

2015 Event Newsletter



The nutraceutical event for Asia

2-3 September 2015

Hong Kong

ASIA'S ONLY DEDICATED EVENT FOR THE NUTRACEUTICAL INDUSTRY

There is a lot to be excited about in Asia's nutraceutical industry right now. Across the whole of Asia, we see consumers are increasingly turning to functional food and beverages, and dietary supplements to address their health concerns and medical conditions.

As a result of this, ingredient suppliers and food manufacturers have a fantastic opportunity to develop their businesses and take advantage of the market's growth, to provide solutions for many issues like obesity and weight management, healthy ageing, immunity and mental health.

Another great opportunity for the Asian food industry is the economic integration which comes into effect at the end of this year. The ASEAN Economic Community will change the business landscape considerably, facilitating trade within the region but at the same time, presenting hurdles for which the industry must prepare. With ASEAN ranking as the seventh largest global economy, the nutraceutical industry has a fantastic opportunity to grow further. To this end, EAS Strategies will be providing information on regulations, AEC and the Rule of Origin to help us understand what needs to be done to optimise the opportunities.

Whilst we get to grips with regulations and the practical business side of things, we can seek inspiration from other industries, as Frost & Sullivan will demonstrate in their interactive Growth Innovation and Leadership workshop. This interactive session will show us what the big trends are and how a convergence in technology might impact the functional food and beverage industry.

There are some new visitor attractions this year including the GOED Omega-3 Pavilion and the Tasting Bar Awards, where you can cast your vote for Best Tasting Functional Food and Best Tasting Functional Beverage. As always, you can see ingredients and finished products for the key topics of weight management, healthy ageing, nutraceuticals and ideas and innovation for your own business.

With so much going on, we look forward to welcoming you to Vitafoods Asia this year, to meet our global exhibitors and learn from all the industry experts who are presenting on the subjects that are really impacting the industry.

See you at
Vitafoods Asia 2015.

Chris Lee,
Portfolio Director



Opening times

EXHIBITION

Wednesday 2 September
10:00 - 17:30

Thursday 3 September
10:00 - 17:00

CONFERENCE

Registration opens at 09:00

Wednesday 2 September
10:00 - 18:00

Thursday 3 September
10:00 - 15:00

VENUE AND TRAVEL

Vitafoods Asia takes place in Hall 5, AsiaWorld-Expo, Hong Kong. It is integrated with Hong Kong International Airport and is easily accessible by air, road and rail.

For more information visit: vitafoodsasia.com/venue

Enjoy exclusive savings on flights to Hong Kong with Cathay Air and Dragonair – details on how to book and redeem this discount are available here: vitafoodsasia.com/travel

The Airport Express takes passengers from Central to AsiaWorld-Expo in just 24 minutes and special rates apply.

VISAS

Some countries require a visa to enter Hong Kong, please check your nationality's entry requirements before you travel.

ACCOMMODATION DISCOUNTS

There are special rates at local hotels for participants at Vitafoods Asia. You can also use an interactive HotelMap to view live availability and discounted rates.

To book visit: vitafoodsasia.com/accommodation

What's on

- NEW PRODUCTS ZONE
- FINISHED PRODUCTS PAVILION
- TASTING BAR
- TASTING BAR AWARDS **NEW**
- EXHIBITOR PRESENTATION THEATRE
- GLOBAL MARKET THEATRE **NEW**
- GOED OMEGA-3 PAVILION **NEW**
- MARKET AND TREND OVERVIEW
- REGULATORY ADVICE SESSIONS
- VITAFOODS ASIA CONFERENCE
- FROST & SULLIVAN'S GROWTH, INNOVATION & LEADERSHIP EVENT ON MEGA TRENDS AND TECHNOLOGY CONVERSION **NEW**



Register now for free entry: vitafoodsasia.com/newsletter

New Products Zone

Discover innovative ingredients, raw materials, functional food and beverages, and dietary supplements that have hit the market in the last 12 months.

Located near the show entrance, this is the place to find new ideas for your product lines and to plan who to meet at the exhibition.

