

From the publishers of

**EU FOOD LAW**  
WEEKLY

Special 20th  
Anniversary Edition

21-22 June 2011 • Le Plaza Hotel, Brussels

# Nutrition and Food Labelling

Analysing the impact of changing food policies on new product development and food marketing

Join us in Brussels to:

- **Examine** the future of nutritional and health policy in Europe
- **Assess** the outlook for probiotic and prebiotic claims in the light of calls for EU Health Claims reform
- **Gain** an insight into securing a credible and reliable health claims communication to consumers
- **Explore** the prospects for product innovation and marketing of functional foods and ingredients in Europe in the current legislative climate
- **Analyse** European food industry response to the challenges of Nutrition and Front of Pack Labelling regulation
- **Capitalise** on opportunities to reformulate and innovate in order to tackle obesity in Europe
- **Assess** other measures to boost healthier consumption patterns: 'fat tax' and restricting advertising

Organised by the publishers of:

**EU FOOD LAW**  
WEEKLY

Food Chemical  
**News**

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**Agra Europe**

## Special Guest Speakers

Despina Spanou, *DG SANCO, European Commission*

Glenis Willmott, *MEP*

Kartika Tamara Liotard, *MEP*

## Expert speakers include

Félix Sancho, *Kraft Foods Europe*

Barbara Gallani, *Food and Drink Federation (FDF), UK*

Irini Margaritis, *ANSES, France*

Anita Laser Reuterswärd, *National Food Administration, Sweden*

Camilla Udsen, *Danish Consumer Council*

Ruth Veale, *BEUC*

Andreas Kadi, *Red Bull, Austria*

Henk Aalten, *DSM, The Netherlands*

Anne Heughan, *Unilever, UK*

## Conference Chair

Guy Valkenburg, *European Advisory Services (EAS), Belgium*

**PLUS**

A special post-conference

## Novel Food Workshop Navigating a challenging legal framework for innovation

23rd June 2011, Le Plaza Hotel, Brussels

Led by:



Hear from: • Member States' Officials • Agri-Food Industry • Top Legal Practitioners on their experience of implementing the Novel Foods Regulation

**"Good mixture of speakers, good representation of stakeholders, good discussions, to the point."**

Professor Gerd Harzer, *Kraft Foods*

**"Excellent programme, great speakers and lots of networking opportunities."**

Jacek Czarnecki, *PepsiCo International*

Register online at [www.fln.agraevents.com](http://www.fln.agraevents.com)

## Day One, Tuesday 21st June 2011

08:15 Registration and Coffee

### 09:20 Opening Remarks from the Chair

**Guy Valkenburg**, *Director, European Advisory Services (EAS)*, Belgium

### 09:30 Opening Address: The State of Play of the EU's Nutrition Strategy

Policy Maker

**Despina Spanou**, *Principal Adviser - Policy and Communication, DG SANCO, European Commission* 

### OVERCOMING CHALLENGES IN THE IMPLEMENTATION OF NUTRITION AND HEALTH CLAIMS POLICY

### 10:00 The Future of Probiotic and Prebiotic Claims and the Demand for EU Health Claims Reform

**Dr Ger Rijkers**, *Department of Surgery, University of Utrecht*, The Netherlands

10:30 Questions

10:45 Refreshments

### 11:15 Panel Discussion: Where Now for Healthy Foods in Europe? The Future of Product Innovation and Marketing



**John Kurstjens**, *Global Group Manager Marketing, Lipid Nutrition B.V.*, The Netherlands

**Andreas Kadi**, *Global Head of Science, Red Bull*, Austria

**Anne Heughan**, *External Affairs Director, Unilever*, UK

12:00 Questions

12:15 Lunch

### 13:45 Case Study: Securing a Credible and Reliable Health Claims Communication to Consumers

- The potential of the active ingredient (i.e. oat beta-glucan)
- The clinical evidence
- Submitting the dossier to relevant authorities
- Marketing concepts: products and applications

**Adrian Meyer**, *Sales Director, CreaNutrition AG*, Switzerland

### 14:15 Examining the Underlying Principles of the Incoming Nutrient Profiling Model and its Practical Implications

- The need of products to be in line with the profiles
- Possibility of making claims
- Impact on product reformulation

**Dr Mike Rayner**, *Director, British Heart Foundation Health Promotion Research Group at the University of Oxford*, UK

14:45 Questions

15:00 Refreshments

### PREPARING FOR AN EU-WIDE REGULATION ON FRONT OF PACK AND NUTRITION LABELLING

### 15:30 European Food Industry Response to the Challenges of Nutrition and Front of Pack Labelling

**Félix Sancho**, *Nutrition, Scientific & Regulatory Affairs Director, Kraft Foods Europe*

### 16:00 Regulation on Food Information to Consumers – An Update on the Second Reading in the European Parliament

Policy Maker

- What will front of pack information include?
- Guideline daily amounts or traffic lights?
- Labelling of trans fats

**Glenis Willmott MEP** 


16:20 Questions

### 16:30 Panel Discussion: Meeting the Challenges of Nutrition and Front of Pack Labelling in the Member States

Competent Authorities

**Irini Margaritis**, *Nutritional Risk Assessment - Head of Unit, Agency for Food, Environmental and Occupational Health Safety (ANSES)*, France 

