Event Preview

Your guide to Vitafoods Europe 2019

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THE PLACE WHERE INNOVATION HAPPENS.
vitafoods.eu.com
Vitafoods Europe 2019: sustainably driving the future of nutraceuticals

The past decade has seen the industry pushed in new directions as consumer demand drives change faster than ever before. Technology continues to play a role in closing the gap between suppliers and end users, providing deeper insights for understanding. Businesses, however, need to be adaptable if they want to keep up the constant change.

An area where the supply chain is upping its efforts is transparency. Manufacturers continue to seek balance between efficient and sustainable production in a bid to create a global circular food economy, with sustainability remaining an area of high interest, we have taken it upon ourselves to get the industry talking the future we’re working toward. Our new Sustainability Square, located at the heart of the show, allows visitors to discover latest insights and learn more about industry transparency efforts.

With 73 per cent of consumers saying they would change their consumption habits to reduce their environmental impact, we’ll also be looking closer at plant-based diets – a growing market that drove nine per cent of new food product launches in Europe in 2018. There’s more innovation to come from the plant-based sector, especially within sports nutrition.

We’ll also be focusing on newer industry developments – like hemp extracts and CBD, a market that has seen a 34 per cent increase in new food and drink launches between 2013 and 2017. Join us on at the Education Programme where we explore how CBD is set to develop in the coming years.

Other highlights to keep on your radar include our new Clinical Trials Zone, which guides you through steps of the clinical trials process, and our Regulatory Clinic, where our team of experts help you understand how legislation will influence the market.

Finally, we’ll be asking you to consider ‘what does nutraceutical mean to you?’ As our market continues to evolve, so too does the definition of nutraceutical. As the meeting point for the European nutraceutical community, we aim to provide a platform for visitors to debate the meaning of nutraceuticals. In doing so, we’re hoping to dispel confusion surrounding the term and bring to light the passion and insight driving science and innovation.

We hope you’ll be able to join us in Geneva in May and look forward to as many of you as possible joining the debate.

Chris Lee
Managing Director,
Health and Nutrition, Europe,
Informa Exhibitions
Contents

Plan your visit with our digital tools 04
New Ingredients Zone 05
New Products Zone 07
Sports Nutrition Zone 08
Tasting Centre 10
Omega-3 Resource Centre 11
Probiotics Resource Centre 12
Packaging Zone 13
Dedicated Pavilions 14
Life Stages Theatre 15
Education Programme 16
Additional Events 20
Delivering inspiring content 22
Our Sponsors 23

Official Category Sponsors

Catalent
Digestive Health
Stand J10

DUPONT

GenCanna

GELITA

Collagen Protein
Stand E14

Lonza
Capsule
Stand G110

Probiotics
Stand F40

SABINSA
Curcumin
Stand F40

SIRIO
Contract Development & Manufacturing
Stand F14
Plan your visit with our digital tools

- Plan routes using the interactive floorplan
- Search exhibitors and products by ingredient, service or country
- Arrange meetings with exhibitors
- Bookmark seminars and presentations to attend
- Connect with other visitors

**Distributor Connect**
Distributor Connect is an online matchmaking facility that matches your distribution needs with those of exhibitors attending the show. Now is the perfect time to start reaching out to new prospects and arrange to meet them at the event.

Distributor Connect is the best way to explore and connect with all exhibitors that are looking for new distribution partners and create your very own personalised agenda, allowing you to maximise your time for Vitafoods Europe.

**Vitafoods Online Planner**
Create your personalised agenda and maximise your time at the event
As a visitor to Vitafoods Europe, you will have complimentary access to the Online Event Planner and Vitafoods Connect, the online tools that you can use to plan your visit and connect with other visitors and exhibitors at the event for new business opportunities.

The Online Event Planner gives you access to view and message all exhibitors, see free presentations, Education Programme sessions and the hall layout so that you can personalise your agenda prior to your visit and plan your time efficiently, whilst Visitor Connect gives you access to the full matchmaking features allowing you to search for and connect with other visitors at the event.

Access your digital tools now at vitafoods.eu.com/app

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Discover | Learn | Network
The New Ingredients Zone is the perfect first-stop to discover the latest innovations and market successes in ingredients and raw materials. The Zone will display a selection of the latest inventions from over the last 12 months, covering all core health areas. In the New Ingredients Zone, you can discover more than 50 of the latest ingredients of the nutraceutical world.

New Ingredients Display products are the most well-marketed products that were launched over the last 12 months. Walk around this feature area and discover the latest ingredients, learn the practices these companies use to market their products, and network with exhibitors from these companies. See below some products that will be displayed:

- **Food Coloured Capsules:** Vcaps Plus food coloured capsules consist of water plant based hypromellose and a natural food colourant. They come in different colours and are suitable for vegetarian, vegan, clean label powder and liquid filled applications.

- **Beauty Collagen Water:** A new prototype containing 5g of fish collagen peptides, Naticol® flavoured with mint & lemon. Naticol® collagen peptides replenish the skin collagen stores to counter this ageing process. Three clinical research studies have shown that daily consumption of Naticol® may reduce the appearance of wrinkles, improve skin hydration and promote skin elasticity.

- **Organic Curcumin Extract:** SV Agrofood launching our range of organic herbal extracts like organic curcumin, organic tulsi extract, organic ashwagandha extract, organic aloe vera, organic noni juice.

LAUNCHPAD SHOWCASES:
Don’t forget to check out the latest innovation from key ingredient suppliers including:
Gee Lawson will be showcasing 12 ingredients at the New Ingredients Zone for 2019. Take advantage of the opportunity and find out information about these products first and speak to Gee Lawson experts onsite.

**Featured products:**

- **Bacognize®:** In a recent randomised, placebo-controlled trial (n=60), administration of Bacognize® Bacopa Extract at 300mg/day to healthy medical students with already high cognitive abilities. Significant improvements (p<0.05) were observed in various parameters of cognitive health, short term memory, working memory, attention, and immediate recall in the Bacognize® group.

- **PureSea® Protect:** Unique microencapsulated Scottish seaweed powder, which offers all the benefits of seaweed in a flavourless, odourless and soluble format. With protection of key nutrients during digestion for a more targeted release, PureSea® Protect supports metabolism, thyroid function and cognitive health as a natural vegan iodine source.

In addition to the products that you can discover, we want to maximise your learning and networking opportunities. With this in mind, we have created a dedicated two-day long New Ingredients Theatre where you can find out about upcoming trends and success stories from the leading companies within the ingredient space.

> New for 2019!

**AI Regulatory Compliance Station**

- **NOL COMPLIANCE:** The artificial intelligent solution for regulatory review & labelling. The algorithm seeks the data, combines them, anticipates the scenarios, calculates the dosages, net weight, limits, specific warnings and generates the regulatory analysis and labelling.

