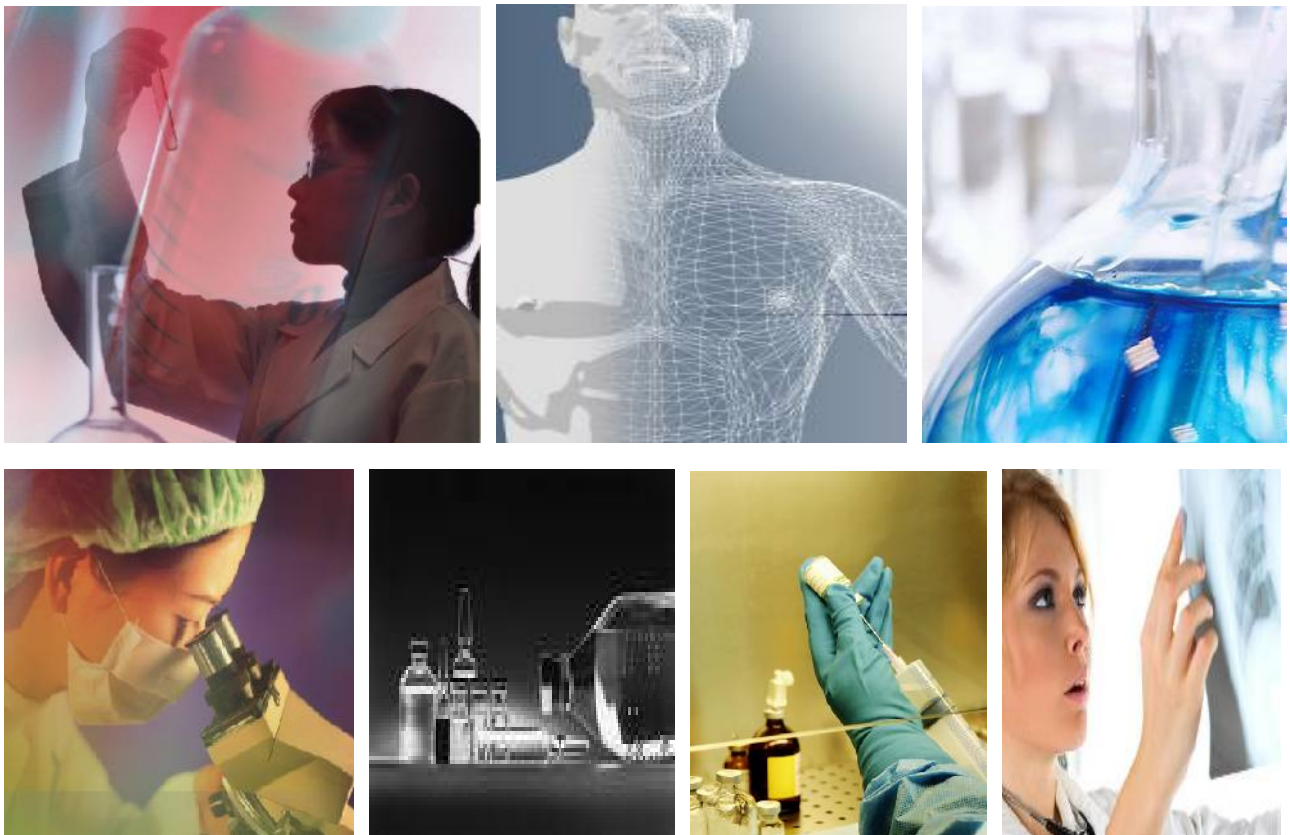


# Asia Food Technology, Innovation And Safety Forum 2009

20 - 21 July 2009 | Biopolis, SINGAPORE |

HELD IN CONJUNCTION WITH WORLD NUTRITION, HEALTH & DISEASE CONFERENCE 2009

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# Leverage On Asia Food Technology, Innovation & Safety Forum 2009 To Tap On Asia's Growing Food Markets



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The purpose of the Asia Food Technology, Innovation & Safety Forum is to bring together the people from all over the world to discuss trends in food R&D, manufacturing and marketing. With the trend of rapid globalization and population growth in Asia, the demand for food has increased tremendously.

The rapid increase in demand for food has also brought challenges for current and potential industry players. For one, current advancements in technology has opened up new opportunities in the areas of product development, packaging and services delivery. For the other, greater regulations, environmental and economic challenges that stakeholders will have to grapple with.

