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Welcome to Food Vision Asia

I am delighted to welcome you to Singapore for the second edition of Food Vision Asia.

Our first event last year was widely welcomed by the food, beverage and nutrition industries across the region, so we are thrilled to return for 2017. The aim of the event is simple: to debate, discuss and learn how the food and nutrition sectors can meet the challenges of the future across Asia Pacific, where too many people still experience micronutrient deficiencies, while others are suffering from type 2 diabetes and obesity. This can only be done by business, researchers and regulators uniting for the common good, and that’s why our agenda over the next few days will hear from experts across the industry spectrum.

I am convinced that the coming days will prove to be hugely rewarding for us all, as we drill down into a raft of issues facing the industry, from the challenge to meet the UN’s Sustainable Developments Goals, to the considerable opportunities for business growth in emerging markets and across e-commerce platforms. At the heart of the Food Vision concept is the opportunity to meet new and interesting members of the industry, while also giving you the chance to play an active part in shaping the debate.

I hope you will take advantage of the opportunities to fully share and engage with your delegates during our debates, roundtable discussions and networking sessions. While business will always be competitive, there are times where shared knowledge and common goals can benefit all. We hope that our speakers challenge how you think about the industry, and that they will create new opportunities, innovation and understanding.

To the many contributors who have worked tirelessly to create this programme, I would like to extend my sincerest thanks, particularly the Vision Events team. I’d also like to acknowledge our speakers and panellists who will give us their time and expert knowledge. I am very grateful to my colleagues at FoodNavigator-Asia and NutraIngredients-Asia for their endless support.

Last but not least, a very special thanks to our Food Vision Asia partners: DSM, DuPont, Beneo, Cosucra, Jennewein and Novozymes.

I hope Food Vision Asia will inspire you to future success, and help your business enjoy a sustainable and profitable year ahead.
General Information

Download this programme here:
www.foodvisionasia.com/onsite-programme

Username: @Hyatt_wifi  Password: Apr2017

Please put your phones and other communication devices on silent during sessions

Follow us @FoodVisionEvent and please tweet using #FoodVision

To continue networking join the Food Vision Asia 2017 Participants LinkedIn group. This is a closed group for attendees only. Check your LinkedIn inbox for your invitation.

Most speakers will make their slides available to our participants. You will receive a link to download the slides with the post event survey.

A member of the team will be available at the organisers desk at all times. If you are away from the event and in need of assistance, please call one of the contacts given below.

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<tr>
<th>Name</th>
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Event Venue:  Grand Hyatt Singapore, 10 Scotts Road, Singapore 228211
Dinner venue: Faber Peak, 109 Mount Faber Road, Singapore 099203

At a glance

Tuesday 25 April
Afternoon  • FIA Keynote presentation and panel discussion: The Future of Food
Evening  • FIA Annual reception

Wednesday 26 April
Morning  • DSM Breakfast briefing
         • Plenary sessions
         • Extended networking session
Afternoon  • Lunch with roundtable discussions
         • Plenary sessions
Evening  • Food Vision Asia dinner

Thursday 27 April
Morning  • Taiji session hosted by DuPont
         • DuPont Breakfast briefing
         • Plenary sessions
Afternoon  • Networking lunch
         • Departures
DAY ONE – TUESDAY, 25 APRIL 2017

17:15  Registration
Register in the afternoon of day one to join the FIA sessions or on the morning of day two

17:30  FIA Keynote presentation and panel discussion: The Future of Food
Food Vision Asia delegates are invited to join the final session of Food Industry Asia’s AGM.

Food is at the heart of many of the world’s environmental, social and economic challenges. With the influx of technology and innovation, what will the meals of tomorrow look like?

Keynote Speaker
David Marx, CEO and Founder, The Science Kitchen

David Marx is the creative head, inventor, food designer and founder of the science kitchen, a Berlin based Food Lab where science meets haute cuisine. Here he re-invents food in all its facets and offers the opportunity of re-making and enjoying food with chefs, food designers, equipment manufacturers, futurologists, scientists, politicians, philosophers etc.

