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Singapore to host Vitafoods Asia on Sept 5-6

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Vitafoods Asia, the event dedicated to the nutraceutical, functional food and beverages, and dietary supplement industries in Asia, announced the agenda for its 2017 Conference Programme. Now into its seventh edition, the highly-anticipated industry event will take place in Singapore for the first time from 5 – 6 September, in the Sands Expo and Convention Centre at Marina Bay Sands.



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This year, the conference programme differs from its usual format, as it will instead be divided into two segments: high-level Masterclasses and a Digestive Health & Microbiome Summit. This new approach was specifically developed to more accurately meet and exceed the unique needs and business objectives of industry visitors.

Four Masterclasses, One Summit

The Vitafoods Asia Conference 2017 will present a panel of global industry experts from countries such as Australia, Germany, Sweden, Thailand, The Netherlands, and USA, across various segments and job functions. The power-packed conference agenda will feature four masterclasses held across the two-day event, and a full-day Digestive Health &

Microbiome Summit.

Speakers confirmed to date comprise senior industry figures, leading academics of renowned institutes, and representatives from distinguished companies and industry associations. Organisations presenting at the event include Euromonitor, Japanese Society of Anti-Ageing Nutrition, Lifesciences Asia Pacific Network (LAN), National University of Singapore, National Yang-Ming University, Newcastle University International Singapore, Singapore Institute for Clinical Sciences and Clinical Nutrition Research Centre at A*STAR, and the U.S. Food and Drug Administration.

Marketers looking to gain a cohesive understanding of how to optimize a successful path to market success, develop a campaign for every budget, and translate science into end-user benefits should attend the Marketing Strategies Masterclass. Those looking to uncover the potential of the China nutraceutical market through understanding the regulatory framework, restrictions, and how to achieve successful business growth can look forward to the Focus on China: Market Access Masterclass.

Separately, the Market Trends & Consumer Insights Masterclass will cover in detail topics such as global nutraceutical trends driving sales in the Asia Pacific region, growth prospects across developed and emerging markets, and comparative consumer analysis on future pockets for growth within the region. Finally, through the Regulation & Ingredient Registration Masterclass, delegates can gain insights into the different nutritional requirements and market entry procedures in Southeast Asia, as well as the roadmap for bringing new food ingredients on the EU market. Attendees will also hear from leading industry lawyers on topical regulatory and legal updates.

Affecting the overall health of consumers of all age groups, digestive health is considered one of the fastest-growing sectors within the global nutraceutical industry. Vitafoods Asia's Digestive Health & Microbiome Summit, produced with the support of the International Probiotics Association, will shed light on the potential of this burgeoning market. Topics covered include the latest R&D and innovation within Asia's digestive health market, new product development, gut microbiota, probiotics and prebiotics, and GI health. Participants will also get the opportunity to find out more about the Asian Microbiome Project, and learn to optimise their product development strategies with results from the project. In addition to the speakers' presentations, the Summit will also include three engaging panel discussions featuring selected experts, as they explore various digestive health-related topics.

Brand-New Presentation Theatres

Within the Vitafoods Asia expo, visitors will be able to embark on their learning journey with the addition of two brand-new presentation theatres this year. The Vitafoods Asia Innovation Theatre is a two-day content programme that is fully dedicated to looking ahead within the Asian nutraceutical and functional nutrition industry. It aims to provide an exploration of how the industry will develop in the coming years, while identifying core areas of growth and outlining the path to success. Presentations are grouped into core categories, including *Open Innovation*,*Personalised Nutrition*, and *New Technology.* Visitors seeking specific products and services can look forward to presentations by industry experts and new exhibitors, including a New Exhibitor Hour segment.

Separately, the Vitafoods Asia Life Stages Theatre is specially designed to focus on the specific nutrition requirements needed throughout the stages of a person's life. It will also include sessions focusing on regulatory guidance and marketing strategies that are of relevance to the various life stages. The Life Stages Theatre will feature 3 core themes –*Infant & Maternal Health, Adult Health, and Healthy Ageing*.

Chris Lee, Managing Director, Global Health & Nutrition Network, said, “The motivation behind tailoring the conference programme is to allow for focused education, effective networking, and added flexibility. Under the new format, each platform will have a clear objective, while addressing key challenges within Asia’s nutraceutical, supplement, and functional food industry. This way, we hope to offer conference attendees a better experience with content that is more streamlined, while allowing them sufficient time to attend the main exhibition.”