Nature's Plus® AgeLoss® Women's Multi
by Nature's Plus

Stand: 632



Nature's Plus® AgeLoss® Women's Multi is the first-ever women's anti-ageing multivitamin enhanced to promote youthful, restorative wellness in the female body's organs and systems.

Glycowhite
by Axialys Innovations

Stand: 520



Glycowhite is a highly purified and stable extract of mulberry

leaves, titrated in imino-sugar. After 30 minutes, an in-vivo test demonstrates Glycowhite reduces blood glucose absorption through a powerful inhibition of glucosidase enzymes. Glycowhite offers a new metabolic pathway to impact on diabetes, weight loss, glycation, anti-ageing and skin whitening.

SUPER WEGUARD
by NEWTREE

Stand: 602



SUPER WEGUARD is functional food tablet made of deglycyrrhizinated licorice root extract that effectively reduces the H. pylori gastric load and protects the stomach from various damaging factors. Its main ingredient has been registered as a health functional food ingredient endorsed by KMFDS.

Lingzhi Immune Drinks
by Grape King Bio

Stand: 710



Ling Zhi Essence Drink aims to boost your immune system, enhance your body's defence system, and improve healing capabilities. The key functional ingredients include Ganoderma

lucidum and Panax notoginseng which is high in premium Polysaccharide and Saponin. Both have a long history and fame in the history of Chinese traditional medicine.

Winlove Junior
by Winlove

Stand: 211



Winlove Junior improves the intestinal health of children and is a multispecies probiotic specifically developed for children.

The bacteria in Winlove Junior helps build and support a healthy intestinal microbiota. Successful examples of Winlove Junior on the Asian market are L-BIO® and Synbio®.

Mother's 1st
by Chr. Hansen

Stand: 400



Mother's 1st is based on LIFE GELTM, the world's first soft gel solution combining probiotics and Omega-3 with two years shelf life. With 1 billion bifidobacteria (BB-12®) and 250 mg of

DHA, Mother's 1st offers 5 key benefits in just one convenient soft gel for both mother and baby.

RIFENCIN
by BioXtract

Stand: 238



RIFENCIN is a new innovative food supplement for private label sales. RIFENCIN

is patented and clinically proven for the relief of IBS (Irritable Bowel Syndrome) disorders. BioXtract improves bioavailability of the actives (curcumin and fennel essential oil) using proprietary technology.

What's the latest
in Omega-3s?

GOED
OMEGA-3

The Global Organisation for EPA and DPA Omega-3s is an association promoting the consumption of Omega-3s whilst ensuring quality production for consumer confidence. Visit the **GOED Omega-3 Pavilion** to meet the association and learn more about all aspects of the **Omega-3 value chain** including the sustainable sourcing of raw materials, formulation of technology, odour masking techniques, and encapsulation solutions you can learn. Interactive iPad presentations will also cover the following topics:

- Opportunities and Challenges of Omega-3s in Asia **NEW**
- Sustainability of Omega-3s
- Do's and don'ts of Marketing Omega-3s
- Next Generation Omega-3 Forms

Exhibitors in the GOED Omega-3 Pavilion include: AlaskOmega/Organic Technologies, SeaDragon Marine Oils and Solutex. These companies are presenting in the Exhibitor Presentation Theatre on Thursday 3 September.

Exhibitor Presentation Theatre

Hear about the latest research and case studies in seminars delivered by some of the world's leading suppliers and industry specialists. These presentations are free-to-attend and take place over two days.

View the programme at vitafoodsasia.com/EPT

GOED
OMEGA-3

WINCLOVE
PROBIOTICS

Montelaeder

HEALTH LOVE

SEADRAGON

ALASKOMEGA®

Solutex

DISCOVER
INNOVATIVE
INGREDIENTS
AND FINISHED
PRODUCTS



Regulatory Advice Sessions

FREE



Free regulatory advice is available from international food and trade nutrition policy consultants, EAS Strategies, on Stand 532.

Get up-to-date regulatory advice on product formulas, labelling and claims, plus strategies to navigate the regional trade policies and harmonisation standards, all tailored to the specific needs of your company.