Panellists
• Jeff Haas, Global Head of Agriculture, Food & Beverage, Supply Chain & Commodities, Thomson Reuters
• Katharina Unger, Founder & CEO, LIVIN Farms
• Dr Iain Brownlee, Director of Operations, Food & Human Nutrition, Newcastle University
• Lystra Antoine, Chief Executive Officer, Global Food Safety Partnership, The World Bank
• Anna-Kajsa Lidell, Co-founder and Head of Progress Strategy, Food for Progress

19:00  FIA Annual Reception and Food Vision Asia Networking Reception
Featuring the FIA Innovation Showcase of the regions newest and most innovative products

21:00  End of day one
Fraser has spent his career identifying opportunities for sustainable and socially responsible business. After launching his career at Boston Consulting Group he worked for the World Bank and lectured at Oxford University on development economics, international trade and finance. He went on to consult with McKinsey and became a Senior Fellow at the McKinsey Global Institute, where he led worked across South East Asia on issues including productivity, growth and economic development. He became director of the sustainability consultancy AlphaBeta in 2015 and is the lead author of its recent report, ‘Valuing the SDG Prize in Food & Agriculture’. He has a Doctorate in economics from Oxford University, where he studied as a Rhodes Scholar.

Gary Scattergood

Mr Chee Hong Tat

Fraser Thompson

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07:45 Breakfast briefing with DSM

Hosted by: Dr Femke Hannes, Nutritional Science Advocacy Manager, Asia Pacific, DSM Nutritional Products

Omega-3 fatty acids play a critical role in supporting human health across different life stages. Despite the proven health benefits, many people are nutritionally deficient in omega-3 due to the lack of oily fish in modern diets. Are you consuming enough? Join us in this breakfast briefing to learn more about the benefits of omega-3 and even test your personal omega-3 level index.

Breakfast served in the loft kitchen

08:45 Welcome and scene setting from the chair

Gary Scattergood, Editor-in-Chief, FoodNavigator-Asia and NutraIngredients-Asia

08:50 An opening address by Mr Chee Hong Tat, Minister of State for Health, Singapore

09:05 A US$2.3 trillion prize. Why the UN’s sustainability goals are good news for Asian food businesses

Fraser Thompson, Director, AlphaBeta

Many of the 17 Sustainable Development Goals (SDGs) launched by the United Nations in 2015 challenge the food and agriculture industries to take action to end hunger. But what’s in it for business? AlphaBeta has been finding out. Its research, carried out for the Business & Sustainable Development Commission, reveals that rising to the SDG challenge could unlock business opportunities worth US$2.3 trillion a year by 2030. It also suggests that Asia, with its large share of arable land, rapid consumption growth and big potential efficiency gains has most to gain. Fraser’s presentation will investigate the size of Asia’s sustainability prize – and how it can be grasped.

- Food in the frame - why the global food industry has more to do than most to address the SDG goals
- The size of the prize - how a sustainable approach to food production, processing and retailing could generate revenues, create jobs and alleviate poverty
- The big one - why food waste across the value chain is Asia’s biggest challenge and how it could be reduced by 60%
- Safe, nutritious, sufficient - Asia’s nutritional deficit and how food industry innovation could reverse it
Dr Rachel Cheatham

Rachel earned her doctoral degree in nutritional biochemistry from Tufts University, where she is now an adjunct food marketing professor. She is also founder and CEO of Foodscape Group, a nutrition strategy consultancy based in Chicago, USA that helps businesses develop, market and position healthier products. She has previously been a television producer, director at the International Food Information Council and senior vice president at the global public relations firm, Weber Shandwick. Today she is also a member of the Academy of Nutrition and Dietetics, the American Society of Nutrition and the Institute of Food Technologists.

Prof Christiani Jeyakumar Henry

Jeya’s work is focused on translating nutrition research into real life food applications and he advises many global food companies on nutritional issues related to new product development for Asian markets. He writes for several publications in the nutrition field and is the Scientific Director of the International Life Science Institute of South East Asia. In 2010 he was awarded the Rank Prize for Nutrition and the British Nutrition Foundation Prize for his outstanding contribution to nutrition. He has a PhD in nutrition from the London School of Hygiene and Tropical Medicine and was instrumental in the launch of the UK’s first Functional Food Centre. He has held several academic posts in the UK and is currently a visiting professor at the Chinese University of Hong Kong.

09:35  Asia transformed. The top food metatrends that will make or break your new product development plans

Dr Rachel Cheatham, CEO & Founder, Foodscape Group

Asia’s attitudes and access to food is rapidly evolving and food companies – both global and local – must keep up or see their product development and marketing budgets burned. Drawing on an analysis of over 80 global food trending reports, Rachel’s presentation will identify the top metatrends (the trends of the trends) that are changing the way Asian consumers select, buy and consume food. She’ll consider how they impact consumer health and Asia’s ongoing struggle with under and over nutrition before asking, how should established and emerging food businesses respond?

