Welcome to Vitafoods Asia 2017
Helping you meet the challenges facing your business

We’re excited to welcome you to Singapore!

Following extensive feedback from our audience, Vitafoods Asia has relocated, making it easier to reach from across the globe.

Vitafoods Asia is the only dedicated event in Asia connecting the entire nutraceutical supply chain across four key industry areas. It is more than just an exhibition, it’s where information meets inspiration. The Inspiration Showcase is the perfect first-stop for all visitors to discover the latest innovations and biggest market successes to spark new ideas. Exhibitors will be showcasing their best-selling ingredients and products, as well as the science behind their success. To awaken your taste buds, there’s a variety of the latest functional food and beverages presented at the Tasting Centre. This centre will help you find your next top-selling retail-ready product to push your company forward in 2017 and beyond.

Enter new markets with confidence, and have all your questions answered on regulations in Europe, China and Asia-Pacific at the Industry Experts Advice Centre, to equip you with all the knowledge you need to succeed.

There are also two new theatres within the event, giving you access to more inspiring and educational content. The Innovation Theatre will present a 2-day content programme dedicated to exploring how the industry will develop in the future, and the Life Stages Theatre has been specifically designed to focus on the nutritional requirements needed at each stage of life. You can discover the latest innovations and key developments predicted to impact industry and product development in the near future at the Market and Trend Overview, focusing on the pan-Asian market.

As in previous years, the Vitafoods Asia Conference will run alongside the exhibition and feature global speakers with a strong focus on applied science, divided into high-level Masterclasses and a Summit. The Conference has been specifically developed to provide focused education, effective networking and added flexibility, covering the latest trends, product innovations and cutting-edge technologies.

Plus, this year will see an impressive 250+ global companies on show, many of which are first time exhibitors. This newsletter is packed with information to make it easier for you to plan your time in advance and ensure your visit is as rewarding as possible.

I look forward to welcoming you to Vitafoods Asia 2017 in Singapore in September.

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Plus, more visitor attraction highlights and industry opinions inside

Chris Lee
Managing Director
Global Health and Nutrition Network, Europe Informa Exhibitions

New Location for 2017
Singapore
Sands Expo & Convention Centre at Marina Bay Sands in Singapore

2-DAY CONFERENCE RUNNING ALONGSIDE THE EXHIBITION
Focused education and effective networking

Vitafoods Asia Conference
Asia’s nutraceutical conference

The programme includes:

- Summit
  - Digestive Health & Microbiome

- Masterclasses
  - Marketing Strategies
  - Focus on China: Market Access
  - Market Trends & Consumer Insights
  - Regulation & Ingredient Registration

Delegate Passes from US$345

Full programme outline on page 11

Opening times
Exhibition
Tuesday 5 September 10:00 - 17:30
Wednesday 6 September 10:00 - 17:00

Conference
Registration opens 9:00 both days
Tuesday 5 September 10:30 - 17:00
Wednesday 6 September 10:00 - 16:45

For more information about the exhibition and conference visit vitafoodsasia.com
We Asked. You Spoke...

As part of our efforts to better understand our audience needs, the Vitafoods Asia team conducted a survey covering the Asian Nutraceutical industry at large, and here is what we found*


* A total of 102 survey responses were collected from exhibitors and visitors on Vitafoods Asia’s mailing list. ** Allied Market Research, Nutraceuticals Market by Type - Global Opportunity Analysis and Industry Forecast, 2014-2022, Dec 2016.

Overall, all the respondents are appreciative of the move to establish a common standard across the ASEAN region. That said, many of them also expressed that they were not clear of the details, and that a greater awareness of the AEC standards was necessary. Manufacturers were most concerned about the area of health claims regulations, as they need to be able to confidently put forth health claims for their products. Clarifying technical parts of the harmonisation is an important hurdle that the industry must cross, but perhaps, what’s most vital to the companies involved is – “How does the AEC Harmonisation really impact my business on the ground?”

The Asian nutraceutical industry is still going strong.

Despite what crowd sentiment and ‘common sense’ tell us about the global economy, both exhibitors and visitors expressed positivity about the future of their companies. According to Allied Market Research, the global nutraceuticals market size is expected to reach $302.306 million by 2022**, with Asia Pacific expected to surpass the global growth average, making noteworthy contributions to the global market.

Most interesting nutraceutical product categories & demographic groups...

Top 5 categories that were most important to your businesses include Cardiovascular Health, Digestive Health, General Wellbeing, Healthy Ageing, and Immunity. More than 45% of your companies consider Generation X the most important demographic group to your business.

Most important trends to watch in the near future...

Those surveyed unanimously concur that scientifically-proven claims, personalised nutrition, and clean label are the Top 3 trends that their companies are keeping a keen eye on. As consumers grow in sophistication and awareness of food options, they seek out products that specifically and effectively address their needs. Products with ‘unrecognisable’ ingredients are also deemed less desirable, as consumers prefer to know exactly what they eat and drink.

When the industry gathers at Vitafoods Asia, we look forward to bringing everyone together and facilitating meaningful conversations – ones of business discussions, and of important challenges that affect us all. Together, we can impact the future of the Nutraceutical industry through a collective voice. **See you in Singapore for Vitafoods Asia 2017!**

Nicholas Lauw, Partner, Rajah & Tann, Member, Lifesciences Asia Pacific Network (LAN), Singapore and Malaysia

What’s trending in the Asian nutraceutical and functional food market this year?

In Singapore, the overwhelming focus this year so far has been on milk formula. What started as public backlash over the cost of milk formula (the average price has gone up 120% in the last decade), resulted in a governmental review of the way milk formula companies advertise and market their products. The effect of this was a tightening of the regulations that stipulate what milk formula companies are able to say about their products on their packaging, and close scrutiny of the way they arrange tie-ups with hospitals.