**Asia Food Technology, Innovation & Safety Forum is an ideal knowledge and marketing platform that enable you to:-**

- **Hear** from more than 40 top practitioners across Asia Pacific on the latest development trends & prospects of the food industry
- **Gain 1<sup>st</sup> hand** information from top leaders on the future strategies of food industry in Asia Pacific
- **Learn** about the latest food technology & Innovation Of New Product development
- **Find out** more effective technology solutions to enhance better operations in the food industry
- **Keep Abreast** on the ongoing changes in the food industry
- **Benchmark** with the best minds in the food industry as they bring the latest information to your immediate business concern

## Who Should Attend?

### Industries

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>•Food manufacturers</li><li>•Food Materials</li><li>•Food Research &amp; Development Institutes</li><li>•Food Retailers</li><li>•Food Packaging Companies</li></ul> | <ul style="list-style-type: none"><li>•Food Logistics Companies</li><li>•Food Technology Companies</li><li>•Food Distributors</li><li>•Governments / Regulators</li><li>•Attestation &amp; Verification Companies</li></ul> |
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### Job Titles Of Potential Speakers & Participants:-

- Regulators
- Ministries
- Scientists / Laboratory Researchers
- CEOs, Senior Vice Presidents, Vice Presidents, CTOs, COOs
- Directors , General Managers & Heads Of
  - Research & Developments,
  - Nutritionists,
  - New Product Development,
  - Regulatory Affairs,
  - Sales & Marketing,
  - Technology, Innovation,
  - Business Development,
  - Strategic Planning,
  - Quality Assurance,
  - Supply Chain & Logistics

**Day One Conference : 20 July 2009, Monday**

AM 8.00	Registration & Morning Coffee / Tea
9.00	Chairman Welcoming Address (Simultaneous Broadcast With World Nutrition, Health & Disease Conference)
9.05	<p>Keynote Address :</p> <p>Analyzing The Global Food Crisis: Effects Of Financial Meltdown And Recent Food Scare On Food Manufacture industry, What Are The Implications For Asia and Local Players And what They Can Do About It?</p>
9.30  	<p>Regional Panel Discussions:</p> <p><b>Food Safety and Defense In Asia : -</b></p> <ul style="list-style-type: none"> <li>i) Emerging Regulations And Trends</li> </ul> <p><b>Mr George Fuller, Executive Director,</b> <b>ASIAN FOOD INFORMATION CENTRE, ASIA</b></p> <ul style="list-style-type: none"> <li>ii) Food Traceability For Asian Markets</li> <li>- What Needs To Be Done And Implications For Consumers And The Food Manufacturers</li> </ul>
10.25	Coffee Break & Speed Networking
10.45  	<p>Private-Public Partnership In Global Food Safety Systems To Ensure Safer Food Supply</p> <p><b>Dr James S. How, Asia Regional Director - Corporate Food Safety &amp; Regulatory Affairs</b> <b>CARGILL INC</b></p>
<p><b><i>Understanding Trends, Finding Solutions And Employing Innovations</i></b></p>	
11.20  	<p>Impact Of The Economic Crisis On The Food &amp; Beverage Ingredient Market- Trends &amp; Outlook</p> <p><b>Ms Krithika Tyagarajan, Research Director, Chemical, Materials &amp; Food, Asia Pacific</b> <b>FROST &amp; SULLIVAN</b></p>
11.55  	<p>Moving Ahead With Delivering A More Innovative Way In Despite Of The Financial Credit Crisis &amp; Food Prices Increase- How to Overcome The Fear Factor Of Losing Consumers' Loyalty</p> <p><b>Mr Derek Chan, Sensory &amp; Consumer Insights Manager</b> <b>SYMRISE ASIA PTE LTD</b></p>
PM 12.30	<p>Luncheon &amp; Networking</p> <div style="text-align: center; border: 1px solid black; border-radius: 50%; width: fit-content; margin: 0 auto; padding: 5px;"> <p><b>Speed Networking!!!</b></p> </div>

2.00	<b>Financial Management For The Food Manufacturing Business In The Face of Economic Slowdown</b> – Dealing With Food Price Volatility, Financing Issues and Profitability
2.35 	<b>How To Utilise New Media Marketing For Your Food Business</b>  <b>Mr Amit Kumar, CEO</b> <b>AXON CONSULTING PTE LTD, SINGAPORE</b>
<b><i>Food Control Systems, Quality Standards &amp; Consumer Perspectives</i></b>	
3.10  	<b>R&amp;D Revolution And Lab Discoveries: Applications To Food Production, Quality Assurance And Ethical Considerations</b>  <b>Mr Gary Dykes, Director, Food Safety &amp; Quality</b> <b>FOOD SCIENCE AUSTRALIA (A Joint Venture Of CSIRO and The Victorian Government)</b>  <b>Mr Richard Harrison, Asia Pacific Marketing Manager</b> <b>APPLIED BIOSYSTEM</b>
3.40	<b>Establishing Quality, Safety Control &amp; Meeting International Standards- Challenges From An Asian Food Processor</b>
4.15	<b>Afternoon Refreshments</b>
4.30 	<b>Meeting Quality Standards &amp; Local Needs- Food Retailers And Consumers Perspectives</b>  <b>Mr Alberto Tureikis, Packaging Material Supply Chain Director</b> <b>TETRA PAK PTE LTD, SINGAPORE</b>
<b><i>Latest Techniques In Food Packaging &amp; Preservation</i></b>	
5.00	<b>Exploring The Latest Freezing Technology</b>  <b>Mr Norio Owada, President</b> <b>ABI CO, JAPAN</b>
5.30 	<b>Advances In Food Packaging</b>  <b>Mr Edmund Lee, Production Manager</b> <b>NESTLE R&amp;D CENTRE, SINGAPORE</b>
6.00	<b>Chairman's Closing Remarks For Day One Conference</b>
6.10 – 8.00	<b>Networking Cocktail And Business Matching Session</b>