- A moving picture - findings from the ‘Foodscape MetaTrends’ report that signal global changes in the relationship between food production and consumption
- Nutritional futures - are consumers choosing a healthier food future or will nutritional imbalances remain?
- World Health Organization guidance - are health messages getting across and what needs to change?
- Back to the drawing board - what today’s metatrends mean for tomorrow’s new product development plans

10:05  Your future in Asia: Developing a market and protecting its health

Prof Christiani Jeyakumar Henry, Director of Clinical Nutrition, Singapore Institute for Clinical Sciences and Director, Clinical Nutrition Research Centre, Singapore

Over the next 40 years Asia will provide global food companies with their biggest growth opportunities and most perplexing innovation challenges. Not only are Asia’s food traditions, eating habits and cultural influences radically different to those of the West, but so too are its people, with a unique phenotype that leaves them uniquely susceptible to obesity and type II diabetes. Drawing on a lifetime’s research, Jeya will explain why global food companies have to rethink their approach to Asia and develop market-specific products that appeal to the Asian palate, respect the Asian physiognomy and protect the region’s health.

- See the invisible problem – why Asian’s propensity to visceral fat masks a frightening rise in obesity and type II diabetes
- Know your enemy – why, with Asian’s drawing 65% of their calories from carbohydrates, sugar and salt are not the biggest issues
- Challenge your thinking – why nutritional advice must respect Asia’s ritualistic and cultural food connections
- Target your innovation – why it makes no sense and will cause real harm to transpose western products to Asian markets
- Value the prize – why, with young population of 4.4 billion, Asia is your future market and demands your respect

10:35  Refreshments
Why understanding is hard

What we learned

What we can do

At the end of this session please take all your belongings with you as we will be preparing the room for roundtable discussions and lunch.

Dr Iain Brownlee

Iain has been teaching and carrying out research for over five years in Singapore. His initial training was in physiology, which he has applied in his research to consider how food might affect health. Alongside measurement of dietary intake, his research portfolio includes work on gut health, dietary fibre, seaweeds and whole grains, and includes on-going international collaborations in the UK and Malaysia. His previous work has resulted in the production of two international patents and over 40 peer-reviewed articles and book chapters. He was appointed as Director of Operations for Newcastle University’s Food & Human Nutrition research degree programme in 2015.

Moderator:

Gary Scattergood

Panellists:

Prof Christiani Jeyakumar Henry, Director of Clinical Nutrition, Singapore Institute for Clinical Sciences and Director, Clinical Nutrition Research Centre, Singapore

Jeya’s work is focused on translating nutrition research into real life food applications and he advises many global food companies on nutritional issues related to new product development for Asian markets. He writes for several publications in the nutrition field and is the Scientific Director of the International Life Science Institute of South East Asia. In 2010 he was awarded the Rank Prize for Nutrition and the British Nutrition Foundation Prize for his outstanding contribution to nutrition.

Erin Boyd Kappelhof, Eat Well Global

In a wide-ranging career Erin has worked with international food manufacturers, super market retailers, NGOs, communications agencies and research institutions. Today she is firmly placed at the dynamic intersection between the food industry, communications and public health; the perfect place to garner and exchange the international insights that help drive her clients’ influencer strategies. A registered dietitian and nutritionist she has masters degrees in nutrition communication and public health from Tufts University. She is an active member of the European Nutrition Leadership Platform and the American Overseas Dietetic Association, the international affiliate of the Academy of Nutrition and Dietetics.

Dr Anadi Nitithamyong, Senior Advisor, Institute of Nutrition, Mahidol University (INMU)

Anadi is Senior Advisor at INMU, Thailand where she served as the Deputy Director for Education and Special Affairs from 2008 to 2011 and Deputy Director for Policy and Planning from 2015 to 2016. Her research interest and experience involves food processing and product development for nutritional and functional purposes particularly dietary fibre related areas. Currently she is the Vice President for Academic Affairs of the Food Science and Technology Association of Thailand (FoSTAT) and a member of the Nutrition Association of Thailand (NAT). She is also a member of the Scientific Advisors of the International Life Sciences Institute (ILSI), Southeast Asia Region and is Coordinator for ILSI Thailand Country Committee. She received her PhD in Food Science from the University of Wisconsin-Madison, USA.