Spaces are limited, book now at vitafoodsasia.com/easadv

International Pavilions

The International Pavilions make it easy for you to find ingredients, products and services from a specific region of the world. International Pavilions at Vitafoods Asia 2015 include:



Americas Pavilion



France Pavilion



Korea Pavilion



Malaysia Pavilion



Taiwan Pavilion

Find out which companies are exhibiting in these pavilions at vitafoodsasia.com/intpav



60 seconds...

with **Richard Whitehead**,
Editor, **FoodNavigator-Asia**



What do you think has changed the functional nutrition/nutraceutical industry the most in Asia?

No one factor has an impact across all of Asia. What you will see though, is a trend for individual countries and geographical blocs like ASEAN to reassess or harmonise their regulations, and in some cases, like Foshu (Food for Specified Health Uses) in Japan, completely overhaul their frameworks.

What's the biggest lesson you've learnt in 2015?

To a backdrop of food scandals across Asia this year, I think it is easy to look at regulators and mercilessly point the finger of blame at them. But what we are seeing now, from South Asia to the Far East, is regulators and food safety authorities working harder and increasingly successfully to tackle nefarious practices in food. We should all support Asia-Pacific's food authorities as long as they understand that it is their duty in return to be fair and reasonable in their regulatory processes.

Which area of the industry do you think is largely unexplored with room for innovation and product development?

From its earliest days, food science has tended to look at how functional foods and supplements react to Western physiology, and largely overlooked Asians. Now that Asia is wealthy and raring to buy more healthy foods, multinationals must now look at the science of the Asian body to develop more regionally specific products. It looks like Singapore is really tapping into this with government bodies like A*Star and companies like DSM really focusing on this.

What's the next big trend within functional nutrition for 2016?

I think it's too early to say at this stage, even with over half of 2015 out of the way. This is because we are expecting so many regulatory changes over the next 12 months - with South Korea already leading the way in some areas, followed by a review of complementary health regulations in Australia with an emphasis on new product approvals, Foshu in Japan, various individual South East Asian regulatory changes and ASEAN harmonisation - industry watchers will be looking at the impact these developments are having while leaving consumer trends predictions to the marketeers.

Which countries within Asia do you think will be the next big market players and why?

It is commonplace to think of Asia as a mass of competitors jockeying for supremacy, though it isn't very helpful to do so. Asia will always be dominated by China and India just because of their massive potential markets. Their influence, particularly in terms of trade and regulatory agreements, dwarfs anything else in Asia and applies as much within the region as across the globe. Nevertheless, analysts around the world are pointing to South East Asian countries with tremendously optimistic predictions. Indonesia, with more than a quarter a million people, is enormous by any non-Sino-Indian standard; it's a producer and its wealth is also growing extremely quickly. Multinationals will be looking closely at Southeast Asia, and Indonesia in particular, if they aren't already.

Richard Whitehead chairs three panel discussions in the Vitafoods Asia Conference.

Go to page 7 to find out more.

Global Market Theatre

The Global Market Theatre brings together experts from around the world to collectively present a how-to-guide for business expansion and successful market entry strategies into: China, Japan, Indonesia, Malaysia, Europe and the USA.

FIND OUT MORE AT
vitafoodsasia.com/GMT

WEDNESDAY 2 SEPTEMBER

Focus on: Indonesia

11:00 - 11:45 Functional food and health supplement regulations and market trends in Indonesia
Evon Chan, Regulatory Affairs Adviser, **EAS Strategies**

Focus on: China

12:00 - 12:30 China's health industry and its future opportunities
Yu Xiaodong, Director of Public Nutrition and Development Center & Project Director of National Public Nutrition Improvement, **Academy of Macroeconomic Research NDRC**

12:40 - 13:10 Plans and development for the health industry in Guizhou Province
Health Industry Project Leader, Guiyang City, Guizhou

13:20 - 14:00 Nutraceutical products: Market direction & trends
Hunter Xia, Former Managing Director, **NBTY China**

14:10 - 14:40 Consumer awareness survey results: Major Chinese cities' perception on plant extracts
Gloria Zhang, Director, Herbridge & Deputy Secretary-General, **China Health Industry Alliance**

14:50 - 15:20 Overview of health food regulations in China
Yi Fan Jiang, Regulatory Affairs Adviser, **EAS Strategies**

