

Innovative Dairy Products and Beyond

Achieve Higher Revenues and Market Growth through Innovative Ingredients and Technologies

Budapest, Hungary

29th & 30th September 2008

Attend This Conference to:

- **Explore** current consumer influences
- **Learn** about new processes and technologies
- **Work** with ground-breaking ingredients to develop competitive dairy and dairy related products
- **Focus** on health and wellness mega trend
- **Measure** and understand the demand for functional dairy products
- **Effectively** market innovative products
- **Understand** health claims regulation and specific consequences for the dairy industry

Hear Practical Case Studies about:

- The latest European dairy industry trends from **Canadean**
- Improving immune system through functional dairy from **Yakult**
- Market demand for organic dairy from **Rachel's Organic Dairy**
- Polar lipids in milk from **Lund University**
- Consumer needs, influences and drivers from **HealthFocus Europe**
- Dairy industry perspective from Western and Eastern markets from **Euromonitor International**
- The EU nutrition and health claims regulation – A user's guide from **Steptoe & Johnson LLP**
- Health claims regulation – Specific consequences for the dairy industry from **Meyer-Meisterernst**

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"Create Dairy Cash Cows"



Dairy and dairy related products play a major role in diets of European consumers. Manufacturers who are looking to maintain a competitive edge have to remain innovative and closely work with consumer insights.

In the Chair:

Neal Cavalier-Smith
Managing Director of Healthy Marketing
Team
HealthFocus Europe

Your Expert Speaker Panel:

Dr. Jia Zhao, PhD
Science Manager
Yakult

Neil Burchell
Managing Director
Rachel's Organic Dairy

Craig Simpson
Associate
Steptoe & Johnson LLP

Andreas Meisterernst
Senior Partner
Meyer-Meisterernst

Neal Cavalier-Smith
Managing Director of Healthy Marketing
Team
HealthFocus Europe

Ewa Hudson
Health and Wellness Food and Drink
Research Manager
Euromonitor International

Lena Ohlsson, PhD
Laboratory Scientist
Lund University

Andrew Dixon
Sales and Marketing Director
Canadean

Dr. John O'Connell
Research and Development Manager,
Dairy Proteins Specialist
Kerry Dairy Ingredients

Vivian Tysse
International Sales Manager
Denomega Nutritional Oils

Leif Riege
Chief Technology Officer
Denomega Nutritional Oils

Dr. Arne Ptock
Global Product Line Manager, Tonalin
Cognis

Dr. Javier Morán
Socio-Director
Food Consulting & Associates

Day 1

29th September 2008

Booking Line

John Hausman

JohnHs@marcusevansse.com

Tel: +46 (0) 8 678 6040

08.30 Registration and Morning Coffee

09.00 Chair's Opening Address

Neal Cavalier-Smith

Managing Director of Healthy Marketing Team

[HealthFocus Europe](#)

EUROPEAN DAIRY INDUSTRY TRENDS

09.15 **Keynote Presentation**

Dairy Industry Perspective from Western and Eastern Markets

- Differences and similarities
- Consumption trends and consumer behaviour
- Examining the most growing segments within the European dairy industry
- Future perspective and areas of investment

Ewa Hudson

Health and Wellness Food and Drink Research Manager

[Euromonitor International](#)

10.00 **Driving the Company Growth through Value Added Dairy**

- Adding value to existing dairy products
- Investing in innovation
- Keeping up with your competition
- Capitalising from your innovative products

Dr. Arne Ptock

Global Product Line Manager, Tonalin

[Cognis](#)

10.45 Morning Coffee and Networking

CONSUMER INFLUENCES AND BENEFITS

11.15 **Consumer Needs, Influences and Drivers**

- Current consumer trends and buying behaviour
- Dairy industry – Driving the healthy development of European consumers
- Foreseeing consumer needs 3 to 5 years from now

Neal Cavalier-Smith

Managing Director of Healthy Marketing Team

[HealthFocus Europe](#)

12.00 **Panel Discussion**

The Importance of Branding and Co-branding in the Dairy Industry

Moderator:

Neal Cavalier-Smith

Managing Director of Healthy Marketing Team

[HealthFocus Europe](#)

Panellists:

Dr. Arne Ptock

Global Product Line Manager, Tonalin

[Cognis](#)

Ewa Hudson

Health and Wellness Food and Drink Research Manager

[Euromonitor International](#)

Dr. Javier Morán

Socio-Director

[Food Consulting & Associates](#)

13.00 Lunch

REGULATIONS

14.15 **The EU Nutrition and Health Claims Regulation – A User's Guide**

- Scope and purpose of the regulation
- Classification of health claims and forbidden claims
- Application procedures for authorisation of nutrition and health claims
- Transitional periods and data protection
- Borderline claims and interpretation issues

Craig Simpson

Associate

[Step toe & Johnson LLP](#)

15.00 **Health Claims Regulation – Specific Consequences for the Dairy Industry**

- Probiotic and prebiotic claims
- Borderline claims and interpretation issues
- Authorised claims and specific conditions
- Nutrient profiles

Andreas Meisterernst

Senior Partner

[Meyer-Meisterernst](#)

15.45 Closing Remarks from the Chair

15.55 Afternoon Tea and Networking

16.25 End of Day 1

Silver Plus Sponsor:



The Cognis Group, headquartered in Monheim, ranks among the world leaders in specialty chemicals. Cognis is renowned for its top quality environmentally friendly products manufactured from natural raw materials. The strategic business unit nutrition and health is a global specialist and innovator for science-based solutions in food ingredients, functional food, dietary supplements and pharma. We meet consumer demands with natural source products, strong ingredient brands and holistic product concepts backed up by formulation know-how plus marketing and regulatory support.
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Tetra Pak began in the early 1950s as one of the first packaging companies for liquid milk. Since then, it has become one of the world's largest suppliers of packaging systems for milk, fruit juices and drinks, and many other products. In 1991, Tetra Pak expanded into liquid food processing equipment, plant engineering, and cheese manufacturing equipment. Today, it is the only international company in the world able to provide integrated processing, packaging, and distribution line and plant solutions for food manufacturing. This means that Tetra Pak's customers enjoy the advantage of being able to get multi-product solutions from a single source, with matching equipment at every stage.