Dr Femke Hannes, Nutritional Science Advocacy Manager, Asia Pacific, DSM Nutritional Products

Femke holds a PhD in biomedical sciences focusing on human health. Clinical research and diagnostics have been an area of focus for her for many years. In her current role with DSM, she is responsible for communicating scientific evidence of different health benefits and building a strong network of key influencers in the scientific, medical and clinical research communities. Furthermore, through collaboration with different partners, Femke seeks to drive innovation (clinical research) within DSM nutritional products focusing on the Asia Pacific region.

11:05 Habits of a lifetime? Assessing the dietary habits of young Singaporeans

Dr Iain Brownlee, Director of Operations for Food & Human Nutrition, Newcastle University Singapore

Childhood diet can directly affect lifelong disease trajectories or, at the very least, establish poor dietary habits that will compromise our health as we age. A significant increase in non-communicable diseases – including type II diabetes – in the Asian population makes understanding and influencing the diets of children and young adults a priority. Yet measuring dietary intake is a major challenge for public health agencies, academics and the food industry and a lack of data has constrained efforts to provide constructive dietary advice. Iain’s presentation examines two recent studies among Singaporean children and young adults that estimate current dietary habits.

- Why understanding is hard - the challenges involved in assessing the dietary habits of young Asians – and how they can be overcome
- What we learned - the relationship between diet and health revealed in new research
- What we can do - opportunities for government and industry to improve the diets of young Asians

11:35 Panel discussion: Prepare for battle. Can Asia win the war on diabetes and obesity?

With a susceptibility driven by its population’s unique phenotype, the onslaught of obesity – and the metabolic diseases that arise from it – will hit Asia hard in the next decade. How prepared are we? Is industry, government or the medical profession best placed to lead the fight back? And is this a war we can win? Our panel of experts will survey the battlefield and consider whether reformulation, product development or education is the strongest weapon in our armour.
Jacques Bindels

Jacques' passion for nutrition in early life finds clear direction in his role at the Danone-Nutricia R&D hub in Singapore, where he is responsible for nutritional research collaborations region-wide, with notable projects in countries including China, Vietnam, Thailand, Singapore and Malaysia. He has worked with Nutricia in Europe and Asia since 1988 and, from 2000 to 2005, held a professorship at Wageningen University in the Netherlands, examining nutrition in growth and development. He has been involved in several significant industry innovations, including HA and pre-term formulas and solutions for babies with digestive problems, and has extensive experience with new ingredients, including DHA, ARA, structured lipids and both pre and probiotics.

14:30 Between the double burden and a pressure to perform. Challenging child and infant nutrition in Asia

Jacques Bindels, Scientific Director, Danone-Nutricia

The double burden of under and over nutrition puts up to 50% of children in several Asian countries at risk of developing serious non-communicable diseases in later life, setting up a future of ill-health and profound economic burden for societies and governments to bear. Added to that, aspirational parents who want the best for their children are putting the Asian food industry under a unique pressure to perform; to deliver products able to elevate everything from their child's health to its cognitive performance. Jacques Bindels, an expert in child nutrition of over 30 years standing, examines these pressures and asks how a responsible industry should address them.

- Complex and deadly – latest findings about the health impacts of over and under nutrition in early life
- Aspiration and honesty – why Asia’s parents are susceptible to extravagant benefit claims, and why the industry must resist the temptation to make them
- Innovation and health – from reducing pollution-derived immune illnesses to boosting cognitive competence, the industry’s search for ‘silver bullets’
- Education and collaboration – why building trust with governments, NGO’s and consumers is the pre-requisite for sustainable food businesses in Asia
15:00  Let’s get personal. Your microbiome, your blood sugar and you.

Yuval Ofek, Founder and Chairman, DayTwo

Ground breaking research by DayTwo scientists at Israel’s Weizmann Institute has proved a direct link between an individual’s microbiome and their blood sugar reactions to different foods. This may account for why some people find it harder than others to lose weight but, more importantly, could explain why people following an apparently ‘healthy’ diet still find their blood sugar levels hard to control. Based on this research DayTwo is using machine learning algorithms to predict individuals’ responses to different foods and to develop personalized diets that regulate blood sugar levels. Yuval’s presentation examines the link between the individual microbiome, obesity and metabolic disease, and the science that is unlocking personalised health solutions.