Focus on: Europe

15:30 - 16:00 Market trends, directions and future opportunities in Europe
Robin Wyers, Chief Editor, **Innova Market Insights**

THURSDAY 3 SEPTEMBER

Focus on: Malaysia

10:30 - 11:00 Market trends, directions and future opportunities in Malaysia
Nora Mohamed, Vice President, **Malaysian Biotechnology Corporation**

11:15 - 11:45 Functional food and health supplement regulations in Malaysia
Evon Chan, Regulatory Affairs Adviser, **EAS Strategies**

Focus on: Japan

12:00 - 12:30 Market trends, directions and future opportunities in Japan
Dr Kazumi Yagasaki, Honorary President, **Japan Society of Nutrition and Food Science**

12:45 - 13:15 Functional food and health supplement regulations in Japan
Wai Mun Poon, Regional Regulatory Affairs Manager, **EAS Strategies**

Focus on: USA

13:30 - 14:00 Market trends, directions and future opportunities in the United States
Jeff Hilton, Co-Founder and Chief Marketing Officer, **BrandHive**

14:15 - 14:45 Selling dietary supplements in the US: An FDA regulatory overview
David Trosin, Director of Business Development, Dietary Supplements, **NSF International**, USA

Shifting Asian demographics holds functional food potential

Market and Trend Overview

in association with



The ageing global population holds strong untapped potential, particularly in Asian countries such as Japan and South Korea, where societal views on ageing differ to those of Western markets.

For the elderly, mobility is a very important specific claim, to ensure that the muscles are performing in an optimal way which means that bone and joint health claims are on the rise. The top ingredients driving bone & joint health claims in Asian products (2012-2014) were calcium (44%), vitamin D (20%) and vitamin K (6%), but there was also activity for glucosamine, chondroitin and soy isoflavones.

At Vitafoods Asia this year, Innova Market Insights will identify strategies to address a number of nutritional challenges. And a number of key emerging trends that will impact new product activity in the Asian nutritionals and functional foods space will be presented, from the researcher's ongoing analysis of key trends and developments.

Visit Innova Market Insights on stand 200, and learn more about weight management, prebiotics and probiotics and nutraceuticals.

Innova Market Insights analyst Robin Wyers is also presenting in the Vitafoods Asia Conference:

2 SEPTEMBER

11:45 - 12:10 Asian Weight Management Opportunities

16:45 - 17:15 New Potential for Nutraceuticals

3 SEPTEMBER

11:00 - 11:20 Pro & Prebiotics: Novel Platforms



seconds...

with **Jeff Hilton, BrandHive, USA**



Millennials – Who are they and how should we market to them?

What types of product packaging and delivery formats appeal most to Millennials?

Millennials (adults 19-33 years) are all about convenience, so of course a package they can take along during their day is critical. They are not avid pill takers for the most part, so liquids, gummies, gels and chewables are attractive alternatives to them. They appreciate innovative packaging overall in both structure and design, and a cool or progressive delivery can definitely appeal to them. Packaging that is interactive in some way is also on target for this demographic.

How do Millennials and Baby Boomers differ in their attitudes about health and wellness?

Baby Boomers are primarily concerned with healthy ageing and maintaining an active lifestyle into their later years. They are more in a proactive, preventive mode regarding health, taking steps to preserve and foster good health as they

mature. Millennials are mostly concerned with the here and now experience, living their chosen lifestyle, having choices available to them, and having control over what goes into their bodies. They are heavily influenced by friends, family and peers in terms of the products and brands they choose. The term natural holds more sway with Baby Boomers whilst Millennials prefer the terms 'transparent' and 'authentic'. It's also interesting to note that Boomers and Millennials may seek out the same ingredients but for entirely different reasons.

How does a brand take technical scientific data and make it more easily understood and remembered by consumers?

A couple of strategies come immediately to mind. An info-graphic visual representation is a compelling way to make data relevant and interesting to a consumer audience. Also breaking up study findings into bite sized pieces that are more easily consumed and

remembered. Don't try to feed your audience too much at one time. Finally, repetition is critical, particularly with technical data, as consumers need to hear it multiple times before they commit it to memory. So don't be afraid to repeat yourself.

How does a brand build a persuasive and compelling consumer narrative around scientific discovery and supportive data?