What do you think will be the biggest challenge for the industry in 2018?

The milk powder formula industry is going to come under increasing pressure to reduce their costs, yet stay competitive. Local supermarkets have started to source lower cost (up to 40% less) alternatives to the mainstream brands. At the same time, the industry is going to face the pressure of having to review their advertising, while at the same time finding a median that minimises the effect on sales. Producers of other nutraceutical and functional food products should take into consideration how quickly the Singapore government has stepped in to act in the face of public backlash on milk powder pricing, and pre-emptively review their own advertising and marketing practices. Some changes to the regulations may affect them as well, so it is important that they undertake this process earlier rather than later.

Which area of the industry do you think will see the most innovation in 2018?

It is likely that milk formula producers will be forced to come up with new and creative ways to advertise their products, while reducing their prices at the same time in response to both the new government regulations and the public backlash. For now, it is likely that they will see the most innovation next year.

Hear Nicholas Lauw speak about Asia (regional) food regulation and registration: Comparative regulatory and legal update, at the Regulation & Ingredient Registration Masterclass, in the Vitafoods Asia Conference on Wednesday 6 September at 14:15-16:45.

For more information about the exhibition and conference visit vitafoodsasia.com
A dedicated area created for visitors to meet with industry experts providing advice on areas such as:

- **Regulatory Advice for China**
  Talk to the experts from Antion in a 1-2-1 advice session, and learn how to enter the Chinese market more successfully with lower risks to company strategy, regulation analysis, product R&D and positioning.

- **European/International Advice**
  Have your questioned answered relating to regulation, scientific marketing, strategic innovation, licensing matchmaking and clinical research services in natural health products, analyze & realize GmbH are delighted to offer visitors the opportunity to book a free consultation session, sharing their experience and passion to help visitors deliver tailor-made innovation solutions that differentiate in the market.

- **Marketing and Innovation Profiling - Einstein, Edison, Croc or Kamprad: what is your innovation profile? What is the state of innovation in your organisation?**
  Healthy Marketing Team and Co-Innovation Group have, together with industry experts and researchers, developed an Innovation Culture Audit, to assess and develop companies’ innovation capability. All visitors are offered to try this tool by taking a 2-minute test for free!

- **Regulatory Advice Thailand**
  Tilleke & Gibbins paves the way for life sciences clients to enter and excel in markets throughout Southeast Asia. From research and development and clinical trials, to registration and market entry, to commercialization and technology transfer, the team are here to assist through every stage of a product’s life cycle.

- **Asia-Pacific Food Market Access Information & Strategies**
  ChemLinked consulting team will be on hand to help you move regulatory barriers against food manufacturing, importing and selling in Asian-Pacific Areas (especially in Mainland Chinese market). ChemLinked offer services such as food product ingredient review, product ingredient registration, food labelling service, product evaluation and accreditation.

- **Food Regulation in Japan**
  Japan Food Research Laboratories (JFRL) is a leading laboratory in Japan, performing analytical testing on various samples such as food, pharmaceuticals, cosmetics, or environmental samples. The laboratory is registered by the Japanese ministries and experts on food regulations and their testing service can support the quality and safety of your products.

For more information visit vitafoodsasia.com/advice

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### Positive Outlook for Calcium Supplements, Vitamin D and Glucosamine in Asia

**EUROMONITOR INTERNATIONAL**

Carolina Ordonez
Industry Analyst, Euromonitor International, Singapore

As the demographic panorama shifts to an older generation, calcium supplements, glucosamine and vitamin D supplements are expected to reach global sales of $9.95 billion by 2021.

Calcium, vitamin D and glucosamine supplements for bone and joint health present opportunities for nutraceutical companies, especially those targeting women’s health and preventative care. There are 3.66 billion women on earth and women over 65 years old is the fastest-growing segment for healthy ageing. Over half of this elderly female population is concentrated in Asia Pacific, which will reach 213 million women by 2021. The right positioning of products towards women’s health will be one of the key drivers of growth and has a positive outlook ahead as the ageing trend continues. It could be used as a benchmark to increase demand in other categories as well.

According to the International Osteoporosis Foundation (IOF), more than 200 million women suffer from osteoporosis today. IOF states in China, the overall prevalence of osteoporosis may be approximately 50 percent among women aged 50 and older. The Asia Pacific region constitutes almost 50 percent of calcium, vitamin D and glucosamine supplement sales, totalling $4.36 billion. The segment is projected to record a 4 percent compound annual growth rate (CAGR) in 2016 to 2021.

As the ageing population of women continues to grow, together with a generation more concerned about healthy ageing, there will be a global increase in consumer health demand for joint and bone health support.

Hear Reema Bhagwan Jagtiani from Euromonitor speak about identifying opportunities for health and wellness packaged food and beverages in APAC, at the Market Trends and Consumer Insights Masterclass, within the Vitafoods Asia Conference on 6 September at 10.00-10.45. Learn more about healthy ageing in the Euromonitor article in the Vitafoods Insights Digital Magazine, Opportunity of a Lifetime, at vitafoodsinsights.com

For more information about the exhibition and conference visit vitafoodsasia.com
Tuesday 5 September

**FOCUS ON: OPEN INNOVATION**

**Chair:** Matthias Miller, Managing Director, analyze & realize gmbh, Germany

11:00-11:40 **KEYNOTE PANEL DISCUSSION:** Achieving further business growth through open innovation
- Deepak Gunvant, CEO & Managing Consultant, DG Associates Pte Ltd, Singapore
- Rajiv Khatau, Managing Director, Lodaat Pharma, USA