- **You say tomato, I say…** why people react differently to the same foods and why standard dietary advice may be well intentioned but wrong
- **The microbiome and health** – the impact of the microbiome on human health
- **The ultimate algorithm** – how technology can predict the diet that will allow every individual to stabilise their blood sugar
- **A consumer revolution?** How early adopters of personalised nutrition will challenge the food industry to ‘cater to the individual’

15:30  Feeding Japan. Understanding a market in transition to realise your export goals

Hisaaki Kato, CEO & President, Smooth Link

Japan is already one of the world’s largest food importers with a falling food self-sufficiency ratio exacerbated by problems with production. It’s also a society in transition. Its traditional food culture – recognised by UNESCO as an intangible cultural heritage since 2013 – is being eroded by changing lifestyles, an ageing population and concerns about food safety. Hisaaki, who spends his days advising multi-national businesses on the challenges of selling into Japan’s food marketplace, shares his insights on how Japanese appetites are changing and how international companies can satisfy them.

- **Washoku under threat** – how Japan’s food heritage is being modified by 21st century consumerism
- **Home grown for success** – how Japan’s falling food production can be revived by foreign investment
- **Food and lifestyle** – Japan’s rising demand for food convenience as family dynamics change
- **Easy, tasty, affordable and safe** – how government is using regulation to underpin food priorities
- **From food to health** – opportunities for functional foods in Japan’s health conscious communities
Nathan Preteseille

Nathan is an innovator in insect product development and has an extensive knowledge of the edible insect market both in South East Asia and the west. For the past two years he has been based in Thailand working on a number of aspects of insects as food and feed, from regulation to research and development across multiple food and drink categories in Marketing activities and new product development. He is co-ordinator and co-founder of AFFIA and has been intrinsically involved in founding and building Bugsolutely – a company producing a unique cricket pasta and other foods containing insect flours. He has a background in biochemistry and a long history in insect food production.

Nathan Preteseille, Bugsolutely and Agro-food Business Developer, AETS Consulting

Edible insects are the basis of a fast growing industry, thanks to their rich nutritional properties and environmental sustainability. Transformed into processed foods ready for the supermarket shelves – including energy bars, sauces, cookies and pasta – they are arousing interest and gaining acceptance around the globe. Nathan investigates the opportunities and constraints facing this young food segment and the changes that will shape its future development.

- From ‘fear factor’ products to mainstream daily food – the evolution of the insects as food and what it teaches us
- Consumer acceptance – the big challenge facing the industry’s development, but is it the only trigger for market evolution?
- Cricket pasta – bridging the gap between innovation, consumer acceptance and sustainability
- Building an industry – how the ASEAN Food and Feed Insect Association (AFFIA) is bringing key players together

Sophia Nadur

Sophia has more than 20 years’ global marketing and innovation experience with Coca-Cola, Mars, Unilever, and Kraft/Mondelez, where she developed and led complex marketing activities and new product development across multiple food and drink categories in Europe, China, the USA, and Latin America. She now works as a global innovator and ‘extrapreneur’, helping established companies recreate their portfolios in line with consumer demand for healthier products, and mentoring wellness-inspired entrepreneurs keen to disrupt global food and drink markets. She founded the health drinks start up, Tg Green Teas in London in 2015. Sophia has a BSc degree in physiology from McGill University, a law degree from the University of London, and an MBA from Warwick Business School.

Sophia Nadur, Founder and CEO, Tg Green Teas

People instinctively know the value of consuming plant-based food and drink; they feel it’s good for their health and for the planet, its animals, climate and the environment. In recent years, however, increased availability of highly processed products, largely marketed by Western companies, has broken the connection with indigenous plant-based diets for Asia’s millennials. At the same time, on the other side of the world the West is experiencing a fundamental consumer shift towards vegetarian, vegan and other plant-based formulations. Sophia will draw on her own experience as a wellness entrepreneur that has brought the benefits of Chinese green teas to the UK market, to show how Asian food and drink companies can rebalance their own marketplace and harness global opportunities with a ‘back to nature’ approach that addresses the wellness issues facing modern Asia and the wider world.

