

Smart Conferences presents

Personalised Nutrition

Analysis, Opportunities and Challenges



Crowne Plaza Le Palace Hotel

Brussels, Belgium - Tuesday, October 27, 2015

Smart Conferences developed the new International Workshop Personalised Nutrition - Analysis, Opportunities and Challenges for the food industry, dietary supplement and retail market. Key researchers will present their insights and research findings; industry representatives will look at how to apply this in future business development. This programme has been developed in collaboration with Dr Jo Goossens of shiftN, as follow-up of the European Food4Me and QualiFY projects.

Presentations will cover business model concepts, consumer attitudes, cutting-edge technologies, application directed models, and ethical and legal issues of personalised nutrition.

The objective of this workshop is to bring together people involved with the developing market of Personalised Foods and Nutrition: Science and R&D, marketing, new business development from the food, food ingredient, dietary supplements industry, legal departments, management, as well as software Developers and Experts dealing with personalized nutrition analysis and its legal and ethical aspects.

Speakers:

- **Dr. André Boorsma**, Scientist Life Sciences, TNO, the Netherlands
- **Dr. Lorraine Brennan**, Senior Lecturer, School of Agriculture & Food Science, University College Dublin, Ireland
- **Dr. Manfred Eggersdorfer**, Senior Vice President Nutrition Science, DSM Nutritional Products, Switzerland
- **Dr. Arnout Fischer**, Associate Professor, Wageningen UR, the Netherlands
- **Ms. Colleen Fogarty Draper**, Nutritional Genomics Senior Specialist, Nestle Institute of Health Sciences, Switzerland
- **Dr. Jo Goossens**, Senior Partner, shiftN, Belgium
- **Mr Otto Knes**, Managing Director, Swiss Analysis, Switzerland
- **Mr. Cronan McNamara**, Founder & CEO, Creme Global, Ireland
- **Mrs. Maud Perrudin**, Legal Consultant, Keller & Heckman, Belgium
- **Dr. René Roth-Ehrang**, Director European Technical Services, Amway, Germany
- **Dr. Ben van Ommen**, Principal Scientist and Director Systems Biology, TNO, the Netherlands
- **Mr. Rick Weiss**, President, Founder & Chief Wellness Engineer, Viocare, U.S.A.

www.personalisednutrition.eu
info@personalisednutrition.eu

Supporting Organization

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shift^N

clarity in complexity



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PROGRAM

8:55 Welcome, Dr. Ignace Debruyne, Smart Conferences, Belgium

9:00 Introducing Personalised Nutrition, Dr. Ben van Ommen, Principal Scientist and Director Systems Biology, TNO, the Netherlands

REVIEW PRESENTATIONS

9:35 Scientific evidence and background - nutrigenomics, biomarkers, metabolic groups, Dr. Lorraine Brennan, Senior Lecturer, School of Agriculture & Food Science, University College Dublin, Ireland

10:10 Consumer perceptions, motivations and expectations, Dr. Arnout Fischer, Associate Professor, Wageningen UR, the Netherlands

10:45 Coffee Break & Networking

11:15 Technological developments making personalised nutrition possible, Dr. André Boorsma, Scientist Life Sciences, TNO, the Netherlands

11:50 Legal and ethical aspects, Mrs. Maud Perrudin, Legal Consultant, Keller & Heckman, Belgium

12:25 Lunch and networking

13:30 Personalised nutrition as a value creation system and the future of personalised nutrition business model concepts, Dr. Jo Goossens, Senior Partner, shiftN, Belgium

PRACTICAL APPLICATION CASE STUDIES

14:10 Nutrition systems and health, tools for designing personalized solutions, Mrs. Colleen Fogarty Draper, Nutritional Genomics Senior Specialist, Nestle Institute of Health Sciences, Switzerland

14:35 Improving nutrient assessment in individuals and populations, Dr. Manfred Eggersdorfer, Senior Vice President Nutrition Science, DSM Nutritional Products, Switzerland

15:00 Coffee Break & Networking

15:30 Advisory services combined with products in the area of nutrition and health solutions, Dr. René Roth-Ehrang, Director European Technical Services, Amway, Germany

15:55 Biomarkers, diagnostics and personalised lifestyle support for optimal performance, Mr. Otto Knes, Managing Director, Swiss Analysis, Switzerland

16:20 Full personalised nutrition for everybody - Services and technologies for healthier living, Mr. Rick Weiss, President, Founder & Chief Wellness Engineer, Viocare, U.S.A.

16:55 Software and data for food intake measurement and advice, Mr. Cronan McNamara, Founder & CEO, Creme Global, Ireland

17:20 Round-table discussion with all speakers

17:30 Wrap-up and closure

The **Personalised Nutrition workshop** is designed as a *Discussion Platform for key leaders and policy developers*, targeted at

- Key Food & Drinks Industry and Consumer associations
- Leading food, food supplement and pharmaceutical companies
- Service companies: Health app and software developers, CROs, claim and legislative support companies
- European Commission: DG Health & Food Science, and DG Research & Innovation
- Government, Health Services, and Regulators
- Key Health and Medical Associations



Crowne Plaza Le Palace Hotel

Hotel Le Plaza is a splendid setting for weekends and pleasant breaks, but also for conferences and incentives. The airport is at only half an hour and also the Gare du Nord (link to the airport) and the Gare du Midi (Thalys and Eurostar) are easily accessible. The Grand Place, the Théâtre de la Monnaie and the best shopping areas are only at a stone's throw.

Hotel Le Plaza has a car park under 24 hour surveillance. Simply leave your keys with our valets and your car will be parked in all security. On request, limousine service is available to or from the Brussels Midi station and Brussels International Airport.

Crowne Plaza Le Palace Hotel (on Place Rogier)

Ginestestraat 3 Rue Gineste

B-1210 Brussels, Belgium

Tel: +32 2 203 6200 Fax +32 2 203 5555

E-mail: info@cpbxl.be



Smart Conferences

Smart Conferences / Health Claims Europe VVZRL is the organizer of International Workshops such as **Nutrition & Health Claims Europe, Supplement Claims Europe, Pro- and Prebiotics Summit, Gut Health Summit, Omega-3 Summit and Sustainable Foods workshops.**

Mail: info@personalisednutrition.eu

Web: www.personalisednutrition.eu

Hotels

Brussels has many hotels. Most downtown hotels are walking distance or just a short metro trip away from Crowne Plaza Le Palace Brussels

Koen Descheemaeker PhD

Tel +32 57 46 64 46

Fax +32 57 46 95 25

Mobile +32 495 23 81 76

Ignace Debruyne PhD

Tel +32 51 31 12 74

Fax +32 51 31 56 75

Mobile +32 476 46 07 98

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(*) 100 EUR off when using a reduction code (**) VAT: Non-Belgian registrations are exempt from VAT except if registered at private title. 21% VAT has to be charged for private registrations and for all registrations of participants affiliated to Belgium-registered companies or institutions. 21% VAT will be charged for registrations made on behalf of EU companies or institutions not mentioning the VAT registration number. (***) Cancellations have to be sent by fax or e-mail to the organizers; please ask for confirmation. <ul style="list-style-type: none"> - Cancellations received up till 30 days before the event, will be refunded at full price minus bank costs and extra 50 EUR handling cost - Cancellations up till two weeks before the event, will be refunded at full cost minus bank costs and extra 100 EUR handling cost - No refund is possible later than two weeks before the event - Registrations are always fully transferable by sending a fax or e-mail indicating the name change 		
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