**Day Time Session Title Speaker**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Session Title</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tue 07 May</td>
<td>11:00 - 11:30</td>
<td>Low grade inflammation in obesity. Beneficial effects of Inorganibery</td>
<td>Riitta Ryyti, Tampere University and University Hospital Finland</td>
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<tr>
<td></td>
<td>11:40 - 12:10</td>
<td>Beyond traditional lifestyle nutrition: Moving with the times</td>
<td>Ramon Mommerssteeg, Market Segment Manager, FrieslandCampina Ingredients</td>
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<tr>
<td></td>
<td>12:20 - 12:50</td>
<td>Targeting Joint Health And Mobility With Complementary Branded Ingredients: B2cool And Mobilee</td>
<td>Marta Masides, Science Liaison Manager, Biobebica S.A.U.</td>
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<td></td>
<td>13:00 - 13:30</td>
<td>Less is more: αmni® Plus, a new bio-enhanced dosamin</td>
<td>Rosario Russo, Ph.D. - Gielepi Scientific Officer, Gielepi SpA</td>
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<td></td>
<td>13:40 - 14:10</td>
<td>Lunch Break</td>
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<tr>
<td></td>
<td>14:20 - 14:50</td>
<td>Personalized nutritional solutions for healthy ageing</td>
<td>Sara de Palmaesker, Product &amp; Business Development Nutrition, EMEA, Roussel BV</td>
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<td></td>
<td>15:00 - 15:30</td>
<td>Session to be confirmed</td>
<td>Loraz</td>
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<td></td>
<td>15:40 - 16:10</td>
<td>Health Promoting Innovative Mediterranean Fruit Extracts</td>
<td>Andrea Zangara, Scientific Marketing Manager, EUROMED, SPAIN, EUROMED S.A.</td>
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<td>16:10 - 16:50</td>
<td>Citicoline: Food for Memory and Sight</td>
<td>Pawel Gleb, EDGE Pharma sp z o.o.</td>
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<td></td>
<td>11:00 - 11:30</td>
<td>optibright® - A natural supplement for balanced tear-fluid production</td>
<td>Dr. Bernd Bonnkrönder, Head of Research &amp; Development, Anklam Extract GmbH</td>
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<td></td>
<td>11:40 - 12:10</td>
<td>Bioavailability and antioxidant effects of ubiquinone®, a new food-grade delivery system of coenzyme Q10 for sports nutrition</td>
<td>Franckler Diacrin, Head Sport Research Dept, Indena S.p.A.</td>
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<tr>
<td></td>
<td>12:20 - 12:50</td>
<td>HOWARU® Protect Prenatal+ - Probiotics that deliver immune, mood and vaginal benefits for women during pregnancy and beyond</td>
<td>Liisa Lehtoranta, Research &amp; Development Manager, DuPont Nutrition &amp; Health</td>
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<td></td>
<td>13:00 - 13:30</td>
<td>More than milk to manage blood sugar? Pep2Dia, a new natural bioactive for diabetes prevention.</td>
<td>Audrey and Aurelie Boulier Chemineau, Scientific and Innovation Manager</td>
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<tr>
<td>Wed 08 May</td>
<td>13:40 - 14:10</td>
<td>Nourish your Night</td>
<td>Jouke Veldman, Manager New Business Development, FrieslandCampina Ingredients</td>
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<td></td>
<td>14:20 - 14:50</td>
<td>Harnessing the power of nature and science to deliver better mineral nutrition with ULTIMINETM</td>
<td>Dr. Zoraida DeFreitas, Vice President, Marketing and Sales, Curva Global Health Inc., Naturex SA</td>
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<td></td>
<td>15:00 - 15:30</td>
<td>Selective modulatory activity of microbiota accessible carbohydrates for pets’ gut health</td>
<td>Prof. Dr. Kelly Scott Swanson, Professor, Department of Animal Sciences and Division of Nutritional Sciences, GnuBiotics Sciences SA</td>
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<td></td>
<td>15:40 - 16:10</td>
<td>MemophenolTM presents its new clinical results on students – in one shot</td>
<td>Laury Sautet, Product Manager, Activ’Inside</td>
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<td></td>
<td>16:20 - 17:00</td>
<td>Not CBD™: Levagen+= Our Internal Endocannabinoid</td>
<td>Dr. Daniele Piomelli, Distinguished Professor of Anatomy and Neurobiology, Pharmacology and Biological Chemistry, Scripps</td>
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</tbody>
</table>
With thousands of new products launched to market each year, the health and nutrition industry is fast-growing with no signs of slowing down. The Vitamins, Minerals and Supplements sector, for example, is forecast to grow eight percent from 2013 to 2023. The New Products Zone provides visitors with the perfect hub to discover the latest in innovation and invention. This zone provides you with the ideal opportunity to explore the market’s latest offerings. Learn more about new products supported by science or see how other businesses have addressed challenges in existing ingredients. Through Product Displays you will be able to explore finished products, including functional teas, bars and powders, through to health shots and chewable vitamins.

Some of the products you will be able to discover include:

- **Pomegranate ext. soft cap**: Pomegranate extract softgel capsules help to improve physical disorders caused by the deficiency of hormones during menopause, providing the plant-oriented estrogens containing Estrone (83.5 ppb), Estradiol (10.9 ppb) and Estriol (38.6 ppb), which are secreted from the female ovary.

- **CEREBRONAL**: CEREBRONAL® is the newest food supplement with the selected composition for a healthy brain by patients with stroke or brain damage. It contains the protected complex NTBX3® based on the newest neuroscientific findings. It is composed of 14 nootropic substances and 29 concentrated extracts of vegetables, herbs and fruits.

- **Soria DefensUp Syrup**: SoriaBel NV has developed a syrup, suitable for children that supports the natural defence. Based on Yestimun® Beta-Glucan by Leiber GmbH and standardised plant extracts of echinacea, blackcurrant and propolis, fortified with vitamin C and zinc, the syrup has effective immune-enhancing properties. It is completely alcohol and sugar free.

S superfoods Nature’s Best will be showcasing 12 new finished products in the New Products Zone for 2019. Check out their products in the New Products Zone before visiting their stand to find out more.

- **HIPPOPHAES**: Hippophaes is nature’s multivitamin. Its oil is obtained through a special advanced extraction process that ensures its high concentration in fat-soluble vitamins and omega acids. It is the first choice for beauty, energy and antioxidant protection, and contributes to the normal functioning of the cardiovascular system, as well as to beautiful hair, skin and nails.

- **HEMPO**: HEMPO is a high quality, natural hemp extract containing the full-spectrum of naturally occurring phytocannabinoids and guaranteed CBD content. It is derived from the advanced supercritical carbon dioxide extraction process that ensures its high purity and potency.

Pick up your New Ingredients & New Products Directory from the exhibition entrance.
Sports Nutrition market is well-positioned to explore new and innovative solutions, with a global rise in consumers’ interest in living a healthier and more active lifestyle. The Sports Nutrition Zone will showcase successful products, give you the opportunity to taste the latest applications and help you delve into the latest and upcoming trends from experts through a dedicated theatre.

Sports Nutrition Zone

Sports Nutrition Sampling Bar
At the Sports Nutrition Sampling Bar, you will be able to taste a selection of functional foods within the sports nutrition area. Some of the products you will discover are:

- **Chocolate & Protein Filling**: Reward yourself after the training! High protein filling chocolate hand made with 100% Belgian chocolate and NO sugar! This snack contains 23% of protein in various flavours: strawberry, raspberry, vanilla, cookies, salted caramel, peanut butter or any other flavour of your choice. In dark, milk or white chocolate coating!