11:45-12:05 **Strengthening innovation & enterprise through open innovation**
- Dr. Sze Tiam Lin, Senior Director, IPI, Singapore

12:10-12:30 **If culture eats strategy for breakfast: Then how shall we digest innovation?**
- Per Sundelin, Partner, The HealthyMarketingTeam Ltd

**FOCUS ON: PERSONALISED NUTRITION**

**Chair:** Gary Scattergood, Editor-in-Chief, Nutraingredients-Asia.com, Singapore

12:35-13:15 **KEYNOTE PANEL DISCUSSION:** The rise of personalised nutrition in APAC
- James Bauly, Head of Marketing Asia Pacific, DSM Nutritional Products, Singapore
- Simon Strauch, Director Global Marketing, BASF Human Nutrition, BASF SE, Germany
- Natasha Telles D’Costa, Director, Visionary Science Practice: Chemicals, Materials, and Foods- APAC, Frost & Sullivan, Australia
- Ignacio Cartagena, VP Sales and Marketing, Monteloeder S.L., Spain

13:20-13:40 **Personalised Nutrition: A continuous innovation trend in the nutritional business**
- Dr. Iris Hardewig, Sr. Consultant, analyze & realize gmbh, Germany

13:45-14:05 **CRISPR and other cutting edge processes**
- Rajiv Khatau, Managing Director, Lodaat Pharma, USA

**INDUSTRY EXPERTS**

**Chair:** Kim Merselis, Business Development Manager, Nutrition Business Journal - New Hope Network, USA

14:15-14:35 **Sports Nutrition Innovation: Emerging Science of Botanical Ingredients**
- Sanni Raju, Ph.D., R.Ph., CEO & Chairman, Natreon Inc.

14:40-15:20 **Citrus-derived polyphenols, Glucosyl Hesperidin: Achievements as a functional food ingredient in Japan**
- Shin Endo, Manager, Food Materials Development Section, Food Materials Division, R&D Center, Hayashibara Co., Ltd.

15:30-15:50 **Setria® Glutathione - New study on skin beauty**
- Jaime Castillo, Regulatory Affairs & QA, Kyowa Hakko Bio Singapore Pte Ltd., Singapore

15:55-16:15 **Sorokina and Apogen – transcend the conventional microalgae supplement**
- Chun-Wei Cheh, Special Assistant to President, Algapharma Biotech Corp (FEBICO)

16:25-16:45 **Fuji Capsule Co., Ltd.**
- Kenta Onodera, Business Development Executive, Fuji Capsule Co., Ltd., Japan

16:55-17:15 **Seipel Group Pty Ltd**
- Session TBC

See the full programme at vitafoodsasia.com/innovation
Inspiration Showcase

Discover the latest innovations and biggest market successes in today’s nutraceutical industry, making it easier for you to fulfil your sourcing needs. See for yourself what the best-selling ingredients and products are and plan which stands to visit.

ProDen PlaqueOff by Biodistra AB

ProDen PlaqueOff is a patented, 100% natural food supplement to help boost dental hygiene and prevent tartar build-up. The ingredient is a specially selected seaweed, Ascophyllum nodosum and vitamin C, D and Zinc. Studies have shown a reduced plaque build-up after daily intake of ProDen PlaqueOff.

Medistus Antivirus Medical Device by Vitaplus Kft

Want to avoid the flu? Use our Medical Device innovation: Medistus Antivirus lozenges with 100% natural active ingredients. In case of increased risk of infection, it gives you protection from airborne viruses and bacteria. By building a physical barrier in the mouth, Medistus Antivirus helps you prevent infections and respiratory diseases.

KOKOKG Weight Loss Package by Chung Mei Pharmaceutical Co., Ltd.

24 hours persistent slimming strategy for people who need to control their weight short-term. People who want to enjoy food to their heart’s content and be slim simultaneously should take KOKOKG before every feast.

Setria Glutathione by Kyowa Hakko Bio Singapore Pte Ltd.

Setria Glutathione is a tripeptide consisting of three amino acids: glutamate, cysteine and glycine. It is found in all cells, tissues, body fluids, and organ systems. Glutathione is a critical player in numerous bodily processes, including skin brightening, antioxidant protection, detoxification & immune system support.

HAC LiqLuteinII Capsules by YungShin Pharm. Ind. Co., Ltd.

Eye tonic for heavy portable device users. • Liquid capsule for quicker and better absorption • 30mg Lutein and 1.5mg zeaxanthin per serving • Uses FloraGLO® lutein from Kemin • Comprehensive formula with concentrated fish oil and perilla.

Golden Omega-3 Max Softgels by Viva Pharmaceutical Inc

Viva’s Golden Omega-3 Max is a maximum function Omega-3 supplement, with advanced enteric coated technology. Each softgel delivers a high concentration of Omega-3 fatty acids, Vitamin D3 and E. These ingredients can help improve your cardiovascular health, help to strengthen joint mobility, and help to improve your skin.

New Launches

Be first to view the latest innovations launched in the past 12 months.

Sport + Performance Capsules by VenusRoses Labsolutions Ltd

Your herbal pre-work out formula with pomegranate and Bulgarian rose oil thanks to the technology ‘micro pellets in oil’ that maximises absorption of nutrients. This natural blend improves exercise performance, strengthens your active muscles to work harder and longer and improves your body’s recovery time.

BEAuTy IN & OuT ELixIr by Marnys - Martinez Nieto S.A.

The Elixir that concentrates the force of nature and reveals your beauty. Neutralises the effects of the passage of time on skin. Provides 5 grams of collagen per vial, essential for repairing the skin. Due to its high omega-3, 6 and 9 content, it provides the skin with flexibility and elasticity, giving a radiant appearance. Nourishes skin and hair from the inside. Drinkable vials manufactured under GMP conditions.