- The sugar addicted society – how the link between soft drinks and poor health can be broken
- Nature-derived functionality – the new sweet spot for consumers and how to reach it
- Digestive wellness – non-dairy plant milks and fermented plant-based foods
- Fighting stress and fatigue – ginseng, ashwagandha and other Asian adaptogens
- Sport beyond electrolytes – the rising appeal of green tea, protein and turmeric
- From Asia to the world – re-creating indigenous beverages for global markets
17:30 Chairman’s closing remarks

18:20 Please join us in the hotel lobby for a prompt 18:30 coach departure to the Food Vision Asia Dinner

19:30 Dinner at the peak of Mount Fabre

We will access this fabulous location via a short and fun cable car ride to the top of Faber Peak. From the lofty heights of the terrace, we will take in panoramic views of the island’s skyline, and enjoy a drink before moving to the ballroom with its magnificent harbour vistas for a delicious buffet dinner, including a vegetarian option provided by Quorn.

If you are making your own way to The Ballroom at Fabre Peak, please see page 3 for address details.
08:00 Breakfast briefing with DuPont

Hosted by Dr Markus Lehtinen, Global Health & Nutrition Science Lead, DuPont Nutrition and Health

Probiotics for a long and healthy life. Older people represent the world’s fastest growing population group and Asia is on track to have the world’s oldest population in decades to come. As we age our immune responses weaken, leaving us vulnerable to infection, autoimmune diseases and cancer. But the news isn’t all bad. We know that the microbiome has an impact on autoimmune function and that the microbiome in turn can be positively influenced by lifestyle and diet. Join DuPont for breakfast and discover new ways we can modulate the microbiome with probiotics to maintain health and improve quality of life as we age.

08:50 A crisis of faith: What a worldwide collapse in consumer trust means for your business

Iain Twine, CEO, South East Asia and Australasia, Edelman

In 2017 the world faces a crisis of trust as its citizens lose faith in key human institutions, from government to business and the media. Reputation specialist Iain Twine reveals the latest findings of the Edelman Trust Barometer, which has monitored consumer trust across 28 countries worldwide and nine in Asia Pacific since 2012. He’ll consider how all-time low levels of trust will impact the ability of businesses to trade, innovate and expand, and reveal what Asian consumers really think and feel about their food and beverage industry.

- An implosion of trust – why it’s happening now, has never happened before and what it means for your business
- For better or worse? How trust in Asia’s food industry is holding up – and why there’s no room for complacency
- Fragile and at risk – why trust is so easily broken, takes so long to repair and is both an asset and liability on your company’s balance sheet
- Trust and sustainability – how Asia’s food industry can take action to build consumer trust and protect long term business performance

Iain Twine oversees relationships with food and beverage clients across Asia Pacific, the Middle East and Africa for one of the world’s biggest public relations businesses and leads a team of over 700 reputational specialists across the region. He has been based in Asia since 2012 and previously worked as a lobbyist in Australia, Europe and the UK.
**09:20**  Spheres of influence. Reaching multi-generational Asian consumers through influencers they trust  
*Dato’ Dr Sheikh Muszaphar Shukor Al Masrie, Co-founder and Chairman, Aladdin Group*  
Meet the Asian family – and find out who they listen to when it comes to food choices and nutrition. Erin uses a representative Asian family, in which every member is drawn from a different age group and country, to show the complex network of influencers that food businesses must work with to build awareness and win approval for their products.  

- **Back to school** – how industry and educators are working together in Indonesia  
- **Beautiful story** – why beauty specialists are trusted on nutrition by Korea’s millennials  
- **Challenging tradition** – how credentialed influencers, including China’s traditional medicine specialists continue to hold sway  
- **Family and friends** – how the older generation’s dependence on family advice translates into modern day ‘peer respect’  
- **Information, opinion and misinformation** – why consumers trust everyone less and how your business can become the exception

**09:50** From outer space to the e-marketplace. Creating a universe of opportunity for creators of halal foods  
*Dato’ Dr Sheikh Muszaphar Shukor Al Masrie, Co-founder and Chairman, Aladdin Group*  
Founded in 2015 Aladdin Street has grown rapidly to become the world’s biggest halal e-marketplace. Today it’s opening up sales for a host of merchants selling premium products internationally and expects to be in 30 countries by the end of this year. With the global halal market set to reach $1.6tn by 2018, and with its growth rate dramatically outstripping that of the rest of the food market, the opportunities for producers to create innovative products and bring them to market have never been greater. Dato’ Dr Sheikh Muszaphar outlines halal’s transition from traditional niche to global mainstream and its implications for the industry.