- **Metal Endurance**: Contributes to the maintenance of the electrolyte balance and integrity of muscle and its contractile function, providing a high level of endurance in individuals performing prolonged physical activities. Its light-convenient transport vial (25 ml) facilitates a fast-gastric emptying with a fast and efficient absorption of water in the intestine.

- **SOLUGEL®**: PB Leiner’s SOLUGEL® premium collagen peptides are obtained from natural sources and produced in line with the highest safety standards. By breaking down proteins enzymatically into smaller peptides, SOLUGEL® obtains its high bioactivity. They are highly digestible proteins with GRAS status, no E-number and are approved by the FDA.

Pick up your Sports Nutrition Guide from the exhibition entrance.

Product Showcases
Discover the featured showcases in the sports nutrition zone and learn from leading companies the way to success.

- **PeptAide™**: The new generation of peptides for sports nutrition. PeptAide™ contains a unique set of plant-based peptides that have been identified, quantified, scientifically tested and are patent protected. Inflammation is a natural response to exercise induced muscle damage and peptides have a proven track record to support recovery.

- **Magnesium Gummies**: As fitness established in our everyday life, people not only want to do something healthy for their bodies, they also want to see the progress. Due to the loss of several minerals especially magnesium, causing by sweating, this product is perfect for after sport.

- **Vanilla Caramel Crunch Protein Bar**: Our high protein crispy bar is formulated with the best quality ingredients. The bar is vanilla flavoured with a delicious crispy caramel layer and coated with milk chocolate. With vitamin B6 & iron for energy and calcium to contribute to muscle function, this bar supports every athlete their training needs.
To maximise the takeaways for your business, visit the Sports Nutrition Zone Theatre and find out the latest research around the sports nutrition booming industry.

**Sports Nutrition Zone Theatre**

<table>
<thead>
<tr>
<th>Day</th>
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<tbody>
<tr>
<td>Tue</td>
<td>07 May</td>
<td>11:00 - 11:30 Understanding how to capitalize on the growing demand for sports nutrition products amongst “everyday” consumers</td>
<td>Rooban Princely, Director, FMCG Gurus</td>
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<td>11:40 - 12:10 Meet active lifestyle challenges; put pea protein &amp; healthy carbs to work</td>
<td>Sophie Girard, Team Leader in Specialized Nutrition &amp; Beverages at Roquette (France), Roquette</td>
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<td></td>
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<td>12:20 - 12:50 Innovation in sports nutrition from the botanical kingdom</td>
<td>Elisabetta Frattini, Senior Research Scientist, Indena S.p.A.</td>
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<td>13:00 - 13:30 A new generation of immune-active peptides for sports nutrition</td>
<td>Dr. Dietrich Rein, Global Scientific Marketing Human Nutrition, BASF</td>
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<td>13:40 - 14:10 Lunch Break</td>
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<td>14:20 - 14:50 TENDOFORTE® - the first collagen solution for stronger connective tissue in sports and exercise</td>
<td>Suzane Leser, Director of Nutrition Communication, GELITA AG</td>
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<td>15:00 - 15:30 Omega-3 and sports performance – Clinically proven formula Move3 improves pain, stiffness and cartilage damage related to exercise</td>
<td>Adam Ismail, Chief Strategy Officer, KD Nutra - KD Pharma Group</td>
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<td></td>
<td></td>
<td>15:40 - 16:10 Native Dairy Proteins, opening up new markets in Performance Nutrition</td>
<td>Benjamin Maclean, Product Group Manager Whey Proteins, FrieslandCampina Ingredients</td>
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<tr>
<td>Wed</td>
<td>08 May</td>
<td>11:00 - 11:30 Innovation in sports and nutrition</td>
<td>Jeroen Wouters, Innovation Manager Sports and Nutrition, Dutch Olympic Training Centre Papendal</td>
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<td></td>
<td></td>
<td>11:40 - 12:10 Collagen: potential health and performance benefits in sports</td>
<td>Robert C. Hickner, Professor, Department of Nutrition, Food and Exercise Sciences, Associate Dean for Research and Graduate Studies, PB Leiner</td>
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<tr>
<td></td>
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<td>13:00 - 13:30 Zynamite for power output, VO2max and brain oxygenation</td>
<td>Julia Wiebe, R&amp;D Director, Nektium</td>
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<td>13:40 - 14:50 Lunch Break</td>
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<td></td>
<td></td>
<td>15:00 - 15:30 Upilett™, a natural and innovative botanical solution to improve strength and performance in sports</td>
<td>Dr. Sandra Naranjo Modadi, Nutrition Scientist, Naturex SA</td>
</tr>
</tbody>
</table>
Find your next taste-tingling, top-selling functional food or beverage to push your company forward for 2019 and beyond. All products in this area are retail-ready and come from exhibitors at the forefront of the nutraceutical industry.

At the Tasting Centre you can discover an array of food and beverages that you can see, touch, taste.

Make your way to the Tasting Centre that is open throughout the show to taste functional foods and beverages.

Functional Foods include:

- **OLE’ – Omeolipid Experience**: Olè is the new bakery functional snack to experience the Omeolipid® botanical extract! Omeolipid is a unique blend of botanicals for cholesterol management with strong scientific evidences. Three botanicals and three traditions joined together for a synergic combination: artichoke (Mediterranean vegetable), caihua (South American zucchini) and fenugreek (Indian spice).

- **Superfruit Antioxidant Collagen**: Take this liquid food supplement easily without water! Organic Superfruits (goji berry, acerola), vitamins (E, D, C), calcium and 5g fish collagen in the same formula with more than 99% of natural ingredients (no sugar no sweetener).
  
  Let’s try its gourmet taste! Manufactured by Novapharm for your brand.

Functional Beverages include:

- **Protein Fruit and Vegetable Juice**: Fruit & veggie juice containing 5% NZMP functional whey protein. Offers essential amino acids, supporting the maintenance of lean muscle mass whilst offering an energy boost between meals in an easy to consume format. NZMP’s functional whey protein offers great flavour, remaining stable for easy processing & dispersability.

- **RTD Chocolate Recovery Drinks**: Ready-to-drink chocolate recovery drink is naturally balanced in essential nutrients to optimise recovery after endurance exercise: milk proteins to promote muscle repair, carbohydrates, vitamins and minerals to replenish muscle fuel stores and rehydrate effectively. It offers a healthy and tasty alternative in a convenient bottle that athletes can take on the go.


Have your say!

Vote for the best functional food and functional beverage in the Tasting Centre Awards 2019. The winners will be announced at 16:00 at the Tasting Centre on Wednesday 8th May.
At the Omega-3 Resource Centre you can discover the latest innovation and product development within omega-3s, and check your omega-3 levels for free! Vitafoods Europe Omega-3 Resource Centre includes innovative omega-3 businesses that can provide solutions to your needs as well as learning opportunities from several iPad presentations.

- Discover the newest innovation in equipment, formulation, delivery formats and application
- Access a wide range of content through infographics and guides
- Explore new and more sustainable sources through product showcases
- Attend presentations from industry experts in the Omega-3 Theatre

Omega-3 Resource Centre

In association with:

At the Omega-3 Resource Centre you can discover the latest innovation and product development within omega-3s, and check your omega-3 levels for free! Vitafoods Europe Omega-3 Resource Centre includes innovative omega-3 businesses that can provide solutions to your needs as well as learning opportunities from several iPad presentations.