International Pavilions

The International Pavilions make it easy for visitors to source products and services from a number of specific regions in the world. Showcasing the latest in nutraceutical products, raw ingredients and functional foods and beverages from around the globe, the 8 pavilions bring a world of business opportunities directly to you.

Countries sharing their unique approaches and products include:

Australia  Canada  France  Germany  NEW  Japan  Poland  Taiwan  USA

See the full range of exhibitors at vitafoodsasia.com/international

For a full list of products visit vitafoodsasia.com/inspire
Learn about specific nutrition requirements needed throughout the different stages of a person’s life. This theatre will also include sessions focusing on regulatory guidance and marketing strategies that are of relevance to the specific life stages.

**Tuesday 5 September**

**FOCUS ON: INFANT & MATERNAL HEALTH**

**Chair:** Dr. Jörg Hager. Head of Nutrition and Metabolic Health Unit, Nestlé Institute of Health Sciences SA, Switzerland

11:00-11:40  **KEYNOTE PANEL DISCUSSION:** Raising the standard and securing product safety and quality control in infant nutrition

- Dr. Weiguo Zhang, Director of Nutrition Science and Advocacy, DSM Nutritional Products, Human Nutrition & Health of Greater China, China
- Dr. Mohammed Benghezal, Director, Swiss Vitamin Institute, Switzerland
- Nicholas Lauw, Partner, Rajah & Tann, Member, Lifesciences Asia Pacific Network (LAN), Singapore and Malaysia

11:45-12:05  Complementary feeding in infants and its influence on body weight status in childhood - the GUSTO study

- A/Prof. Mary Foong-Fong Chong, Assistant Professor, Saw Swee Hock School of Public Health, the National University of Singapore, Principal Investigator, Singapore Institute for Clinical Sciences and Clinical Nutrition Research Centre at A*STAR, Singapore

12:30-13:15  **KEYNOTE PANEL DISCUSSION:** The war on diabetes: Hunting for preventative solutions to Asia’s obesity crisis

- Bruno Kistner, Policy Director, Food Industry Asia (FIA), Secretariat, Asia Roundtable on Food Innovation for Improved Nutrition (ARoFIIN), Singapore
- A/Prof. Rob M. van Dam, Saw Swee Hock School of Public Health, National University of Singapore, Co-Editorial Director, the Asian Diabetes Prevention Initiative (ADPI), Singapore


- Dr. Jörg Hager, Head of Nutrition and Metabolic Health Unit, Nestlé Institute of Health Sciences SA, Switzerland

13:45-14:05  Nutrition and the prevention of type 2 diabetes and cardiovascular diseases: Opportunities for Asian populations

- A/Prof. Rob M. van Dam, Saw Swee Hock School of Public Health, the National University of Singapore, Co-Editorial Director, the Asian Diabetes Prevention Initiative (ADPI), Singapore

14:35-14:55  Nutraceuticals for active living

- Dr. Mohammed Benghezal, Director, Swiss Vitamin Institute, Switzerland

15:00-15:20  Physical activity and dietary interactions for the prevention of lifestyle diseases

- A/Prof. Stephen Burns, Physical Education and Sports Science Academic Group, National Institute of Education, Nanyang Technological University, Singapore

15:50-15:55  Bioactive Collagen Peptides® and their impact on body shape and skin appearance

- Martin Walter, Director Business Development APA/China BU Health & Nutrition, GELITA AG

**FOCUS ON: HEART HEALTH**

**Chair:** Prof. Chin-Kun Wang, President, International Society of Nutraceuticals and Functional Foods, Former President, Chung Shan Medical University, Honorary President, Nutrition Society of Taiwan, Taiwan

15:50-16:10  Dietary modulation of gut microbiota and its impact on cardiovascular health

- Prof. Anca Miron, Dept. Pharmacognosy-Phytotherapy, Faculty of Pharmacy, University of Medicine and Pharmacy “Grigore T. Popa”, Romania

16:15-16:35  Functional food in Asia: Research & validation

- Dr. Loke Wai Mun, Managing Director, Innovprof Pte Ltd, Singapore

**FOCUS ON: COGNITIVE HEALTH**

**Chair:** Robin Wyers, Chief Editor, Innova Market Insights

11:45-12:05  Using neuroimaging to explore the neurocognitive effects of micronutrient supplementation

- Dr. David White, Research Fellow, Centre for Human Psychopharmacology, Swinburne University, Australia

12:10-12:40  Effect of Lactium® supplementation on stress levels in healthy volunteers

- Audrey Boulier, Scientific Manager, Bioactives & Nutrition, Ingredia SA

**FOCUS ON: INFLAMMATION**

**Chair:** Audrey Boulier, Scientific Manager, Bioactives & Nutrition, Ingredia SA

12:45-13:05  Inflammation at the crossroads of metabolic disease: The evidence for dietary modulation of meta-inflammation

- Dr. Aoife Murphy, Teaching Fellow, Newcastle University International, Singapore

13:10-13:30  Inflammatory Response & Nutrition: Capitalizing The Health Benefits Of Turmeric With Modern Science

- Cosimo Palumbo, Marketing Director, Indena S.p.A.