First off, tell a story

Make the science a story with a beginning, middle and end point and add details and interesting side notes.

Secondly, use metaphors

To liken your science findings to something else that the consumer is familiar with as they facilitate comprehension and fuel recall.

Thirdly, engage all the senses

Use audio and video to invite consumer engagement. The more senses you touch the better your message will be understood and remembered.

Jeff Hilton will present 'Successful marketing to Baby Boomers vs. Millennials: A tale of two distinct consumers' in the Vitafoods Asia Conference

Go to page 7 to find out more.

Vitafoods Asia Conference

Translating science into good business

Supported by:



Combining best business practice and the latest innovation in R&D and product development, this year's Conference is designed to help you achieve business growth, consumer loyalty and product excellence.

There are two streams, Your Business and Your Science, so you can select those sessions that have most interest and relevance to you and your organisation. Vitafoods Asia Conference is supported by the International Society for Nutraceuticals and Functional Food (ISNFF) and Food Industry Asia (FIA), and also features a special Growth Innovation and Leadership workshop on Mega Trends and Technology Convergence, presented by Frost & Sullivan.

Converging Technology: What does it mean for the nutraceutical industry? with Natasha D'Costa

Knowledge Partner

FROST & SULLIVAN



As new technologies continue to disrupt the way we work and interact with the world at large the health food industry is also following suit. Convergence of technologies into the nutraceutical space is probably one of the most riveting and yet challenging tasks for today's nutraceutical manufacturers.

Whether it understands how anti-counterfeiting technology can affect ethnic nutraceuticals or how sensor technology can help raw material supplier's increase polyphenol contents, these technologies continue to change the way we approach and do business in this sector today.

The Frost & Sullivan session on Growth, Innovation and Leadership in this sector aims to assess key market megatrends affecting micro factors in the nutraceutical space; it also assesses the growing incidence of cross industry convergence and helps identify how this factor can aid in driving growth and sophistication into the industry.

The session wrap ups with a workshop to help gauge participants views on technologies that they feel could be of use in both recruiting customers and consumers. As the world around us continues to demand more from

food and nutrition this factor will only grow in importance and via this session we aim to bring this discussion to the fore so that we as an industry are ready to accept the challenges it throws our way.

Frost & Sullivan has chosen to partner with Vitafoods Asia this year mainly because like Vitafoods, we have a passion to bring to centre stage an industry that can change the future of our planet, increasing prevention and reducing government healthcare costs which if not checked by 2030 will be up to 25 per cent of most countries GDP.

Frost & Sullivan is committed to researching and working with the industry to ensure nutraceuticals receive their due and our clients are well informed of the markets and characteristics of the geographies where they aim to launch their products. We are thus a natural ally in a vision to ensure that better nutrition is aided by better awareness. An attempt where Vitafoods Events has long been the torch bearer... we are just helping to keep the spark alight.

To attend this **Growth Innovation and Leadership session by Frost & Sullivan**, book your place at Vitafoods Asia Conference.

Chairs:

- James Tonkin, President, **HealthyBrandBuilders**, USA
- Jeff Hilton, Co-Founder and Chief Marketing Officer, **BrandHive**, USA
- Richard Whitehead, Editor, **FoodNavigator-Asia**, Malaysia

Speakers include:

- Dr Chin-Kun Wang, President, **International Society for Nutraceuticals and Functional Foods (ISNFF)**, Taiwan
- Prof Sze Wee Tan, Deputy Executive Director, Biomedical Research Council, **Agency for Science, Technology and Research (A*STAR)**, Adjunct Associate Professor, Duke-NUS Graduate Medical School, Singapore
- Dr Kazumi Yagasaki, Honorary President, **Japanese Society of Nutrition and Food Science**, Japan
- Pushpanathan Sundram, Managing Director (Asia), **EAS Strategies**, Principal Advisor, **ASEAN Food and Beverage Alliance (AFBA)**, Singapore
- Siti Abdul Malek, Regulatory Affairs Manager, **Food Industry Asia (FIA)**, Head of Science & Regulatory Affairs/Director, **ASEAN Food & Beverage Alliance (AFBA)** Singapore
- Natasha D'Costa, Associate Director, Food & Agriculture, **Frost & Sullivan**, APAC, New Zealand
- Maes Alconcel, Manager for Trade, Policy and Compliance, **EAS Strategies**, Singapore
- Dr You-Cheng Shen, Ph. D. Assistant Professor, **Chung Shan Medical University** Taiwan
- Anirban Mukhopadhyay, Associate Professor of Marketing, Acting Director of PhD/MPhil Programs, **School of Business and Management, Hong Kong University of Science and Technology**
- Hui-Min David Wang, Ph.D. Associate Professor, Department of Fragrance and Cosmetic Science, **Kaohsiung Medical University**, Vice Chief, Centre for Stem Cell Research, Kaohsiung Medical University Taiwan
- Sam Waterfall, Senior Consultant, **The Healthy Marketing Team Ltd**, Singapore
- Alex Lin, Senior Worldwide Regulatory Government & Industry Affairs Manager, **Herbalife Taiwan Inc.**, Taiwan
- Weiguo Zhang, Director of Nutritional Science and Advocacy, **DSM Nutritional Products, Human Nutrition & Science of Greater China**, China
- Robin Wyers, Chief Editor, **Innova Market Insights**, Netherlands
- Martin Pasquier, Managing Director, **Agence Tesla**, Singapore
- Dr Iain Brownlee, Director of Operations for Food & Human Nutrition, **Newcastle University International Singapore**, Singapore

DELEGATE PRICES

	USD	HKD
Standard rate until 1 September	495	3960
At event	595	4760
Student	195	1560

Payment is in HK or US dollars.

PRICE INCLUDES: Refreshments, lunch, digital access to presentations post event and Networking Drinks Reception. Discounts apply for academics, students and some industry association members. **Please note that all presentations are in English.**

To book vitafoodsasia.com/confbook

2 SEPTEMBER 2015

CONFERENCE PROGRAMME

10:30 - 11:15

OPENING KEYNOTE PANEL DISCUSSION

The future of the functional food and beverage, dietary supplement and nutraceutical industry in Asia-Pacific



11:15 - 11:45

NETWORKING BREAK

Stream 1 - Your Business

FUNCTIONAL BEVERAGES, FOODS AND DIETARY SUPPLEMENTS



11:45 - 12:10 Successful marketing to *Baby Boomers vs. Millennials*: A tale of two distinct consumers
12:10 - 12:35 Healthy indulgence: Functional foods
12:35 - 13:00 Driving innovation and product development in functional beverages

Stream 2 - Your Science

WEIGHT MANAGEMENT



11:45 - 12:10 How to become a solution provider in Asia's battle with obesity: Opportunities in the growing market for weight management
12:10 - 12:35 Natural ingredients and formulation solutions for increased satiety and digestive health
12:35 - 13:00 Applying consumer behaviour in the fight against obesity

13:00 - 14:00

NETWORKING AND LUNCH

BRAND POSITIONING



14:00 - 15:15 Discover FourFactors for getting food & beverage innovation right
Based on over 8 years of consulting with local and global multi-national food, beverage and ingredient manufacturers, The FourFactors Brand Acceleration System details the precise approach which has guided companies to innovation and communication success in over 60 countries around the world.

HEALTHY AGEING AND PREVENTATIVE HEALTH



14:00 - 14:25 Meeting the needs of an ageing population
14:25 - 14:50 Natural ingredients with anti-ageing properties
14:50 - 15:15 Wholegrain foods: Do they benefit health and can we get consumers to switch to them?

15:15 - 15:45

NETWORKING BREAK

15:45 - 16:30

KEYNOTE PANEL DISCUSSION

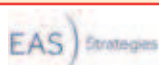
Creating closer economic integration in the ASEAN region

ASEAN FREE TRADE AGREEMENT



16:45 - 17:45 Appreciating and complying with the ASEAN Rules of Origin criteria: How to make your products 'ASEAN originating'?