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- Access a wide range of content through infographics and guides
- Explore new and more sustainable sources through product showcases
- Attend presentations from industry experts in the Omega-3 Theatre

Omega-3 Index Testing Area

► New for 2019!

According to GOED proprietary consumer data, when consumers in some of the largest European markets start taking omega-3s, they’re seeking improved overall wellness, brain health, and heart health, in that order.

To help you delve into the omega-3 industry we have created a dedicated Omega-3 theatre to allow for a focused and tailored-to-you learning experience.

Omega-3 Theatre

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Session Title</th>
<th>Speaker</th>
</tr>
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<tbody>
<tr>
<td>Tues</td>
<td>11:40 - 12:10</td>
<td>Getting more omega-3 to where it’s needed – Driving the next wave of omega-3 category growth</td>
<td>Ove Wikstrom, Head of Business Development, BASF</td>
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<td></td>
<td>12:20 - 12:50</td>
<td>Development of a sensory standard for fish oils</td>
<td>Wenche Emblem Larsen, Senior Researcher, Møre og Romsdal Fylkestrategi, on behalf of EPAX</td>
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<td></td>
<td>13:00 - 13:30</td>
<td>Update of the Global EPA and DHA Ingredients Market</td>
<td>Aldo Bernasconi, Director of Information and research, GOED</td>
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<td>13:40 - 14:50</td>
<td>Lunch Break</td>
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<td></td>
<td>15:00 - 15:30</td>
<td>Omega-3 cardiometabolic efficacy: evidence, controversies, and consensus</td>
<td>Dilip Ghosh, Director, Nutriconnect</td>
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<td></td>
<td>15:40 - 16:10</td>
<td>Session will be presented by GOED</td>
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<td></td>
<td>16:20 - 16:30</td>
<td>Sustainable marine supplements: why we should care and how it’s done</td>
<td>Emefa Attigah, Commercial Manager, MSC</td>
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<tr>
<td>Wed</td>
<td>12:00 - 12:50</td>
<td>One dose doesn’t fit all – things we learned from the Omega-3 Index</td>
<td>Prof Dr Clemens von Schacky, Professor, Preventive Cardiology, University of Munich and Omeqmetrix</td>
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<td></td>
<td>13:00 - 13:30</td>
<td>Tips for Educating the Omega-3 Consumer</td>
<td>Elana Natker, Director of Consumer Healthcare Practitioner Communications, GOED</td>
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<td></td>
<td>15:40 - 16:10</td>
<td>Effects of krill oil on omega-3 index and cardiometabolic risk factors in patients with non-alcoholic fatty liver disease (NAFLD): pilot randomized double blind trial</td>
<td>Prof. Dariga Vranic, University Hospital Zagreb</td>
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<td>16:20 - 16:30</td>
<td>Session to be confirmed</td>
<td>Cuile Yan, Director &amp; Principal Scientist, Herbalife Nutrition (USA)</td>
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Visit the Probiotics Resource Centre and learn about latest breakthroughs in probiotic technology, new products development, consumer analysis, market trends and much more.

The Probiotics Resource Centre will provide a wide range of content via discussions and infographics. Explore and discuss the key issues affecting Europe’s probiotics market.

Discover the latest innovation and cutting-edge probiotic technology. Be the first to learn about novel applications and attend presentations from industry experts in the Probiotics Theatre.

Companies presenting products include:

- **Day Time Session Title**
- **Speaker**

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<tr>
<td>Tues 07 May</td>
<td>11:00 - 11:30</td>
<td>Innovation in probiotics</td>
<td>Dr. Iris Hardewig, Head of Consulting &amp; Strategic Innovation, analyze &amp; realize GmbH</td>
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<td></td>
<td>11:40 - 12:10</td>
<td>BNR17™: A Clinically Supported Weight Management Probiotic</td>
<td>Dr. Gregory Leyer, Chief Scientific Office, UAS Labs</td>
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<td></td>
<td>12:20 - 12:50</td>
<td>The Clinical-based Probiotics TNK 10™ in Exercise Performance and Body Shape</td>
<td>Billy Tsai, Business Development Manager, SYNIBIO TECH INC.</td>
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<td></td>
<td>13:00 - 13:30</td>
<td>The strong rationale behind the use of Human-Residential Bifidobacteria (HRB) for human supplementation</td>
<td>Chyn Boon Wong, Researcher, Morinaga Milk Industry Co Ltd</td>
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<td></td>
<td>13:40 - 14:10</td>
<td>Lunch Break</td>
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<tr>
<td></td>
<td>14:20 - 14:50</td>
<td>ComboCap® ’Biotics: an innovative new probiotics category using dual chamber capsule technology</td>
<td>Elodie Aragon, Product Manager, Lallemand Health Solutions</td>
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<td></td>
<td>15:00 - 15:30</td>
<td>Time to Go Global! How to Access the Lucrative North American Market</td>
<td>Josh Baisley, Director of Clinical Trials, Nutrasource</td>
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<td></td>
<td>15:40 - 16:10</td>
<td>Antioxidative and hypocholesterolemic properties and mechanisms of action of probiotic Lactobacillus plantarum INDUCIA®</td>
<td>Dr. Kersti Ehrlich-Peets, BioCC</td>
</tr>
<tr>
<td>Wed 08 May</td>
<td>11:40 - 12:10</td>
<td>Bone health – a new promising health area for probiotics</td>
<td>Irini Lazou Ahrén, Senior Scientist, Probi AB</td>
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<tr>
<td></td>
<td>12:20 - 12:50</td>
<td>Identifying the global whitespace for probiotic foods and beverages</td>
<td>Eileen O’Shea, Ph.D., Senior RD&amp;A Manager, Kerry</td>
</tr>
<tr>
<td></td>
<td>13:00 - 13:30</td>
<td>Ayanda’s advanced softgel technology – marrying the advantages of probiotics and omega 3 in 1 capsule</td>
<td>Jessica Philipp, Production Manager, Skio Pharma Co., Ltd.</td>
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<td></td>
<td>13:40 - 14:10</td>
<td>Lunch Break</td>
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<td></td>
<td>15:00 - 15:30</td>
<td>Boosting your immune response – empirical studies that support your claim</td>
<td>Alwine Kardinaal, Expertise group leader Nutrition &amp; Health, NZO</td>
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<tr>
<td></td>
<td>15:40 - 16:10</td>
<td>Session to be confirmed</td>
<td>Chr. Hansen A/S</td>
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</table>

Experts from Innova Market Insights will explain the latest innovations and emerging trends in nutraceuticals and functional foods and their impact on product development.

iPad presentation topics will include:
- Personalised nutrition trends
- Infant nutrition trends
- Sports nutrition trends
Packaging Zone

The Packaging Zone provides visitors with an insight to packaging technology, including design, delivery systems, convenience, labelling systems and sustainability, as well as one-to-one advice on working with a contract manufacturer. Discover the latest additions and developments at the forefront of the packaging industry and how these impact product success.

