 17:00	<p>Perilla frutescens extract and its immediate, perceptible balancing effect on</p>

	<p>digestive discomfort</p> <p>How to develop and prove an effective ingredient for digestive health, Extract composition and mode of action, Human study results and market positioning</p> <p>Chair person Dr Sybille Buchwald-Werner</p> <p>Speaker(s) Dr Sybille Buchwald-Werner</p>
17:00 - 17:20	<p>Digestive wellness and the second generation prebiotic/GOS</p> <p>This presentation will highlight the importance of gut microbiota and discuss latest developments in the field of colonic functional foods.</p> <p>Chair person Dr Sybille Buchwald-Werner</p> <p>Speaker(s) Dr Jelena Vulevic</p>
17:20 - 17:40	<p>Synbiotic supplement: intestinal health and quality of life</p> <p>Synbiotics: beyond probiotics and prebiotics, Worthless clinical digestive troubles, Synbiotic Health Supplement (SHS), SHS functional properties: experimental approach, SHS in worthless clinical digestive troubles</p> <p>Chair person Dr Sybille Buchwald-Werner</p> <p>Speaker(s) Dr Florence Pousset</p>
17:40 - 18:00	<p>Discussion and Close of Session</p> <p>Chair person Dr Sybille Buchwald-Werner</p> <p>Speaker(s) Dr Florence Pousset Dr Jelena Vulevic Professor Dr Med Gerhard Rogler Sabine Bornkessel</p>
18:00 - 18:00	<p>CLOSE OF DAY 1</p>

15 May 2013

Market for Functional Foods & Consumer Trends

08:00 - 08:20	<p>Omega-3s Innovation in the Consumer Market</p> <p>This joint presentation will introduce key consumer insights for Omega-3s, one of the fastest growing segments in the \$90 Billion1 global dietary supplements market.</p> <p>Chair person Dr John Stewart</p> <p>Speaker(s) Adam Ismail Julien Meissonnier</p>
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08:30 - 08:50

Health and wellness the trillion dollar industry in 2017 - global perspective

Strong recovery of the global health and wellness market is on the way, with sales recording 6.5% value growth (fixed exchange rates) in 2011.

Chair person **Dr John Stewart**

Speaker(s) **Ewa Hudson**

08:50 - 09:10

The new functional food concepts and products in Japan

This presentation will explain the back ground of the functional food culture in Japan and introduce current trend, new innovative products and popular ingredients.

Chair person **Dr John Stewart**

Speaker(s) **Anna Kalmi**

09:10 - 09:30

Affinity Groups - a new consumer choice mechanism

In early 2012 Gira carried out a purely non-directive, in-depth consumer study in France of how women of 25-40, mostly with families, choose food

Chair person **Dr John Stewart**

Speaker(s) **Andrew Cookson**

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