FREE report on ASEAN Rules of Origin (ROO) for all attending delegates



NUTRICOSMETICS



16:45 - 17:15 Unique opportunities within nutraceuticals
17:15 - 17:45 Driving research and innovation in use of astaxanthin within functional food, beverages and health supplements: A look at Taiwan

17:45

VITAFOODS ASIA NETWORKING DRINKS RECEPTION

3 SEPTEMBER 2015

10:00 - 10:45

OPENING KEYNOTE PANEL DISCUSSION

Driving product safety, quality, and excellence in functional nutrition



Stream 1 - Your Business

MARKET STRATEGIES, TECHNOLOGIES AND CONSUMER ENGAGEMENT



11:00 - 11:30 Effectively marketing your science to consumers
11:30 - 12:00 How to develop a successful social media strategy to engage with consumers and increase brand awareness

Stream 2 - Your Science

PROBIOTICS



11:00 - 11:20 Market overview of the probiotics and prebiotics market in Asia
11:20 - 11:40 Physiology and health properties of probiotic organisms as a functional food
11:40 - 12:00 Synbiotics: Probiotics, prebiotics, and functional foods

12:00 - 13:00

NETWORKING AND LUNCH

13:00 - 13:30 GROWTH INNOVATION AND LEADERSHIP BRIEFINGS: MEGA TRENDS AND CONVERGENCE IN THE APAC NUTRACEUTICAL MARKET

- Identify major mega-trends affecting nutraceutical consumption in APAC
- Understand the rising importance of convergence as a trend across the nutraceutical space and the entry of new technologies from other industries into the nutraceutical space
- Latest developments and future trends

13:30 - 15:00 GROWTH INNOVATION AND LEADERSHIP BRIEFINGS: Workshop

- Workshop and interactive session on technology vision and convergence in the nutraceutical space
- Interactive session on megatrends and their impacts on the nutraceutical value chain
- Understanding the impact of technology convergence and its potential impacts on the nutraceutical markets

Knowledge Partner FROST & SULLIVAN

BOOK CONFERENCE ONLINE AT
vitafoodsasia.com/confbook

15:00 - 17:00

EXHIBITION VISIT

Finished Products Pavilion



Visit this dedicated area to discover the latest functional food, functional beverages and dietary supplements for retail distribution, and meet contract manufacturers and private label services.

International Pavilions within this area include: French Pavilion Taiwan Pavilion

Tasting Bar

Located in the Finished Products Pavilion, this is where you can see, touch and taste the latest functional food and beverages from exhibitors, including:

Brioche Bread G-Nutrition® by Group Nutrises **Stand: 611**



The Brioche bread G-Nutrition® is recommended in the following cases: elderly people with

high needs in proteins and energy, and/or suffering from malnutrition because of pathology or muscle loss. It can be served for breakfast or as a snack.

NERGIA Tangerine by America's Naturals **Stand: 622**



All natural tangerine energy shots made from Brazilian botanicals and under 25 calories per bottle.

Propolis Chewable Tablets by Naturland **Stand: 800**



Propolis + Vitamin C Chewable Tablets with a soothing honey taste. Propolis and vitamin C both help strengthen your immune system.

VIQUA by Axialys Innovations **Stand: 520**



VIQUA "intense beauty drink" contains 250 mg of VIQUA, the award-winning and breakthrough pomegranate nano-extract for anti-ageing and skin whitening. The dramatic transformative power of VIQUA has been proven by multiple studies.

Formosa Ruby™ drink by TCI **Stand: 713**



Formosa Ruby™ is an innovative food ingredient extracted from Chenopodium formosanum, commonly known as Djulis, an aboriginal cereal plant in Taiwan. It is traditionally called "ruby of cereals" for its bright red grain colour and bioactive phytochemicals. The Djulis extract effectively promotes skin collagen formation and prevent glycation of proteins.

Monkey Vitamin C by Natural Wellbeing **Stand: 621**



From the Monkey range of children's food supplements: a one-a-day, chewable tablet containing vitamin C and zinc, which support normal function of the immune system. Children love the natural orange flavour and the colourful, fun and educational packaging too! No artificial preservatives. Suitable for vegetarians and vegans.



Tasting Bar Awards

NEW

Cast your vote for the 'Best Tasting Functional Food' and 'Best Tasting Functional Beverage' in the Tasting Bar Awards.

See the full list of products available to sample at the Tasting Bar at: vitafoodsasia.com/tastingbar

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