Innovation Tours – Free to attend

Secure your place and book your space to take a guided tour around carefully selected exhibitors and get expert insights into innovative ingredients. Tours will take place within the exhibition and will include the below topics:

Personalised nutrition: because I’m worth it!
Tuesday 07 May 2019 - 11:15 - 12:30
According to EUFIC definition “Personalised nutrition is looking at the complex interaction between nutrients and genetics to create tailored diets which complement a person’s unique genetic profile. Not only will personalised nutrition optimise the health of the individual, but it may also work on a larger scale to help prevent society-wide diseases such as obesity, type II diabetes, cardiovascular disease, cancer, and mainnutrition” Targeting specific individual needs regarding, not only its age and gender, but also its microbiota and DNA specificity is a new challenge for manufacturers. Join the tour to discover the latest innovation from the exhibitors.

Beauty from within: acting inside for shining outside
Tuesday 07 May 2019 14:30 - 15:45
According to Transparency Market Research, the market for nutricosmetics market worldwide is expected to rise at a 5.0% CAGR from 2017 to 2025 to become worth US$7.93bn by 2025 from US$5.13 bn in 2016. The ageing of population, the quest for natural solutions and the rising cost of healthcare products are among the factors that drive the trend. Join the tour to discover what they look like.

Green is the new black: exploring new plant extracts
Wednesday 08 May 2019 - 11:15 - 12:30
Whatever the reason: health, sustainability, animal welfare, religion or even taste, consumers are craving greens. 2% of the global population are vegan, 5% vegetarians but already 23% flexitarians. As the trend becomes mainstream and in the aim of feeding more than 9 billion people by 2050, new plant-based sources are entering the market. Join the tour and discover what they look like.

Moderation and avoidance: formulating for your free-from customer
Wednesday 08 May 2019 - 14:30 - 15:45
According to Mordor Intelligence, the global gluten-free retail market has grown from USD 1.7 billion in 2011 to USD 3.5 billion in 2016 and is forecasted to grow to USD 4.7 billion in 2020. 80% of the market is made up of people who are not suffering from food intolerance but believe that gluten or lactose-free products are healthier and more natural. The trend is getting way further than only allergen-free products and includes meat-free, additive-free, GMO-free, pesticide-free… Join the tour and find out new solutions for your free-from developments.

Mental wellness: a healthy mind in a healthy body
Thursday 09 May 2019 - 11:15 - 12:30
According to Innova Market Insights, there has been an average annual growth of +12.9% in the number of new F&B and supplement launches tracked with cognitive health claims between 2012 and 2017. This market targets not only elderly people seeking to prevent cognitive decline, but also students before exams or busy office workers looking to stay at the top of their capacity all day long. Join the tour and get smarter.

Clinical Trials Zone – New for 2019!

Visit vitafoods.eu.com/innovatiotours to book your tour

Visit the Clinical Trials Zone to have an overview of each step of a clinical trials process: how much it would cost, how long it would take, and how much more successful your company and your product can become.
Daniela Elia, Head of Marketing, Vitafoods

What does sustainability mean to Vitafoods?
Sustainability is a key aspect of what we do and care about, and this year it will be prominent on the show floor, too. Sustainability is not only a key driver to create competitive advantage among key players but also a very hot topic for consumers who are demanding more transparency across the supply chain at all levels.

Our ambition at Vitafoods is to make the industry more impactful. Through our events, the content we develop and the communities we create, we aim to shape the industry, and foster product development which deliver more health for more people.

What is new for 2019?
For 2019 we have been working on creating a clear framework of our commitment to the industry and our purpose as a team. We believe in continually growing our sustainable efforts to deliver events which are run responsibly, build communities of interest through our dedicated additional events and networking opportunities, as well as inspiring the industry by bringing the latest research and content to life, on our digital platform as well as at our events.

Dedicated Pavilions

Springboard Pavilion – presenting NEW ingredients, finished products and technologies from NEW entrepreneurial businesses and start-ups exhibiting at Vitafoods Europe for the first time. Take advantage of the latest industry trends.

International Pavilions – Showcasing the latest in ingredients and products from around the world, source products and services from a specific region in the world. Meet exhibitors from:
- Belgium
- Croatia
- China
- France
- Hungary
- Italy
- Germany
- Poland
- South Korea
- USA

Sustainability Square ▶ New for 2019!

The Sustainability square is the latest feature Vitafoods is launching on the show floor, for 2019. Visit this area, located at the heart of the show, to discover insights within nutraceuticals, and learn more about industry transparency efforts and our commitment for a more sustainable future. Discover insights on how consumers are driving industry innovation and sustainable efforts. Inside the Bottle unites companies from across the supplement supply chain to advocate for a transparent, sustainable industry and empower consumers to take control of their health. Our collective vision for the future of supplements comes to life through cohesive messaging, research and educational events. Meet the Inside the Bottle Team at the Sustainability Square to find out more.

Highlights

Daniela Elia, Head of Marketing, Vitafoods

What does sustainability mean to Vitafoods?
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Regulatory Clinic

Wondering how legislation will influence certain areas of the market? Book your free 1-2-1 consultation prior to the event to secure your place with our regulatory experts from EHPM.

Email Livia Menichetti at l.menichetti@ehpm.org with a date, time and topic details. Spaces are limited.
The Life Stages Theatre is designed around specific nutritional needs that are vital and unique at different stages of a person's life.

These presentations are developed around the following areas to cover all different stages:
- Healthy ageing
- Adult health & wellness
- Early life

**Tuesday 7 May**

**Healthy Ageing**

<table>
<thead>
<tr>
<th>Time</th>
<th>Presentation</th>
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</table>
| 11:00 - 11:30 | Exploring health concerns and motivations of the over the 50+ market and the to drive better product development
| (USA)       | David Foreman, President, Herbal Pharmacist Media (USA)                                             |
| 11:40 - 12:10 | Supporting healthy ageing - from special nutrition to every meal
| (Finland)   | Maria Miettinen, Senior Research Manager, PhD, Valio Ltd (Finland)                                |
| 12:20 - 12:50 | Shaping the future of precision nutrition for healthy aging with an integrative biology and lifestyle approach
| (Switzerland) | Dr. Serge Rezzi, PhD, Director, Swiss Vitamin Institute (Switzerland)                             |
| 13:00 - 13:30 | Ageless with Bioactive Collagen Peptides® - new perspectives on bone and skin health
| (Germany)  | Dr. Stephan Hausermann, Vice President BI Health & Nutrition, GELITA AG (Germany)                 |
| 13:40 - 14:10 | Brain health beyond cognition: exploring the needs of an aging brain
| (Australia) | Dr. Dilip Ghosh, Director, Nutriconnect (Australia)                                                |
| 14:20 - 14:50 | Moving with the times: a new generation joint health solution for today's consumer
| (Korea)    | Sun-Ho Frank Kim, President, SEAH bio solution (Korea)                                             |
| 15:00 - 15:30 | Maintaining muscle health during aging to promote strength and independence
| (USA)       | Dr. Ralf Jaeger, Managing Member, Inoreno LLC (USA)                                                |