- **Making the market** – online innovation, the growth of halal, shopping and selling on Aladdin Street  
- **Out of this world innovation** – how being the first Malaysian in space has released Dato’ Dr Sheikh Muszaphar’s entrepreneurial passion  
- **From traditional to mainstream** – why Halal is becoming a viable food preference across and beyond the Muslim community  
- **The market opportunity** – the route to halal certification and the market opportunity it opens up

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**Erin Boyd Kappelhof**  
In a wide-ranging career Erin has worked with international food manufacturers, super market retailers, NGOs, communications agencies and research institutions. Today she is firmly placed at the dynamic intersection between the food industry, communications and public health; the perfect place to garner and exchange the international insights that help drive her clients’ influencer strategies. A registered dietitian and nutritionist she has masters degrees in nutrition communication and public health from Tufts University. She is an active member of the European Nutrition Leadership Platform and the American Overseas Dietetic Association, the international affiliate of the Academy of Nutrition and Dietetics.
10:20 Refreshments

10:50 Asia at the crossroads. Will it choose a low meat future?

Dr Tim Finnigan, R&D Director, Quorn Foods, Monde Nissin

Global meat consumption is set to double between 2000 and 2050, driven in large part by a rising middle class in Asia. The region stands at a crossroads. Will it repeat the mistakes of the meat dependent affluent west or have courage to develop a sustainable diet that prioritises high protein meat alternatives? Tim considers the magnitude of this choice, its likely impact on the region’s health and GDP, and whether the food industry can take the lead in creating a better future.

- The evidence – the unsustainable impacts of high meat dependency
- The current picture – why Asia seems set on repeating the historical mistakes of advanced economies
- The potential – how mycoprotein can capture consumer appetites and positively impact on human health
- The responsibility – how the food industry can reinforce health and build sustainable businesses through meat-free innovation

11:20 China’s growing (health) food industry: How to enter the market and stay in it

Yin Dai, Associate, Food & Drug Practice, Keller and Heckman

As the world’s biggest food market, with consistent GDP growth year-on-year, China presents immense opportunities for suppliers of food ingredients and finished food products. In recent years, exciting changes in the regulation of health foods promises to make those opportunities more achievable. Nevertheless, knowing the rules of the game is critical. Yin offers a well-rounded survey of current laws and regulations governing food products, including a brief history of the development of China’s regulatory framework. She also shares several recent headlines of legal enforcement in e-commerce and reform of the management system for health food, including product registration and notification.

- Doing food business in China – what does the business and regulatory landscape look like?
- Cross-border e-commerce policies – how is the government promoting e-commerce while protecting food safety?
- A new management system for health food – what opportunities and challenges does it present for the industry?
Good nutrition is essential to human capital formation. Malnutrition in all its forms results in poor quality of life, low productivity and high healthcare costs. India is developing a robust framework to fight malnutrition and the micronutrient diseases that arise from it. A move towards the fortification of staple foods is at the heart of the programme, supported by other initiatives including dietary diversification, supplementation, infection control and sanitation. Madhavi’s presentation will describe progress to date, lessons learnt and how government and food manufacturers are working together to improve the nation’s dietary health.

- Food fortification – a culturally acceptable and affordable quick fix that suits India’s cereal-based food tradition
- A voluntary programme – the regulatory approach that underpins nationwide food fortification for rice, wheat, oil, milk and salt
- Encouraging producers – how the Food Safety Standards Authority is working with manufacturers in healthy partnership
- Looking ahead – progress to date and ambitions for the future

In Asia, there has been a sharp growth in obesity rates in the past five years according to the WHO and other sources. Despite this, the number of people who suffer from hunger has decreased and malnutrition numbers remain almost steady. The double burden of obesity and undernutrition has become an emerging threat to health and healthcare systems in the region. It requires immediate action, which needs to be driven not only by governments and regulators, but by innovations in the food industry driven by the private sector, as well as scientists and academics, operating in the region working in partnership to deliver sustainable outcomes. Is this goal realistic and attainable or is it just talk?
Mei Yi is a Medical Officer responsible for medical affairs at Imagene Labs. She is also a member of Nutritional Medicine Practitioners Malaysia, and passionate about nutrition and wellness. She has an MBBS from AIMST University, Malaysia and a certificate in aesthetic medicine from the Malaysian Society of Aesthetic Medicine. She is currently working towards a Masters in Nutritional Medicine from the Society for the Advancement of Hormones and Healthy Ageing Medicine (SAHAMM) in collaboration with the Australasian College of Medical Nutrition (ACMN).