**Wednesday 6 September**

**FOCUS ON: HEALTHY AGEING**

**Chair:** Robin Wyers, Chief Editor, Innova Market Insights

11:00-11:40  **KEYNOTE PANEL DISCUSSION:** Healthy Ageing: Understanding the silver consumers

- Weiguo Zhang, Director of Nutrition Science and Advocacy, DSM Nutritional Products, Human Nutrition & Science of Greater China, China
- Iris Hardwig, Sr. Consultant, analyze and realize GmbH, Germany

**FOCUS ON: ACTIVE LIVING**

**Chair:** Prof. Chin-Kun Wang, President, International Society of Nutraceuticals and Functional Foods, Former President, Chung Shan Medical University, Honorary President, Nutrition Society of Taiwan, Taiwan

13:45-14:05  Nutrition and the prevention of type 2 diabetes and cardiovascular diseases: Opportunities for Asian populations

- A/Prof. Rob M. van Dam, Saw Swee Hock School of Public Health, the National University of Singapore, Co-Editorial Director, the Asian Diabetes Prevention Initiative (ADPI), Singapore

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Life Stages Theatre speakers include:

- DSM
- GELITA AG
- Indena
- Ingredia
- Innovpro
- Nestlé Institute of Health Sciences
- and many more...

See the full programme at vitafoodsasia.com/lifestages
Discover the latest innovation and product development within omega-3s.

Developed in association with the Global Organization for EPA and DHA Omega-3s (GOED), the Omega-3 Resource Centre is a focused knowledge hub covering all aspects concerning omega-3.

Learn about various omega-3 formats and sources available, and where you can find them.

Gain knowledge on how to reach omega-3 consumers through the GOED’s available resources.

Get advice on how to access market data on a specific omega-3 topic that you are exploring.

Talk to the GOED experts on how to connect with the right omega-3 supply chain partner.

Digital iPad presentations will include:

• Threats to the Global Omega-3 Industry A detailed risk assessment regarding the issues that challenge the future of the omega-3 industry.

• Omega-3s in Asia Asia continues to be the fastest growing market globally for omega-3s and it is anticipated to continue for the next few years. This presentation will examine the landscape, opportunities and challenges to help support business development for marketers.

• Defining The Omega-3 Consumer Health and wellness consumers around the world have unique attributes, but there are surprising similarities as well. GOED has done consumer research in 20+ countries, and this presentation profiles consumers in Europe, the U.S. and Asia to showcase what their health concerns are, where they go for health information and how they make buying decisions.

• Omega-3 Trends in China The Chinese market represents the largest consumer market for EPA & DHA omega-3s in Asia. This presentation explores which products are leading the market and makes recommendations on how to effectively market to the Chinese consumer.

For more information go to vitafoodsasia.com/omega

seconds with...

Prof. Chin-Kun Wang, President, International Society of Nutraceuticals and Functional Foods, Former President, Chung Shan Medical University, Honorary President, Nutrition Society of Taiwan, Taiwan

What's trending in the Asian nutraceutical and functional food market this year?

Overweight and obesity are major health problems in Asia. Weight management nutraceuticals and functional foods have great potential to help. On the other hand, the emphasis on microbiota is increasing - most people understand the link between health and gut microflora. Prebiotics and probiotics have become key ingredients in nutraceuticals and functional foods.

What do you think will be the biggest challenge for the industry in 2018?

The traditional food industry will face serious challenges in 2018 with food safety and health concerns. Sugar limiting policies will restrict the industry's development and genetically modified foods could have a great influence for 2018.

Which area of the industry do you think will see the most innovation in 2018?

Gastrointestinal health has become an important issue in Asia as economic growth, social stresses and dietary behaviours continue to influence health. GI health products will continue to develop and we will see many innovative prebiotics and probiotics in 2018.

Prof. Chin-Kun Wang will also speak on identifying the commercial opportunities within the microbiome and realising the next generation of digestive health product development, in the Digestive Health & Microbiome Summit, at the Vitafoods Asia Conference on 5 September at 12:00-12:45.

New data from the Japan’s Ministry of Health, Labour and Welfare reveals Japan has broken its own record for most centenarians by population for the 46th year in a row.

The Japanese centenarian population has reached over 65,000, making it the country with the largest percentage of people over 100 years old. The extraordinary longevity (87 years life expectancy, World Health Organization [WHO] 2015) and the fact that the Japanese stay healthy longer can both be attributed to the diet. In particular, unlike in the West, the Japanese diet includes a variety of fermented foods. These provide a variety of probiotics and prebiotics crucial to maintaining a healthy gut.

The human gut houses a complex community of microbes; their number is estimated to be 10 times higher than the total number of cells in the whole body. Gut microbiota interact with their hosts in many ways; the composition of a microbiome may impact the balance of the whole system, and changes in microbial communities may result in significant effects on an individual’s health.

In the relationship between gut microbiota and longevity, it is interesting to look at the elderly and the centenarians, who have been shown to possess a different microbiota-containing species of bacteria not present in the microbiota of other individuals. In parallel, centenarians also have a higher metabolism and lower inflammation. Indeed, centenarian microbiota produce metabolites with antioxidant and anti-inflammatory properties that contribute to maintaining good health and longevity.

Increasing knowledge of gut microbiota and fermentation provides new prospects for global health solutions and living longer and better.

Hear Dr. Bejit Ideas speak about microbiota metabolites and gene expression, within the Digestive Health & Microbiome Summit, at the Vitafoods Asia Conference on 5 September at 15.30-15.50. Read his article in the Vitafoods Insights Digital Magazine, Opportunity of a Lifetime, at vitafoodsinsights.com

For more information about the exhibition and conference visit vitafoodsasia.com
For a full list of products visit vitafoodsasia.com/tastingcentre

Tasting Centre

This highly popular visitor attraction is back for 2017! See, touch and taste a wide range of the latest functional food and beverages to make informed purchasing decisions.

Vote for the best tasting functional food and beverage in the annual Tasting Centre Awards!

Multi-vitamin Jelly
by COSMAX BIO

This multi-vitamin jelly provides all the nourishment your body needs on a daily basis. With a tropical fruit flavour, the innovative jelly is delicious and easy to take.