**Wednesday 8 May**

**Adult Health & Wellness**

<table>
<thead>
<tr>
<th>Time</th>
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| 11:00 - 11:30 | Consumers interests health and nutrition claims in food and drink
| (UK)        | Emma Schofield, Global Food Science Analyst, Mintel (UK)                                         |
| 11:40 - 12:10 | Effect of SUNCA™ (Helianthus annuus seeds extract) on obese adults' weight and body composition: A 12-weeks, randomized, double-blind placebo-controlled pilot study
| (France)   | David Daguet, Director of Innovation, Vidya Europe (France)                                      |
| 12:20 - 12:50 | Exploring the successful entry of adult health solutions to global markets
| (Italy)    | Sun Ho-Frank Kim, President, SEAH bio solution (Korea)                                             |
| 13:00 - 13:30 | Warding off recurrent yeast and bacterial infections
| (Italy)    | Francesco De Seta, Assistant Professor of Obstetrics and Gynecology / Medical Advisor, University of Trieste IRCCS B. Garofolo, Italy / Gielepitaly (Italy) |
| 13:40 - 14:10 | Exploring the top epigenetic supplements for skin health
| (USA)       | Dr. Anne Marie Fine, Founder & CEO, Fine Natural Products (USA)                                    |
| 14:20 - 14:50 | Food as medicine – consumer fantasy, industry pixie dust, or a science success story?
| (USA)       | Albert McGroard, PhD, Global Chief Technology Officer, Kerry Taste & Nutrition                    |
| 15:00 - 15:30 | Update on the regulatory developments for sports and slimming foods after the regulation on food for specific groups has come into force
| (Belgium) | Katarina Wagner, Manager Regulatory Affairs EAS Strategies (Belgium)                              |
| 15:40 - 16:10 | New scientific evidence on Laclum™’s efficacy for sleep management
| (France)   | Dr. Jae-Chul Jung, Senior Director, NOVAREX Co., Ltd. (France)                                    |
| 16:20 – 16:50 | Exploring alternative ingredients for a nutraceutical complex to improve osteoarthritis symptoms and physical function
| (Australia) | Dr. Shane Lopresti, Senior Research Administrator, Murdoch University, (Australia)                |

**Thursday 9 May**

**Early Life**

<table>
<thead>
<tr>
<th>Time</th>
<th>Presentation</th>
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| 11:00 - 11:30 | Providing an overview of the current infant nutrition trends
| (The Netherlands) | Robin Wyers, Chief Editor, Innova Market Insights (The Netherlands)                        |
| 11:40 - 12:10 | Human milk oligosaccharides and probiotics: transforming infant nutrition and beyond
| (USA)       | Steen Lyck, Global Business Director HMO, DuPont Nutrition & Health (USA)                  |
| 12:20 - 12:50 | Iron deficiency in children: evaluating food supplements to add iron to a child’s diet
| (Slovenia) | Marko Kavcic, Physician, Ljubljana University Medical Centre, Unit of Oncology and Haematology (Slovenia) |
| 13:00 - 13:30 | Reviewing the potential of a health drink as lactation support nutrient
| (India)    | Dr. Ak Singh, Director Principal, Shubhdeep Ayurved medical college & hospital (India)         |
The Education Programme at Vitafoods Europe is back: more innovative and flexible, to help you enjoy and make the most out of your time at Vitafoods Europe.

### New for 2019!

This year we have developed 11 summits for you to choose from, to allow for focused education as well as maximum flexibility. Attend individual summits starting from minimum two hours or the full three days.

#### Tuesday, May 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Chairs/Speakers</th>
<th>Sponsored by</th>
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<tbody>
<tr>
<td>10:00 – 10:30</td>
<td><strong>Sustainability and traceability: making it work for you</strong></td>
<td>Jessica Rubino, Senior Content Marketing Director, Informa Health &amp; Nutrition (US)</td>
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<td>Traci Kantowski, Communications Director, Trust Transparency (US)</td>
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<td>10:30 – 11:10</td>
<td><strong>Inside the Bottle: how collaboration and transparency are defining the future of supplements</strong></td>
<td>Steve Osborn, Director &amp; Technology Scout, The Aurora Ceres (UK)</td>
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<tr>
<td>11:10 – 11:50</td>
<td><strong>Highlighting the importance of aligning with sustainability trends to satisfy consumer needs</strong></td>
<td>Gaëlle Da Silva, Project Manager, PASS Pole (France)</td>
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<tr>
<td>11:50 – 12:20</td>
<td><strong>Achieving maximum traceability with blockchain: Outlining the opportunities for a more sustainable food industry</strong></td>
<td>Troy Norcross, CEO &amp; Co-Founder, Blockchain Rookies (UK)</td>
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<td>12:20 – 13:00</td>
<td><strong>Case study: utilising olive mill wastewater and leaves as an agricultural product in different sectors</strong></td>
<td>Francesco Vinci, Researcher, National Research Council of Italy; Institute for Sustainable Plant Protection (Italy)</td>
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<tr>
<td>13:00 – 14:00</td>
<td><strong>Personalised nutrition: driven by science and data</strong></td>
<td>Robin Myers, Chief Editor, Innova Market Insights (The Netherlands)</td>
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<tr>
<td>14:00 – 14:40</td>
<td><strong>Food technology: the future is now</strong></td>
<td>Julian Mellington, Director, New Nutrition Business (UK)</td>
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<tr>
<td>14:40 – 15:10</td>
<td><strong>Exploring personalised nutrition trends</strong></td>
<td>Paula Simpson, Principal/Founder, NutriBloom (Canada)</td>
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<tr>
<td>15:10 – 15:50</td>
<td><strong>Nutrigenomics: exploring how genes will dictate our food of tomorrow</strong></td>
<td>Grégory Dubourg, CEO and Founder, Nutrikéo (France)</td>
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</tr>
<tr>
<td>15:50 – 16:20</td>
<td><strong>Tapping the behaviour change potential of Personalised Dietary Advice</strong></td>
<td>Dr Brian Power, Lecturer in Nutrition, Institute for Liver and Digestive Health, Royal Free Hospital Medical School and University College London (UK)</td>
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</tr>
<tr>
<td>16:20 – 17:00</td>
<td><strong>Introducing an analysis of the EU legal framework applicable to personalised nutrition offerings</strong></td>
<td>Joanna Jaskolska, Regulatory Affairs Manager, ECO, The European Consulting Company (Belgium)</td>
<td></td>
</tr>
<tr>
<td>17:00–17:40</td>
<td><strong>Data collection and the role of healthcare professionals</strong></td>
<td>Waiette Abrahams, Founder &amp; Nutrition Business Consultant, Qina Consulting (Portugal)</td>
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**Personalised nutrition: driven by science and data**

**Nutricosmetics: eating for beauty**

**Chair:** Nard Clabbers, Senior Business Developer Personalised Nutrition & Health, TNO Healthy Living (The Netherlands)

**Chairs:** Dr Inês Rocha, Scientific Consultant, analyze & realize GmbH (Germany); Dr. Iris Hardewig, Head of Consulting & Strategic Innovation, analyze & realize GmbH (Germany)

**Personalised nutrition trends**

Robin Myers, Chief Editor, Innova Market Insights (The Netherlands)

**Food technology innovation disrupts the food and health market**

Julian Mellington, Director, New Nutrition Business (UK)

**The intersection between personal care and nutrition as the evolving concept of beauty from within**

Paula Simpson, Principal/Founder, NutriBloom (Canada)