**Anita Laser Reuterswärd**, *Nutritionist, National Food Administration*, Sweden 

**Dr Camilla Udsen**, *Senior Food Adviser, Danish Consumer Council* 

17:15 Questions

17:30 Chair's Closing Remarks

17:35 20th Anniversary Drinks Reception 

# Analysing the impact of changing food policies on new product development and food marketing

## Day Two, Wednesday 22nd June 2011

08:30 Welcome Coffee

09:00 **Opening Remarks from the Chair**

### TACKLING OBESITY IN EUROPE

09:10 **Industry Initiatives to Help Consumers Follow a Healthy Balanced Diet**

- Changing recipes: the role of reformulation and innovation
- Informed choices: FDF's approach to nutrition labelling
- Other initiatives going forward

**Barbara Gallani**, *Director of Food Safety and Science, Food and Drink Federation (FDF), UK*

09:40 **Fiscal Measures to Boost Healthier Consumption Patterns: 'Fat Tax' in Denmark**

- Background for the fat-tax and the theory behind it
- Features and problems with the design and implementation
- How does the actual tax work?

**Sinne Smed**, *Assistant Professor, Institute of Food and Resource Economics, University of Copenhagen, Denmark*

10:10 Questions

10:25 Refreshments

10:55 **Fighting Obesity through Restricting Advertising of Unhealthy Products**

- WTO's pledge to national governments for taking the lead role to develop new and strengthen the existing policies in this area
- Private sector stakeholders encouraged to follow
- A call for national monitoring systems to measure the effectiveness of advertising controls

**Ruth Veale**, *Head of Department, Food, Health & Environmental Safety, BEUC*

### GREEN LABELLING OF FOOD

11:25 **The Use of Green Labelling to Promote Food Products**

- Proliferation of confusing eco-labels
- Types of environmental label
- Technical challenges in improving labelling
- Priorities for business, governments and consumers

**Tom MacMillan**, *Executive Director, Food Ethics Council, UK*

11:55 Questions

12:10 Lunch

### NOVEL FOODS

13:40 **An Update on the Novel Foods Regulation**

- Policy Maker**
- Fears that the new EFSA Environmental Risk Guidance could weaken GMO rules
  - European Parliament call for GMO safety tests
  - New technologies and how to label them
  - GMO – a technological means or a processing tool?

**Kartika Tamara Liotard MEP** 

14:10 **The Future of Nanomaterials and Nanotechnology in Europe**

- Is the definition clear enough?
- How to ensure the safety of nanomaterials and nanotechnology
- How to make the new technologies acceptable to EU consumers?
- How are the USA and Asia dealing with the safety issues?

**Dr Frans Kampers**, *Research Coordinator Bionanotechnologies, Wageningen University and Research Centre, The Netherlands*

14:40 Questions

14:55 Refreshments

### FOOD ADDITIVES AND SUPPLEMENTS

15:25 **Assessing the Impact of EU Legislation on Natural Ingredients**

**Henk Aalten**, *Head of Regulatory Affairs, DSM Nutritional Products Europe*

15:55 **A Legal Update on Food Supplements and Botanicals**

- Different classification of products in different member states
- The need for future harmonisation across the EU

16:25 Questions

16:40 **Closing Remarks from the Chair**

16:45 Conference Ends

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**Nutrition and Food Labelling** offers a range of sponsorship and exhibition packages that can be tailored to meet your business needs.

The benefits?

- grow your business by meeting new clients
- stay one step ahead of competition

To find a solution that meets your budget and requirements please contact Sarah Harding: +44 (0) 207 017 7566

# Novel Food Workshop

Practical Application of Regulation 258/97

23rd June 2011, Le Plaza Hotel, Brussels

**Thursday 23rd June 2011**

08.30 Registration and Coffee

09.00 **Opening and Introductory Remarks**

**Sebastián Romero Melchor**, *Managing Partner*,  
Food Law Consultants

09.15 **Practical Problems in the Application of  
Regulation 258/97**

**Liesbeth Timmermans**, *Associate*, Food Law Consultants

## IMPLEMENTATION OF THE NOVEL FOODS REGULATION: THE EXPERIENCE FROM THE MEMBER STATES

10.00 **United Kingdom**

**Dr Chris Jones**, Food Standards Agency

10.45 **Finland**

**Sanna Viljakainen**, Food Standards Agency

11.30 Refreshments

12.00 **Belgium**

**Eline Rademakers**, Ministry of Health (SPF Santé Publique)

## IMPLEMENTATION OF THE NOVEL FOODS REGULATION: THE EXPERIENCE FROM THE EUROPEAN COMMISSION

12.45 **The View from the European Commission**

**Dr. Andreas Klepsch**, DG SANCO, European Commission

13.30 Lunch

## IMPLEMENTATION OF THE NOVEL FOODS REGULATION: THE EXPERIENCE FROM THE INDUSTRY

15.00 **The Vision from a Global Company**

**John Dobinson**, *Food Law Counsel*, Cargill

15.45 **The Proposal for Amending Regulation 258/97:  
Is It the Answer to our Prayers?**