BRAIN POWER
dextrose tablet
by DOMACO Dr. Med. Aufdermaur AG

The gently melting dextrose tablet with a delicious two-in-one yoghurt and orange flavouring supports the normal cognitive development in children from the age of four.

HEALTHY BONES
gummy
by DOMACO Dr. Med. Aufdermaur AG

This highly effective wildberry flavoured soft-gummy with essential vitamins K2 and D3, as well as calcium, contributes to the normal development of bones in children from the age of seven.

ImmuBless Drops
by NatureWise Biotech & Medicals Corporation (NBM)

Premium extract of Taiwanese Green Propolis to boost immunity. High amount of active ingredients with high concentration of prenyllflavanones. Studies by NBM’s scientists find these ingredients have stronger antimicrobial and antioxidant activities than ingredients found in propolis from other regions in the world.

Lozenge PPLs®
by NatureWise Biotech & Medicals Corporation (NBM)

PPLs® Lozenges have soothing qualities on your throat. Proprietary Taiwanese Green Propolis is gaining worldwide recognition for its unique properties. The light yellow colour is 100% from the active ingredients of natural propolis and precious PPLs Smart Bee® Honey. Each batch of materials follows strict quality control to ensure the efficacy and safety of the product.

OLIVIE PowerUp
by OLIVIE PHARMA - Atlas Olive Oils

Growing in an arid, harsh climate, desert olive trees have evolved a survival mechanism that produces distinctive olives. One teaspoon of pearls contains as many antioxidants (hydroxytyrosol) as 10 litres of extra virgin olive oil. These pearls are rich in polyphenols and provide many benefits to our body.

OLIVIE Plus 30x
by OLIVIE PHARMA - Atlas Olive Oils

This olive oil from the arid desert of Morocco offers 30 times more health benefits, thanks to its unique concentration of hydroxytyrosol antioxidants. It is certified organic (EU and US) and Halal certified.

Reishi Liquid Extract
by hawlik gesundheitsprodukte gmbh

An unique product series of liquid dietary mushroom-supplements with high-quality bioavailability (40% Polysaccharides) and ensured product safety through German GMP quality standards. Due to their liquid nature, it’s easy to dosage especially for high-dosage mushroom therapy. Quality proofed and produced in Germany.

Multi-vitamin Jelly
by COSMAX BIO

This multi-vitamin jelly provides all the nourishment your body needs on a daily basis. With a tropical fruit flavour, the innovative jelly is delicious and easy to take.

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gummy
by DOMACO Dr. Med. Aufdermaur AG

This highly effective wildberry flavoured soft-gummy with essential vitamins K2 and D3, as well as calcium, contributes to the normal development of bones in children from the age of seven.

ImmuBless Drops
by NatureWise Biotech & Medicals Corporation (NBM)

Premium extract of Taiwanese Green Propolis to boost immunity. High amount of active ingredients with high concentration of prenyllflavanones. Studies by NBM’s scientists find these ingredients have stronger antimicrobial and antioxidant activities than ingredients found in propolis from other regions in the world.

Lozenge PPLs®
by NatureWise Biotech & Medicals Corporation (NBM)

PPLs® Lozenges have soothing qualities on your throat. Proprietary Taiwanese Green Propolis is gaining worldwide recognition for its unique properties. The light yellow colour is 100% from the active ingredients of natural propolis and precious PPLs Smart Bee® Honey. Each batch of materials follows strict quality control to ensure the efficacy and safety of the product.

OLIVIE PowerUp
by OLIVIE PHARMA - Atlas Olive Oils

Growing in an arid, harsh climate, desert olive trees have evolved a survival mechanism that produces distinctive olives. One teaspoon of pearls contains as many antioxidants (hydroxytyrosol) as 10 litres of extra virgin olive oil. These pearls are rich in polyphenols and provide many benefits to our body.

OLIVIE Plus 30x
by OLIVIE PHARMA - Atlas Olive Oils

This olive oil from the arid desert of Morocco offers 30 times more health benefits, thanks to its unique concentration of hydroxytyrosol antioxidants. It is certified organic (EU and US) and Halal certified.

Reishi Liquid Extract
by hawlik gesundheitsprodukte gmbh

An unique product series of liquid dietary mushroom-supplements with high-quality bioavailability (40% Polysaccharides) and ensured product safety through German GMP quality standards. Due to their liquid nature, it’s easy to dosage especially for high-dosage mushroom therapy. Quality proofed and produced in Germany.

Multi-vitamin Jelly
by COSMAX BIO

This multi-vitamin jelly provides all the nourishment your body needs on a daily basis. With a tropical fruit flavour, the innovative jelly is delicious and easy to take.

BRAIN POWER
dextrose tablet
by DOMACO Dr. Med. Aufdermaur AG

The gently melting dextrose tablet with a delicious two-in-one yoghurt and orange flavouring supports the normal cognitive development in children from the age of four.

HEALTHY BONES
gummy
by DOMACO Dr. Med. Aufdermaur AG

This highly effective wildberry flavoured soft-gummy with essential vitamins K2 and D3, as well as calcium, contributes to the normal development of bones in children from the age of seven.

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Asian Omega-3 Finished Product Market Continues to Grow

The global finished products market for the long-chain omega-3s eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA) is diverse in scope and growth potential. According to proprietary research, the worldwide finished products market for 2015 was US$31.4 billion.

Geographically, the largest portion—36 percent—came from Asia. Growth through 2017 is projected to be 5 percent on a global basis, with double digit growth expected in Asia. In Asia Pacific, there are no clear guidelines for recommended daily intakes (RDIs) of omega fatty acids, compared to Europe where approved health claims are linked closely to RDIs. However, there is clearly huge potential for supplements and fortified food and drink products using omega-3s.