**Gaining deeper insights into the grey zone of beauty claims made on food supplements in the EU market**

Ioanna Boussoula, Regulatory Affairs Specialist, Mibelle AG Biochemistry (Switzerland)

**Epigenetics: the underpinnings of beauty from within**

Dr. Anne Marie Fine, Founder & CEO, Fine Natural Products (USA)

**Beauty Category Map: Exploring the future of the beauty market and new points of entry based upon emerging science**

Jennifer Cooper, Chief Scientific Officer, Savant Science Inc. (USA)

**Nutrigenomics: exploring how genes will dictate our food of tomorrow**

Grégory Dubourg, CEO and Founder, Nutrikéo (France)

**Dietary Advice**

Dr Brian Power, Lecturer in Nutrition, Institute for Liver and Digestive Health, Royal Free Hospital Medical School and University College London (UK)

**Tapping the behaviour change potential of Personalised Dietary Advice**

Dr Brian Power, Lecturer in Nutrition, Institute for Liver and Digestive Health, Royal Free Hospital Medical School and University College London (UK)

**Introducing a 3D culture model to evaluate the effects of nutraceutical & cosmetic ingredients on skin health**

Mayoura Keophiphath, CEO, DIVA expertise (France)

**Providing an analysis of the EU legal framework applicable to personalised nutrition offerings**

Joanna Jaskolska, Regulatory Affairs Manager, ECO, The European Consulting Company (Belgium)

**Introducing advanced innovative CRM solutions that will bring together suppliers and local customers**

Diogo Sousa-Martins, Professor at FFUL/UNIFESP and CEO at ELS Solutions (Portugal)

**Fermentation technology for adding value to your product**

Nils Hijlkema, Sr. Business Development Manager, NIZO (The Netherlands)

**Achieving maximum traceability with blockchain: Outlining the opportunities for a more sustainable food industry**

Troy Norcross, CEO & Co-Founder, Blockchain Rookies (UK)

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<td>10:00 – 10:30</td>
<td>Strategies for expanding into new markets for mental wellness alternatives</td>
<td>Volker Gallichio, President, Volkpharma Consulting (USA)</td>
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<tr>
<td>10:30 – 10:45</td>
<td>Functional foods and beverages for mental wellness</td>
<td>Dr. Itay Shafat, Product Manager, Frutarom Health (France)</td>
</tr>
<tr>
<td>10:45 – 11:00</td>
<td>Plant-based nutrition and depression… a liveable tale</td>
<td>Julie Ward, Plant-based Nutritionist, Fresh Food Alchemy, LLC (USA)</td>
</tr>
<tr>
<td>11:00 – 11:15</td>
<td>Formulating cutting-edge products to address anxiety and stress release to help millions get their health back</td>
<td>David Foreman, President, Herbal Pharmacist Media (USA)</td>
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<tr>
<td>12:00 – 12:30</td>
<td>Free from dieting as a lifestyle trend</td>
<td>Emma Schofield, Global Food Science Analyst, Mintel (UK)</td>
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<td>12:30 – 13:30</td>
<td>Healthy Marketing Team</td>
<td>Aureo de MoncIn, Managing partner, Healthy Marketing Team</td>
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<tr>
<td>13:00 – 13:30</td>
<td>Food innovation to meet the growing demand for gluten-free, grain-free and sugar-free foods</td>
<td>Margie Traxler, Founder and CEO, glnma's (USA)</td>
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<tr>
<td>15:00 – 15:30</td>
<td>CBD and hemp extracts: exploring the potential</td>
<td>Chair: Joerg Gruenwald, Committee for Botanical Dietary Supplements and Herbal Medicines, United States Pharmacopoeia (USP)</td>
</tr>
<tr>
<td>15:30 – 16:00</td>
<td>Working with contract manufacturers: managing overall quality</td>
<td>Chair: Michel Horn, Chair, European Federation of Associations of Health Product Manufacturers (EHPM)</td>
</tr>
<tr>
<td>16:00 – 16:30</td>
<td>Food products derived from Cannabis sativa: what’s the current state of play?</td>
<td>Karin Verzijden, Life Sciences Lawyer, Axon Lawyers (The Netherlands)</td>
</tr>
<tr>
<td>16:30 – 17:00</td>
<td>Secondary metabolites profiled in cannabis plant parts</td>
<td>Dan Jin, Analyst at Labs-Mart and PhD student, Biomedical Engineering Department, University of Alberta (Canada)</td>
</tr>
</tbody>
</table>
Thu 9 May

Closer to your digital consumers: insights and marketing strategies
Chair: Charlotte Bastiaanse, Associate Editor, Vitafoods Insights (UK)

10:30 – 11:00 Navigating the digital marketing landscape
Jeff Hilton, Partner & Co-Founder, BrandHive (USA)

11:10 – 11:30 Marketing and sales: align or die!
Chris Grimes, Director, Barrett Dixon Bell (UK)
Matt Smith, CEO, Barrett Dixon Bell (UK)

11:30 – 12:00 Coffee break

12:00 – 12:30 Outlining the possible use of big data for your brand and as part of loyalty programs
Courtney Cesarim, Director of Business Strategy, Europe, Brandmovers Europe (UK)

12:30 – 13:00 Feast your eyes on Instagram: how to connect and build brand loyalty
James Read, Founder Giant Peach (UK)

13:00 – 13:30 Exploring the legal dos and don’ts of digital marketing
Nicolas Carbonnelle, Advocate - Member of the Brussels Bar, Counsel, Bird & Bird (Belgium)

Book your pass today at www.vitafoods.eu.com/edupass
Prices start from €499

Highlights

Diogo Sousa-Martins speaking on Food Technology Summit

Which takeaway of your presentation are you most excited to share with our delegates?

1. provide the desired product for the health platform sought, pre-qualified in terms of regulatory status, lead time and supply price pre-negotiated to fall in target-NPV bandwidth.
2. map out processes that entail the innovation effort from all relevant departments in tangible and pre-negotiated workflow and SLAs.

These systems will guide customers towards a faster, cheaper and significantly more focused pipeline management and new product launch, portraying a sustained competitive advantage.

AI-driven CRMs will sell time. Time for customers to succeed and persevere. What are the biggest trends you are foreseeing within your summit?

I expect my summit will address food innovation with the following trends:
- Innovation not necessarily by generating new products but by improving existing ones, through formulation and consequent enhanced bioavailability.
- Innovation by meeting client expectations. Indeed, innovation should be built around the value of customer centricity, nurturing customer interactions through the whole process, which allow best product/service improvement.
- Innovation by decreasing time-to-launch. To do so, AI-powered CRMs may be the best ally, bringing together suppliers and local customers, providing the client with the desired product for the health platform sought.
Dr. Volker Spitzer speaking on Personalised Nutrition Summit

Which takeaway of your presentation are you most excited to share with our delegates?

Recent novel prescription therapies will drive some Mental Wellness segments by 18% CAGR by 2025. There are a few natural ingredient standouts demonstrating comparable efficacy to prescription drugs, which referring physicians and specialists may embrace as ideal CAM options for therapeutic protocols.

Building a network of referring physicians allows direct access to consumer sales with the potential of increased lifetime values. Amazon’s Subscribe and Save program ensures compliance and strengthens your brands webshop offerings.