**Leticia Pérez Gallardo**, *Associate*, Food Law Consultants

16.30 Refreshments

## PREPARING A NOVEL FOOD APPLICATION DOSSIER: KEYS TO A SUCCESSFUL OUTCOME

17.00 **Novel Food Applications so Far: Success  
Stories and Else**

**Dr. Javier Morán**, Food Consulting Associates

17.45 **Technical Aspects of an Application Dossier**

**Dr. Marion Thron**, *Food Chemist*, m//m science, Germany

18.30 End of the Workshop

**The workshop leader:**



**FOOD LAW CONSULTANTS** is a Brussels-based law firm which has developed a major expertise in the provision of legal and regulatory services in a wide array of areas relating to the marketing, advertising and the composition of foods in the EU. Food Law Consultants represents major international groups and medium-sized companies from around the globe involved in the manufacture and sale of a variety of health foods including food supplements, fortified foods, dietetic foods and novel foods.

20th Annual

# Nutrition and Food Labelling

## 'Why should I attend?'

Join us in Brussels at the **Nutrition and Food Labelling** conference to get an in-depth insight into the future of nutrition and health policy in Europe and ensure that your business is ready to tackle the challenges of reformulation, new product development and marketing of healthy products. Take advantage of this unique opportunity to:

- **Assess** the impact of incoming legislation on your research and development strategy
- **Learn** from senior industry experts how they are meeting the challenge of new regulations and turn it to their advantage
- **Network** with top industry leaders and key policy makers to evaluate future opportunities in the food and drink and food ingredients industries in Europe

**The only independent conference bringing together policy makers, competent authorities, food and ingredients manufacturers, and independent analysts for an unbiased discussion on the future of innovation in the food and agri-food industries.**

## Who should attend

- Scientific and Regulatory Affairs Directors
- Regulatory and Public Affairs Managers
- European Affairs Managers
- Corporate Responsibility Directors
- Corporate Food Law Directors
- Head Nutritionists
- Claims Substantiation Managers
- Food Law and Labelling Managers
- Food Policy Advisors
- Public Affairs and Health Department Managers
- Heads of Promotion and Nutritional Labelling
- Food Law Solicitors
- Food Law Regulation Specialists

### ***From the following stakeholders***

- *Food and drinks manufacturers*
- *Ingredients manufacturers*
- *Natural supplement suppliers*
- *Retailers*
- *Government agencies*
- *Law firms*
- *Public relation agencies*
- *Advertising agencies*
- *NGOs*

# 20th Annual Nutrition and Food Labelling

21-23 June 2011, Le Plaza Hotel, Brussels

# 5 Easy Ways to Register

Phone: +44 (0)20 3377 3658

Fax: +44 (0)20 3377 3659

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Byfleet, KT14 6WL, United Kingdom

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## SEND THE TEAM

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# WEB

## CONFERENCE FEE

Early Bird Rates: register by 20th May				
	No.	Fee	VAT @ 21%	Total
A. Conference & Workshop		€2,140	€449.40	
B. Conference only		€1,495	€313.95	
C. Workshop only		€795	€166.95	
Standard Rates: after 20th May				
A. Conference & Workshop		€2,290	€480.90	
B. Conference only		€1,595	€334.95	
C. Workshop only		€895	€187.95	
			Total	

## DELEGATE DETAILS - please attach your business card or write in block capitals

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## VENUE DETAILS

### Le Plaza Hotel, Brussels

Boulevard Adolphe Maxlaan, 118-126

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T: +32 2 278 01 00; F: +32 2 278 01 01

[www.leplaza-brussels.be](http://www.leplaza-brussels.be)

Hotel reservations are not included in the conference fee, however, the conference organisers have negotiated a special rate at the conference venue. Details of how to book will be sent to you with confirmation of your registration and can be found on the conference website: [www.fln.agraevents.com](http://www.fln.agraevents.com)

## TERMS AND CONDITIONS

**FEES:** The fee includes lunch, refreshments and conference documentation, as available.

**VAT:** Belgian VAT at 21% will be added to all registration fees regardless of the delegate's home country, except where delegates are able to meet relevant Belgian VAT criteria (details will be sent with your registration confirmation). Certain EU regulations permit VAT paid in member countries to be reclaimed. For further information on this, contact your local tax authority.

**ARE YOU REGISTERED?:** If you do not receive your email confirmation of your booking, please contact us to confirm that a place has been reserved on: Tel: +44 (0)20 3377 3658 Email: [registrations@agra-net.com](mailto:registrations@agra-net.com)

**PAYMENT:** Payment should be made within 14 days of registration. All registration fees must be paid before the event.

**CANCELLATIONS:** Refunds will be made for cancellations received in writing by 20th May 2011, subject to an administration charge of €115. It is regretted that refunds cannot be made after this date but substitute delegates are permitted if notified in advance in writing. It may be necessary for reasons beyond the control of the organiser to alter the content and timing of the programme or the identity of the speakers. This contract is subject to English Law.

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