

Asian Regulatory Briefing

May/June 2011

EAS WORKSHOP

09 June 2011
Brussels, Belgium

Only 3 places left

An EAS workshop on surviving claims

Dealing with the present and planning for the future

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EAS interactive workshop

Rise of health logos in Asia

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Health logos are gaining ground in Asia. With the region's growth came the problem of obesity, as urbanisation cut rates of physical activity and lifestyle changes resulted in altered balance of calorie consumption.

As a result, significant numbers in Asian countries are now considered morbidly obese, and governments are starting to take notice.

Singapore, Thailand and Malaysia, for example, have set up programmes to counter obesity as a priority for 2011, and Indonesia announced in the recent World Health Assembly that it would hold a multi-stakeholder meeting to discuss non-communicable diseases (NCDs) and obesity this month in Jakarta.

Most of the programmes governments in the region are looking into are awareness and information campaigns on healthy lifestyles. This includes better and more informative labelling of food and nutritional products. [More](#)

Meetings to monitor:

May/June 2011

1. **LOCATION TBC: 20-23 June** Meeting of the ASEAN Prepared Foodstuffs Products WG
2. **KUALA LUMPUR, MALAYSIA: 27 June - 1 July** 15th ACCSQ TMHS PWG meeting
3. **GENEVA, SWITZERLAND: 28 June - 1 July** Meeting of the Executive Committee of the Codex Alimentarius Commission (Agenda)