Where innovation in food and drink is taking place, baby milk formula is the leading category by some distance and Asia Pacific has the greatest opportunity due to strong rise in consumer spending. Outside of milk formula, food categories that target the mass market, such as biscuits and bread, could see success for plant-based sources of omega-3s. Use of fish-based sources of omega-3s in beverages remains low due to previous associations of fishy aftertaste during consumption. However, as new technologies develop, such as microencapsulation, there is potential for consumer acceptance of omega-3 fortified beverages.

Understanding local market dynamics and regulations is extremely important in Asia, as there is no harmonised regulatory body yet; for example, omega-3 supplement restrictions in Indonesia were recently reversed following pressure from GOED and the local trade body, Asosiasi Pengusaha Suplemen Kesehatan Indonesia. The original restrictions from Badan Pom, the National Agency of Drug and Food Control in Indonesia, required supplements with more than 300 mg of EPA and DHA to have a health claim and to include warnings for consumers. While these have been overturned, Badan Pom still requires health supplements with more EPA than DHA to carry a warning about consuming anti-coagulants alongside products high in EPA, as it believes this results in a significant blood-thinning effect.

Omega-3s are fortunate to have a large body of science to support their benefits, but some countries are reluctant to entertain claims in general. This does mean there is significant opportunity to develop omega-3 science in Asia, particularly if the industry becomes more active in investing in high-quality research.

To discover the latest innovation and product development in the omega-3 market, visit the Omega-3 Resource Centre, developed in association with the Global Organization for EPA and DHA Omega-3s (GOED), at Vitafoods Asia.
Probiotics: Beyond Gut Instinct

The probiotic food sector used to be the fastest-growing and most innovative food sector prior to 2012, when the EU Claims Regulation came into force. While the term ‘probiotic’ has essentially been outlawed in some (but not all) EU countries, many products are still labelled as ‘probiotic’ without clear or harmonised criteria or conditions in most cases. Consumers are confused, suffering from the lack of communication about probiotics and products containing probiotics.

In the meantime, probiotic technology is innovating at a very fast pace, creating urgency for a more efficient and streamlined regulatory framework for consumers, regulators and the industry. The probiotic sector cannot wait any longer - there is an urgent need to find concrete, pragmatic solutions.

The use of probiotics in the treatment of periodontitis has aroused the interest of the scientific community, since they can modulate the immunoinflammatory host response and modify the bacterial microenvironment.

The intake of specific probiotic strains could also support the gastrointestinal (GI) tract - several probiotic strains have been shown to successfully prevent traveller’s diarrhoea and probiotic treatment could counteract some GI effects of obesity.

Find out more in the Vitafoods Insights Digital Magazine, Probiotics: Beyond the Gut Instinct.

Healthy Ageing: Opportunity of a Lifetime

The term ‘healthy ageing’ is widely used across the industry, but there is surprisingly little consensus on what this might comprise or how it might be defined or measured. Eight out of ten consumers indicate they are taking more responsibility for their health compared to 10 years ago. The scope of healthy ageing is broadening, with the nutraceutical and functional food industries empowering consumers to look after themselves.

Most of the health problems in older age are the result of chronic diseases, and many of these can be prevented or delayed by engaging in healthy behaviours. Poor health does not have to be the dominant and limiting feature of older populations. Consumers are embracing nutrition and supplementation earlier, opening a vast opportunity for product developers and marketers.

The growth strategy for consumer health sales needs to incorporate the rise of the connected consumer. Connected consumers are increasingly looking for a more personalised experience and the ability to customise products based on their genetic information and data accumulated on their digital devices.

Focused education and effective networking

Specifically developed to allow for focused education, effective networking and added flexibility to ensure enough time is allocated to also attend the Vitafoods Asia Exhibition, the Vitafoods Asia Conference 2017 has been divided into high-level Masterclasses and a Summit.

Day 1 - Tuesday 5 September

MASTERCLASSES

MARKETING STRATEGIES
Co-developed with TheHealthyMarketingTeam Ltd and BrandHive
10:30-12:45 Masters of Marketing: Planning a successful path to market
  • Jeff Hilton, Partner & Co-Founder, BrandHive, USA
  • Peter Wenstrom, Founder & Expert Consultant, TheHealthyMarketingTeam Ltd, Sweden
  • Lesley Stevenson, Nutrition Innovation Expert, TheHealthyMarketingTeam Ltd, Singapore
12:45-13:45 Lunch, networking & exhibition visit

FOCUS ON: DIGESTIVE HEALTH & MICROBIOME SUMMIT

10:30-11:15 Digestive Health: A Strong Innovation Platform in Asia
  • Robin Wyers, Chief Editor, Innova Market Insights, Netherlands

11:15-12:00 Gut microbiota: A review of the Asian Microbiome Project, what carbohydrates we eat
  • Prof. Yuan Kun Lee, Asian Microbiome Program, c/o Department of Microbiology & Immunology, Yong Loo Lin School of Medicine, National University of Singapore, Singapore
12:00-12:45 KEYNOTE PANEL DISCUSSION: Identifying the commercial opportunities within the microbiome and realising the next generation of digestive health product development
  • Prof. Yuan Kun Lee, Asian Microbiome Program, c/o Department of Microbiology & Immunology, Yong Loo Lin School of Medicine, National University of Singapore, Singapore
  • Prof. Chin-Kun Wang, President, International Society of Nutraceuticals and Functional Foods, Taiwan
  • Dr. Anders Henriksson, Principal Application Specialist, DuPont Nutrition & Health, Australia
12:45-13:45 Lunch, networking & exhibition visit