13:00 No one-size-fits-all for wellness: How Imagene Labs is building Asia’s first personalised wellness business

Dr Tan Mei Yi, Medical Officer, Imagene Labs

In 2016 Imagene Labs became the first company in Asia to provide personalised end-to-end wellness solutions based on DNA testing. Not content with simply processing the test and providing advice, their business model also offers a range of nutritional supplements, skincare and fitness regimes, each personalised to the individual customer, based on their genetic makeup. To date, hundreds of customers across five Asian countries and even the U.S. have taken up their offer. Mei Yi’s presentation will review evidence of success in personalised nutrition and the downstream business opportunities it presents.

- Balanced nutrition and weight management – why personalised nutrition works and the scientific evidence of its benefits
- Scaling the personal – the challenge of building an international business that treats every customer as a unique individual
- Beyond the test – how Imagene Labs has created personalised wellness products to provide end-to-end solutions to customers
- The size of the prize – downstream custom food and nutrition business opportunities opened up by DNA testing

13:30 Chairman’s closing remarks

13:35 Networking lunch

14:30 Departures
Our partners

Our partners make a valuable contribution to Food Vision Asia and work collaboratively with us as joint hosts.

PLATINUM PARTNERS

A global science-based company active in health, nutrition and materials. By connecting its unique competences in Life Sciences and Materials Sciences, DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders simultaneously.

DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM’s 24,500 employees deliver annual net sales of around €10 billion. The company is listed on NYSE Euronext.

www.dsm.com

Through its Nutrition & Health business, DuPont addresses the world’s challenges in food with a wide range of sustainable, bio-based ingredients and solutions to provide safer, healthier and more nutritious food. Through close collaboration with customers, DuPont combines knowledge and experience with a passion for innovation to deliver unparalleled customer value to the marketplace.

The global network of food scientists and technologists in DuPont brings world-class expertise to soy proteins, emulsifiers, enzymes, hydrocolloids, cultures, antioxidants, antimicrobials, microbial detection and an array of health-promoting ingredients to what we call ‘the Global Collaboratory™’ — a place where solutions that make a real difference are discovered and brought to life.

www.food.dupont.com
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Beneo offers functional ingredients derived from chicory roots, beet sugar, rice and wheat. Beneo is the ideal partner to help improve a product’s nutritional and technological characteristics. Key nutritional benefits are ‘less fat’, ‘less sugar’, ‘less calories’, ‘added fibre’, ‘gluten-free’ and dairy alternatives, as well as energy management, digestive, bone and dental health. Key technological benefits focus on taste and texture improvements. Through a unique chain of expertise, including the Beneo-Institute that provides decisive insights into nutrition science and legislation, and the Beneo-Technology Centre that consults in application technology, Beneo actively supports customers in the development of more balanced and healthy food products. Beneo is a division of the Südzucker Group, employs almost 900 people and has production units in Belgium, Chile, Germany and Italy.

www.beneo.com

A pioneer in high added value nutritional ingredients from chicory and peas, Cosucra has been active in the research and development of natural food ingredients for 20 years. Our products are used by over 400 manufacturers and included in over 1,500 food products worldwide. We are more than a supplier. We partner with our customers, providing market expertise, extensive clinical research, and experience in regulatory affairs to help them improve existing products and develop new ones.

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www.cosucra.com

A leading company specialising in the production of rare functional monosaccharides and oligosaccharides for nutritional, pharmaceutical, cosmetic and medical applications. We produce rare monosaccharides such as L-Fucose and Sialic Acid.

We also manufacture an extensive portfolio of HMO’s, such as 2′-Fucosyllactose, 3′-Fucosyllactose, Lacto-N-tetraose, Lacto-N-neotetraose and acidic HMOs like 3′-Sialyllactose and 6′-Sialyllactose. Jennewein’s human Milk oligosaccharides are produced using the latest fermentation technology. The manufacturing process is based on detailed extensive research, and the product is marketed under the brand-name Mum’s Sweet Secret.

www.jennewein-biotech.de/en

The world leader in biological solutions. Together with customers, partners and the global community, we improve industrial performance while preserving the planet’s resources and helping build better lives.

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With more than 273,000 independently audited unique visitors every month, NutraIngredients is the indispensable as-it-happens news source for the functional foods and supplements industries. Using dynamic audio, visual and text formats, NutraIngredients journalists offer the expertise required to unlock, process and effectively communicate the scientific, regulatory and industry issues that matter to your organisation. Whether it is a despatch from the frontier of probiotic science, the latest health claim developments or in-depth new ingredients appraisals, NutraIngredients brings you the news first.

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