Sergio Pumarola on Digestive Health Summit

Which takeaway of your presentation are you most excited to share with our delegates?

The high pressure on human microbiota including antibiotics or Western diet has brought novel challenges to our immune system. In the presentation we are going to talk about our gut microbiome, and some proposals from nature to tolerate each other without continuous fighting.

What are the biggest trends you are foreseeing within your summit?

New prebiotics, probiotics and postbiotics are coming to the market very fast to take a piece of this huge potential market. Marketing has been the main success factor to date, but now science to justify differentiated claims is emerging as the critical factor of success to any novel proposal. The generic concept of “fibre” or “probiotic” applied to everything is losing ground.

Jeff Hilton speaking on Consumer Insights and Marketing Strategies

Which takeaway of your presentation are you most excited to share with our delegates?

Brand owners and marketers need to avoid jargon and industry-speak when talking to consumers about sustainability and transparency. Clean labels, for example, is what consumers are looking for, but that’s not a term they use. To them it means fewer, simpler ingredients that they recognise.

What are the biggest trends you are foreseeing within your summit?

Two trends come to mind: one is “up cycling” which is utilising the by-product or waste of a harvesting or manufacturing process to create ancillary ingredients with health properties (coffeefruit would be an example). Another is “vertical integration” which means having quality control of an ingredient from harvest or source to finished ingredient with the ability to trace back any given lot or batch.

What other summits within the Education Programme are you planning to attend?

I am looking forward to the Digital Trends and the Consumer Summit as I think smart brands are now approaching the marketplace with a “digital first” attitude.

Visit the Vitafoods Europe Poster Presentation area which is specifically designed to showcase excellence in nutritional science, innovation, business, and education. Find out the latest research and innovation happening in the industry. The posters are located by the Exhibition Entrance.
Dietary Supplement GMP One-day Training  
▶ New for 2019!

The Good Manufacturing Practices (GMP) dictated in US Food Drug Administration’s 21 CFR 111, requires that “Each person engaged in manufacturing, packaging, labelling, holding, or in performing any quality control operations, must have the education, training, or experience to perform the person’s assigned functions”.

Between 2010 and 2017 USFDA issued 12,444 observations related to GMPs and in light of this increased FDA oversight, a thorough review of new industry rules on good manufacturing practices (GMPs) is warranted.

EAS Consulting Group’s Dietary Supplement GMP One-day Training will help firms prepare for increased FDA enforcement by covering critical information needed to comply with the rules that govern the responsibilities of domestic and foreign firms who manufacture, label, pack or hold dietary supplements for sale in the USA, including those involved with the testing, quality control and distribution of supplements. This training will help firms understand their GMP requirements in an in-person personalized setting, providing an opportunity to learn directly from our GMP expert and ask specific questions regarding their GMP issues or situations.

Monday 6 May, 10:00 – 18:00

Vitafoods Europe  
5K Run – Free to attend

Visitors and exhibitors are welcome to join us on an invigorating 5K Run around the grounds at Palexpo. The fifth edition Vitafoods Europe 5K Run aims to boost and energise participants before joining the exhibition.

All abilities are welcome as the run covers an easy 5k lap course where you can join like-minded industry peers. You can participate in the 5k Run free of charge, but registration is required.

Do not forget your running shoes!

Wednesday 8 May, 07:30 – 08:30  Parc Sarasin, Palexpo, Geneva, Switzerland.

Diversity & Inclusion Roundtable – Free to attend  ▶ New for 2019!

Successful nutraceutical companies are putting diversity initiatives at the top of their agenda, as they increase employee productivity and engagement, enhance creativity in the workplace, and improve profits.

Vitafoods invites you to join an interactive roundtable discussion on this critical topic.

We’ll cover why it is important to establish diversity in your workforce and facilitate an inclusive environment. But most importantly, we will share strategies and explore industry initiatives that could turn diversity into reality in the nutraceutical industry.

Join the dialogue as we drive the industry forward toward a more diverse, inclusive future.

Wednesday 8 May, 08:30 – 09:30
Community Breakfast – Free to attend

This year Vitafoods Europe is organising the second edition of the Community Breakfast, where you can enjoy and indulge in a healthy breakfast with your colleagues and peers before the exhibition.

With increasingly busy lives, especially when trying to see and meet as many people as possible at Vitafoods Europe, we often favour getting on with our day over a healthy start.

Registration is required to participate so please check the website soon to register.

Thursday 9 May, 09:30 – 10:30

Yoga Wellness – Free to attend ▶ New for 2019!

We know that Vitafoods Europe can be hectic and very fast-paced. This yoga class aims to give you a moment for yourself to relax and unwind before a long day at the event. This class will energise you and mentally prepare you for the day ahead. Start your busy day with balance.

The class will be free of charge but a registration is necessary to ensure a spot in the class. Wellness Yoga is for all skill levels and will be led by a certified yoga instructor. New yoga mats will be provided for use and each participant will receive a water bottle and a refreshing protein sachet, compliments of Kerry.

Thursday 9 May, 08:00 – 09:00

ingredientsonline.com Global Sourcing Centre – Free to attend

Sell your ingredients with ingredientsonline.com™ and reach North American supply-chain teams 24/7. ingredientsonline.com™ is a B2B e-commerce global sourcing centre supplying ingredients to 5,000 members. Qualified factories gain an additional distribution channel: online buyers.

Visit ingredientsonline.com at stand C1

NCN Europe VI NutritionCapital NETWORK:

NCN’s Europe Investor Meeting gives innovative companies in the nutrition and health & wellness industry the opportunity to present in front of 80-100 investors.

Monday 6 May

NutraIngredients Awards 2019

The annual awards will reward true innovation and cutting edge research in health foods, supplements and nutrition.

Wednesday 8 May

*Pre-registration is required for all additional events.
Vitafoods Insights includes cutting edge research and the latest trends within the health and nutrition space.

As the official media for Vitafoods Europe and Asia, this digital platform explores emerging areas and key issues across the global health and nutrition industry, helping business executives make informed decisions. We reach a broad audience of professionals, and we share the passion of enriching knowledge and growing the health and nutrition market.

Vitafoods Insights produces digital magazines that feature columns, articles and in-depth stories that examine the science, strategy and outcomes of ingredients, solutions and services for the nutraceutical industry.

Some of the digital magazine themes for 2019 are personalised nutrition, sports nutrition, heart health, food fragmentation and many more.

Vitafoods Insights also produces deep dive reports that explore the finer details for a specific topic throughout the year. These focus on a single specialist topic, allowing a detailed understanding of the science behind the product.

FIND OUT MORE:
Find out more about Vitafoods Insights at vitafoodsinsights.com
Meet the Vitafoods Insight team onsite at K90

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► Help promote endurance, strength, muscle size and muscle recovery rate*
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*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
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*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
Register now for FREE entry at vitafoods.eu.com/freeticket
SAVE €150
vitafoods.eu.com

Plan your visit

Dates and opening times:
Tuesday, 07 May: 09:30 - 18:00
Wednesday, 08 May: 09:30 - 18:00
Thursday, 09 May: 09:30 - 16:00

Venue:
Halls 3-6 Palexpo
Route-François-Peyrot 30
1218 Grand-Saconnex
Geneva, Switzerland

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