



# EUROPE NUTRACON

14-15 June 2007  
One Whitehall Place, London, UK

Europe's foremost conference on food supplements & sports nutrition, beauty innovations, market opportunities & regulation

## Agenda Day One

THURSDAY 14 JUNE 2007

Each subject/session will incorporate panel discussions and Q&A.  
There will be an evening reception at the end of the first day.

IN COOPERATION WITH

**EAS** | Strategic advice on nutritional products

Nutrition Business Journal

**FUNCTIONAL FOODS & NUTRACEUTICALS**  
connecting the food & health industries

Time	Agenda	Speakers
0800 - 0915	<b>Arrival, registration and coffee</b>	
0915 - 0930	<b>Welcome and introduction</b>	
0930 - 1045	<b>What does the wider European market have to offer?</b> Hot off the press research and insights into market size and opportunities, the latest trends, regulations and the factors that will affect business in the future.	<b>Co-chairs:</b> Simon Pettman, Director, European Advisory Services & Lea Pollak, Expert Advisor, Croatian National Institute of Public Health <b>Grant Ferrier</b> , Editor, Nutrition Business Journal <b>Simon Pettman</b> , Director, European Advisory Services
1045 - 1115	<b>BREAK</b>	
1115 - 1230	<b>Developments and opportunities in key established markets in Europe</b> Entering established markets can be complicated but lucrative - what are the local market practices, developments and opportunities? Some practical tips - the amazing differences in regulatory adoption, restrictions and procedures.  <b>Germany</b> - Germany is one of the largest consumers of supplements and related products in Europe. The legislation can be both restrictive and liberal. It's a complex environment and one which needs some understanding of local practices in order to succeed.  <b>France</b> - A culturally very different market, France has taken a long time to adopt any of the European directives - with many still pending. The environment is changing rapidly - there are still many consumer and government perceptions regarding supplements to be overcome - but there is light on the horizon.	<b>Gert Krabichler</b> , Chairman ERNA, Senior Manager Business Development, Capsugel  <b>Alban Maggiar</b> , President Synadiet, Directeur Général, Laboratoires Carrare
1230 - 1400	<b>LUNCH</b>	
1400 - 1540	<b>Developments and opportunities in key emerging markets in Europe</b>  <b>Market overview</b> - Market status and growth. Drivers, market structures and consumer demand. Entering new markets, local market practice and custom. Practical advice and market trends.  <b>Turkey</b> - The potential from an import/export perspective. The opportunities and government - regulatory framework. Consumer attitudes and trends. The main distribution and retailing channels. The role of BesDesDer.  <b>Poland</b> - Insights into the Polish marketplace, potential, distribution channels & local practices. Latest research from PMR. The latest developments and innovations.  <b>Russia</b> - Trends, certification and regulation. Understanding the marketplace, procedures and requirements for doing business.	<b>Adrienne Crossley</b> , Global OTC Healthcare Manager, Euromonitor International  <b>Hüseyin Ütebay</b> , Vice President, BesDesDer, CEO, Solgar Vitamin, Turkey  <b>Monika Stefańczyk</b> , Pharmaceutical Market Analyst, PMR Publications  <b>Gregory Temkin</b> , President, Russian Standard
1540 - 1610	<b>BREAK</b>	
1610 - 1630	<b>Supply chain management: focus on China</b> As international suppliers increasingly establish a presence in China, and Chinese suppliers start selling directly into the US and Europe - how will food supplements ingredients be impacted throughout the supply chain? An overview of the Chinese market including CoQ10, minerals & botanicals. Prices, manufacturers & suppliers. Sourcing and tracking the provenance of ingredients, testing, quality & legal issues.	<b>Research from Andrew Liu</b> , CEO, Guangzhou Flacious Chemical <b>Presented by Grant Ferrier</b>
1630 - 1650	<b>Adding value to products</b> Trends in the weight management market. What kind of added value can branded ingredients give? How can manufacturers differentiate themselves in the crowded weight management marketplace?	<b>John Kurstjens</b> , Global Marketing Manager, Lipid Nutrition
1650 - 1710	<b>Valuations, M &amp; A trends, private equity's impact, opportunities in the industry</b> Mergers, acquisitions, buy-outs and sector consolidation are happening all around us. Deal opportunities are expected to continue to accelerate. What are the key drivers of valuation in the functional, nutraceutical and cosmeceutical sectors? How are new sector leaders being created and being valued and how are existing category leaders reorganizing their portfolio and message to the capital markets?	<b>Panna Sharma</b> , Managing Partner & CEO, TSG Partners
1710 - 1730	<b>Panel discussions, closing remarks and Q&amp;A</b>	
1800	<b>Evening reception sponsored by TSG Partners</b>	

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**NUTRACON**  
 14-15 June 2007  
 One Whitehall Place, London, UK

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## Agenda Day Two

FRIDAY 15 JUNE 2007

Each subject/session will incorporate panel discussions and Q&A.