Day 2

30th September 2008

Booking Line

John Hausman

JohnHs@marcusevansse.com

Tel: +46 (0) 8 678 6040

08.30 Registration and Morning Coffee

09.00 Chair's Opening Address

Neal Cavalier-Smith

Managing Director of Healthy Marketing Team

HealthFocus Europe

EUROPEAN DAIRY INDUSTRY TRENDS

09.15 **Keynote Presentation**

The Latest European Dairy Industry Trends

- Global dairy drinks context
- Key European trends by value and volume
- Functional impact
- Packaging insight
- What's new in dairy drinks

Andrew Dixon

Sales and Marketing Director

Canadean

FUNCTIONAL DAIRY

10.00 **Case Study**

Natural Defences, Immune Modulation and Health Maintenance with Functional Dairy

- The concept of the health maintenance – What is the basis of our body's natural defence?
- The perception and expectation for functional dairy
- New trends in science and technology for health maintenance (digestive health, cardiovascular disease, metabolic disease)
- New challenges for functional dairy – How far can we reach with food?

Dr. Jia Zhao, PhD

Science Manager

Yakult

10.45 Morning Coffee and Networking

HEALTH, WELLNESS AND NUTRITIONAL VALUE IN DAIRY

11.15 **Sphingolipids in Milk**

- Milk – Source of animal polar lipids
- Structure, origin and occurrence of polar lipids in dairy products
- Sphingolipids in membrane
- Biochemical and nutritional relevance

Lena Ohlsson, PhD

Laboratory Scientist

Lund University

12.00 **Case Study**

Innovative Nutritional Dairy Ingredients – Global Trends in the Application of Dairy Proteins and Future Developments

- Techno-functional versus physio-functional properties
- New innovations in dairy ingredients
- New technologies driving added-value dairy
- Novel application of existing dairy ingredients

Dr. John O'Connell

Research and Development Manager, Dairy Proteins Specialist

Kerry Dairy Ingredients

12.45 Lunch

Business Development Opportunities:

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

James Driscoll, Sponsorship Director, **marcus evans** Stockholm

Tel: +46 8 407 2968, Fax: +46 8 678 3934

E-mail: JamesD@marcusevansse.com

14.00 **Panel Discussion**

Challenges and Opportunities through Functional Food for the Dairy Industry

- Identifying future growth areas
- Challenges for dairy innovation through functional food
- Overcoming the challenges

Panel Moderator:

Leif Riege

Chief Technology Officer

Denomega Nutritional Oils

Panellists:

Vivian Tysse

International Sales Manager

Denomega Nutritional Oils

Dr. John O'Connell

Research and Development Manager, Dairy Proteins Specialist

Kerry Dairy Ingredients

Neil Burchell

Managing Director

Rachel's Organic Dairy

Dr. Jia Zhao, PhD

Science Manager

Yakult

15.00 **Case Study**

Obesity and Population Shift

- What the food industry should be doing to reduce the level of obesity – causes / consequences / solutions
- Weight management issues – what works and what doesn't
- Fighting Obesity - Improving your products through self-regulation
- Dealing with claims targeted at children

Dr. Javier Morán

Socio-Director

Food Consulting & Associates

15.45 Afternoon Tea and Networking

INNOVATIONS AND AREAS OF DEVELOPMENT

16.15 **Case Study**

Market Demand for Organic Dairy

- Consumer perspective of organic dairy
- Developing innovative organic dairy products based on consumer insights
- Growing market share
- Capitalising on this trend
- Evaluating the success of newly introduced organic dairy products

Neil Burchell

Managing Director

Rachel's Organic Dairy

17.00 Closing Remarks from the Chair

17.10 End of Conference

Documentation Partner:

Denomega

Nutritional Oils

Denomega Nutritional Oils, part of Borregaard Food Ingredients, is a leading supplier of taste and odour free Omega-3 ingredients for use in Functional Foods and Dietary Supplements. Our range includes Omega-3 fish products that are excellent for clinical nutrition and pet food.

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JohnHs@marcusevansse.com
Tel: +46 (0) 8 678 6040
Fax: +46 (0) 8 407 2962

Fees

- 2 DAY CONFERENCE + ON-LINE DOCUMENTATION** © EUR 2895 (SEK 26650) + VAT
 ON-LINE DOCUMENTATION © EUR 795 (SEK 7486)

Payment is required within 5 working days.

The credit card payment amount will be deducted in SEK. A 24% service charge has been added to all conference fees prior to the event and is inclusive of programme materials, luncheon and refreshments. VAT will be charged at the country rate where the conference will be held.

Premier Plus Package

Applies to full conference:

- 3 - 4 ATTENDEES** © EUR 2460 + VAT PER DELEGATE (15% DISCOUNT)
 5+ ATTENDEES © EUR 2316 + VAT PER DELEGATE (20% DISCOUNT)

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Registration Details

CONFERENCE: INNOVATIVE DAIRY PRODUCTS AND BEYOND
DATES: 29TH & 30TH SEPTEMBER 2008
VENUE: BUDAPEST, HUNGARY

COMPLIMENTARY ACCOMMODATION BOOKING SERVICE

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Terms and Conditions:

1. Fees are inclusive of programme materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in pounds sterling.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above) Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
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7. Governing law: This Agreement shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.