**Day Two Conference : 21 July 2009, Tuesday**

AM 8.00	Registration & Coffee / Tea
9.00	Chairman's Opening Remarks
9.00	<p><b>Food Manufacturing In Asia – What Is Lacking And What Can We Do To Improve?</b></p> <ul style="list-style-type: none"> <li>- Ideas From Leading Manufacturers</li> <li>- Management Excellence</li> <li>- Production Excellence</li> <li>- People Excellence</li> </ul>
9.50	<p><b>Corporate Social Responsibility In The Food Industry- It Is More Than You Think</b></p> <ul style="list-style-type: none"> <li>- The Changing Consumer Landscape</li> <li>- Why CSR?</li> <li>- How To Utilise CSR To Increase Efficiency And Profits</li> </ul>
10.20	<p><b>Case Study:</b> <b>Food Crisis In The Last Decade: Lessons Learnt</b></p>
11.00	Refreshment Break
<b>Functional Food &amp; Ingredients</b>	
11.20	<p><b>The Role Of Food Technology In Development Functional Food</b></p>  <p><b>Professor Jeya Henry, Professor Of Human Nutrition</b> <b>OXFORD BROOKES UNIVERSITY &amp; DIRECTOR OF FUNCTIONAL FOOD CENTRE, UK</b></p>
12.00	<p><b>Case Study:</b> <b>Adapting &amp; Responding To New Developments In Functional And Nutritional Food To Tailor Suit Asian's Taste Buds</b></p>  <p><b>Ms Chris Goh , Technical Sales Manager</b> <b>DENOMEGA NUTRITIONAL OILS, SINGAPORE</b></p>
12.30	<p><b>Luncheon &amp; Networking</b></p> <div style="text-align: center; border: 1px solid black; border-radius: 50%; width: fit-content; margin: 0 auto; padding: 5px;"> <p><b>Speed Networking !!!!</b></p> </div>

## ***The Nutritional Food Market***

<b>2.30</b>	<b>Current Advances &amp; Developments In Nutritional Food</b> <ul style="list-style-type: none"><li>• How Large Is This Market</li><li>• Latest Trends</li><li>• Food For Brain, Bone, Skin And Muscle Development</li></ul>
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<b>3.15</b>	<b>Developing Foods in Prospective - High Fibre and Low Fat</b> <p>Many foodstuffs that we normally consume today are excessively rich in meat protein, fat, cholesterols, salt, and sugar, but insufficient dietary fibres. As consequences, metabolic diseases have been increasing in recent years, especially diabetes. Developing foods with high fibre content and low fat, salt and sugar is the common goal of many food companies. This presentation will cover the utilization of both soluble and insoluble fibres to partly replace fat and protein in many types of foods.</p>  <p><b>Mr Albert Chan, Chairman</b> <b>HK FOOD SCIENCE &amp; TECHNOLOGY ASSOCIATIONS</b></p>
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<b>3.45</b>	<b>Refreshment Coffee/ Tea Break</b>
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## ***Food Logistics***

<b>4.15</b>	<b>Cold – Chain Management Logistics Solutions</b> <p><b>Mr Peter Low, Director</b> <b>SENSITECH ASIA</b></p>
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<b>4.45</b>	<b>How To Ensure Greater Efficiency When Working With 3PLs ( Third Party Logistics)</b>
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<b>5.15</b>	<b>Concluding Panel Discussion:</b> <p><b>Is The Current Food Crisis Forcing More Consumers To Be “extreme” Consumers?</b></p> <ul style="list-style-type: none"><li>-What Constitute Extreme Demand?</li><li>-Is This A Growing Trend?</li><li>-What Does Consumers Want?</li><li>-What Can We Do To Meet This Demand?</li></ul>
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<b>6.00</b>	<b>End of Day Two Conference - Chairman's Closing Speech – See You Again In 2010</b>
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## **THE PINNACLE GROUP INTERNATIONAL – Connecting People & Businesses**

We are a global player dedicated to innovation in the way knowledge and businesses are created. Our passion lies in connecting people, businesses and economies with a long term view of creating change in societies.



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