FOCUS ON: DIGESTIVE HEALTH

Chair: Dr. Bejjit Ideas, Specialist, Nutrition and Bio-Technology, President, Japanese Society of Anti-Aging Nutrition, Japan
10:30-11:15 Digestive Health: A Strong Innovation Platform in Asia
  • Robin Wyers, Chief Editor, Innova Market Insights, Netherlands

FOCUS ON: PROBIOTICS AND PREBIOTICS

13:45-14:05 Lactobacillus plantarum PS128, a novel psychobiotic
  • Prof. Ying-Chieh Tsai, Professor, Institute of Biochemistry and Molecular Biology, National Yang-Ming University, Director, Microbiome Research Center, National Yang-Ming University, Taiwan
14:05-14:25 Probiotic Microbiome and Exercise Performance
  • Jin-Seng Ling, Director, Culture Collection & Research Institute, SYNBO TECH INC, Taiwan
14:25-14:45 Probiotic scientific update
  • Dr. Anurag Pande, VP Scientific Affairs, Sabinsa, USA
14:45-15:15 PANEL DISCUSSION

FOCUS ON: MICROBIOTA

Chair: George Paraskevakos, Executive Director, IP, USA
15:30-15:50 Microbiota metabolites and gene expression
  • Dr. Bejjit Ideas, Specialist, Nutrition and Bio-Technology, President, Japanese Society of Anti-Ageing Nutrition, Japan
15:50-16:10 Promising ingredients for GI health beyond probiotics
  • Dr. Helge Sier, Senior Consultant, analyze & realize GmbH, Germany
16:10-16:30 Novel biomarkers and therapeutic targets to help restore microbial symbiosis
  • Niranjan Nagarajan, Senior Group Leader, Associate Director, Computational and Systems Biology, Singapore Institute for Clinical Sciences and Clinical Nutrition Research Centre at A*STAR, Singapore
16:30-17:00 PANEL DISCUSSION

Day 2 - Wednesday 6 September

MASTERCLASSES

MARKET TRENDS & CONSUMER INSIGHTS
Chair: Jeff Hilton, Partner & Co-Founder, BrandHive, USA
10:00-10:45 Identifying opportunities for health and wellness packaged food and beverages in APAC
  • Reema Bhagwan Jagtiani, Analyst, Euromonitor, Singapore
10:45-11:15 Comparative consumer analysis between ASEAN, Japan and India
  • Rieko Shofu, President and CEO, Sensing Asia Ltd., Japan
11:15-12:45 The Asian food consumer: A glocal citizen
  • Natasha Telles D’Costa, Director, Visionary Science Practice: Chemicals, Materials, and Foods-APAC, Frost & Sullivan, New Zealand
12:45-13:45 Lunch, networking & exhibition visit

REGULATION & INGREDIENT REGISTRATION
Chair: Gary Scatteredgood, Editor-in-Chief, Nutraingredients-Asia.com, Singapore
13:45-14:15 Health claims in Southeast Asia
  • Dr. Iain Brownlee, Director of Operations for Food & Human Nutrition, Newcastle University International Singapore, Singapore
14:15-16:15 APAC (regional) food regulation & registration: Comparative regulatory and legal and update
  • Alan Adcock, Partner, Deputy Director, IP and RA, Tilleke & Gibbins, Member, Lifesciences Asia Pacific Network (LAN), Thailand and Vietnam
  • Nick Beckett, Managing Partner Beijing Office, CMS, Member, Lifesciences Asia Pacific Network (LAN), China
  • Nicholas Lauw, Partner, Rajan & Tann, Member, Lifesciences Asia Pacific Network (LAN), Singapore and Malaysia
  • Charles Fisher, Principal, Food Legal, Australia

View full programme and prices at vitafoodsasia.com/conference
Make the most of your visit

To help you meet your business objectives, and enjoy your time in Singapore, we have put together some tips and suggestions.

Venue and Travel

Halls D & E
Sands Expo & Convention Centre,
Marina Bay Sands, 10 Bayfront Avenue,
Singapore

Marina Bay Sands is located at the heart of Singapore’s business and entertainment district, and is easily accessible by air, road, rail and river ferries. For more information visit marinabaysands.com

Enjoy a vast range of culture and nightlife, and experience some of Singapore’s culinary delights.

Top areas to explore include:

- **Orchard Road**: Voted one of the top shopping streets in the world - it’s home to luxury and high-street retailers, top-notch dining and nightlife.
- **Marina Bay**: Luxury hotels, exclusive nightlife spots, fine dining destinations, world-class theatre venues and a beautiful waterfront promenade.
- **Central Business District**: Shiny skyscrapers right next to restored historical landmarks and buzzing fine restaurants, vibrant bars and retailers.
- **Singapore River**: An interesting array of cultural, dining and nightlife spots. Take a ride on the River Taxi and explore the uniqueness of each Quay.
- **Sentosa-Harbourfront**: The precinct is an agglomeration of attractions, retail shops, dining options and nightly shows.
- **Chinatown**: Well-preserved and historical shophouses, converted into modern bars and restaurants, a charming blend of old and new.
- **Little India**: A cacophony of car horns, bicycle bells and vibrant chatter of its residents. Little India is one of the most vibrant and culturally authentic districts of Singapore.
- **Tiong Bahru**: Residential estate built in the 1930s, well-loved by locals for its art deco apartment blocks and shophouses.
- **One-North**: Singapore’s most important science and technology clusters, with plenty of lush green spaces and dining enclaves.

Programmes subject to change. All programmes correct at time of going to print.

Visa

Some countries require a visa to enter Singapore; please check your nationality’s entry requirements before you travel. If you require a visa, please fill out a form at vitafoodsasia.com/visa

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