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accelerating the global healthy marketplace

Time	Agenda	Speakers
0850 - 0900	<b>Welcome and introduction</b>	<b>Chair:</b> Gert Krabichler, Chairman ERNA
0900 - 1115	<p><b>Sports nutrition and supplements – tackling the big issues</b></p> <p><b>The latest on markets &amp; trends</b> - A look at the differing European markets in sports and related energy markets. Sports nutrition moving into the mainstream of "active lifestyle". What and where are the new business opportunities? Latest developments, innovations and trends.</p> <p><b>Contamination &amp; doping accusations bringing the industry into disrepute</b> - The problems surrounding contamination of sport supplements, and the doping risks that are involved. Education, understanding and communicating the issues.</p> <p><b>Testing &amp; certification</b> - An objective perspective of testing, certification programmes and developments around the world - Including views from programmes in Canada, WADA and the IOC. HFL will look at establishing a testing protocol that is 'fit for purpose' and present facts and figures from recent extensive supplement testing.</p> <p><b>The re-invention of an 80 year old drink</b> - A look at the Lucozade story and how the brand has been re-vitalised and positioned as a sports and energy drink. The latest strategies and communications challenges. The dramatic effect of recent regulations and the often confusing contradictions. How do the regulatory bodies interface with the science? Banned substances - the logistical and financial issues surrounding testing &amp; how testing relates to the manufacturing process.</p> <p><b>Tools for differentiation in sport and wellness nutrition</b> - The role of carbohydrates and the glycaemic response (GI) in sport nutrition. An overview of low-GI vs high-GI carbohydrates, market examples, concepts with new ingredients and combinations of different carbohydrates with other functional ingredients.</p>	<p><b>Christian Eckel</b>, Managing Director, Wellness Business Partners</p> <p><b>Olivier de Hon</b>, Manager Scientific Affairs, Anti-doping Authority, the Netherlands</p> <p><b>Len Monheit</b>, President &amp; Editor, NPI Center  <b>Caroline Russell</b>, Lab Manager, Drug Surveillance Group, HFL &amp; Certifying Scientist, WADA</p> <p><b>Richard Ross</b>, Legislation &amp; Procedural Affairs Director, Glaxo Smith Kline</p> <p><b>Dr Stephan Hausmanns</b>, Head of Product Management, Palatinit</p>
1115 - 1145	<b>BREAK</b>	
1145 - 1245	<p><b>Beauty from within</b></p> <p><b>The market and where it goes next</b> - The latest on the market and growth potential in Europe. Latest innovations and company developments. Communication and what resonates with consumers. The impact of technological progress and a look to the future.</p> <p><b>Skin health</b> - Skin health background and the latest consumer research from Frost &amp; Sullivan. Trial results and applications of lutein.</p>	<p><b>Stephanie French</b>, Managing Director, Nutrition Directions</p> <p><b>Samanta Maci</b>, Technical Manager, Kemin Health Europe</p>
1245 - 1400	<b>LUNCH</b>	
1400 - 1430	<p><b>Nutrigenomics – getting personal with diagnosis &amp; marketing</b></p> <p>How can nutrigenomics be a strategic asset for the food &amp; beverage industry? What do consumers think? Defining personalised nutrition for an evolving market.</p>	<b>Kathleen P. Mullinix</b> , PhD, CEO, WellGen Inc.
1430 - 1500	<p><b>Nanotechnology – nutritional and commercial potential</b></p> <p>There are a number of so-called nanofoods appearing on the market outside Europe and expected in Europe within two years. Nanotechnology is being used to manipulate foods at a molecular level, and the potential for innovation in the food and related industries is huge. Another growth area is so-called nanoceuticals. What sort of products are appearing and how can nanoscience assist in the selection and processing of new foods to enhance their nutritional value? Good communication is likely to be the key to wide acceptance.</p>	<b>Prof. Vic Morris</b> , Senior Research Scientist, Institute of Food Research
1500 - 1530	<p><b>Nanomaterials and safety issues</b> - An essential overview of the current and projected use of nanomaterials in food and nutritional supplements, and the issues arising from these in relation to consumer safety and regulatory implications.</p>	<b>Qasim Chaudhry</b> - Principal Scientist, Central Science Laboratory (CSL), UK Department for Environment, Food and Rural Affairs (Defra)
1530 - 1600	<b>Closing comments &amp; final panel discussions</b>	
1600	<b>End of conference</b>	

\* content is subject to amendment or change

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