

EAS WORKSHOP

13 April 2011, Concorde Hotel Singapore, Concorde 3, Level 3, 100 Orchard Road, Singapore 238840

# Health supplements and functional foods:

Secrets of successful regulatory strategies in  
Europe, Latin America and Asia



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THE WORKSHOP

### EAS Expertise

Since its creation in 1992, EAS has operated and specialised in the area of food, nutrition and health. As a team of skilled, experienced food law and policy advisors, EAS experts work with companies and government bodies to find practical solutions to often complicated problems.

We give companies strategic regulatory advice for successful approval of their products at global level. EAS consultants speak at national, European and international conferences and workshops, working with bodies across the world to deliver up-to-date information, expert advice and solutions in the changing marketplace.

### Highlights of the workshop:

- Health claims in the EU
- Evolving regulation in Brazil, Mexico, Venezuela and Argentina
- Opportunities in the growing Vietnamese market
- Monitoring global regulatory trends for future impact

This workshop will guide companies through the regulatory opportunities and challenges when wanting to place food and dietary supplements and functional foods on markets in Asia, Europe and Latin America. It will cover overviews of the different regulations and practices in Asian, European and Latin American markets, giving companies a clear picture of how to navigate these diverse regulatory systems when launching products in the ever increasing global arena.



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THE PROGRAMME

09.30-10.00

**Registration**

10:00-10:15

**Introduction to the increasingly global regulatory arena for food and dietary supplements and functional foods**

Simon Pettman will provide an introduction to the global regulatory and policy trends in functional foods and health supplements and the biggest challenges for the industry and government

10:15-11:00

**Successfully navigating the challenges of the top 5 EU regulations**

While food legislation is largely harmonised across the European Union, some areas still operate according to national laws, resulting in possible unforeseen complexities for food companies. EAS food law adviser Elodie Lebastard will guide participants through this regulatory maze and highlight the top five regulatory areas to be aware of when marketing nutritional products in Europe:

- Claims
- Maximum levels of vitamins and minerals
- Other ingredients, including botanicals
- Novel foods
- Labelling

11:00-11.30

**Question and Answer Session**

11:30-11:45

**COFFEE BREAK**

11.45-12.30

**Building a regulatory strategy to successfully access a broad range of Asian markets**

A common stumbling point for companies is the diverse national regulations across Asia for putting products onto the markets. Wai Mun Poon, EAS Regional Regulatory Affairs Manager, will present the practical implications of different regulatory systems in a selection of Asian markets, from understanding the ingredient/product and market, to rules for classifications and health claims. She will cover:

- China
- Taiwan
- Indonesia
- Malaysia
- Philippines
- Singapore
- Thailand

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12:30-12:45      Question and Answer Session

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12:45-14:00      LUNCH

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14.00-15.00      **Vietnam as an emerging market for food and dietary supplements and functional foods**  
Vietnam is one of the highly promising emerging markets for food and dietary supplements and functional foods in Asia. Mr Thach Do, Director of External Affairs at the Vietnam Association of Dietary Supplements will guide the participants on:

- Overview of the health supplement market in Vietnam
- The regulatory process related to registering and advertising a health supplement product, and registering food and semi-finished product
- Regulatory landscape in Vietnam for health supplement after 1 July 2011 and 1 January 2015

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15:00-15:20      Question and Answer Session

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15:20-15:40      COFFEE BREAK

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15.40-16.15      **Developments in Latin America's food and dietary supplement regulation**  
With Latin American countries rapidly growing their food and dietary supplement market and their influence in Codex Alimentarius discussions, understanding and exploring regulatory trends in this region are a must. Ms Lebastard will give an overview of the regulatory developments in the fastest growing markets – Brazil, Mexico, Venezuela and Argentina – and explain how these will shape the future for placing food and dietary supplements on the market in this region.

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16:15-17:00      Question and Answer Session & Panel Discussion

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17:00              END OF WORKSHOP

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THE BIOGRAPHIES



**Wai Mun Poon** is a Regional Regulatory Affairs Manager of EAS Strategic Advice. She specialises in regulatory affairs for health supplements in a regional capacity. Over the last nine years, she has actively worked on product registration ranging from pharmaceuticals to nutritional supplements, as well as regulatory strategy planning for product development. She manages the Secretariat of ASEAN Technical Scientific Committee for Traditional Medicine and Health Supplements. She is a biotechnologist and graduated with a M.Sc. in Biopharmaceutical from the University of New South Wales.



**Elodie Lebastard** is a food law Adviser at EAS, providing regulatory and strategic advice at both EU and national levels. Elodie is a lawyer specialised in food law (University of Nantes - France, and University of Zaragoza - Spain). Before joining EAS, she worked as a regulatory affairs consultant in France, and has completed a traineeship at the European Commission, DG SANCO, Food Law, Nutrition and Labelling Unit.



**Do Ngoc Thach (Thach Do)** is the Director for External Affairs of Vietnam Association of Dietary Supplements (VADS), spearheading the efforts of effective participation of the Vietnamese Dietary Supplements industry in the standard harmonization process within the ASEAN region. He holds a Master Degree in International Business from the University of Wollongong, Australia. He is also the Deputy General Director of International Medical Consultants (IMC) Company Limited, the premier manufacturer of Dietary Supplements in Vietnam.

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REGISTRATION

\* Please type or print clearly in capital letters

Title: Mr / Mrs / Ms / Dr / Prof

Name:.....

Job Title:.....

Organisation/Company:.....

Telephone:.....Fax:.....

Email:.....

Address:.....

.....

Postcode:.....Country:.....

Invoice address (if different from above):

Organisation/Company:.....

Address:.....

.....

Postcode:.....Country:.....

Signature:.....Date:.....

I wish to attend the workshop:

Early bird discount (until 13 March 2011): S\$300 per person

Regular registration: S\$400 per person

I have read the Terms and Conditions (please tick box)

If you would like to attend, please complete the form and return by fax to:

Fax: +65 68 35 95 36

**Carissa Chin**

EAS Strategic Advice Pte. Ltd.

3 Killiney Road

#07-04 Winsland House I

Singapore 239519

Tel: +65 68 38 12 70

Email: info@eas.asia

www.eas.asia

**Terms and Conditions**

- 1 The fee for this event includes documents provided by the organiser and refreshment (exclusive of VAT). All of the above registration fees are subject to 7% GST if applicable.
- 2 Full payment is payable upon booking.
- 3 In the case of non-appearance/cancellation on the day of the event, the participant will be charged the full fee for the event. EAS also has the right to cancel the event 2 weeks before the scheduled workshop date for reasons caused by a Force Majeure Occurrence with full refund to all participants given.  
  
Substitution for an alternative event date may also be made subject to request being made in writing and approved by the EAS Strategic Advice Pte Ltd, in case of participants cancellation/in case of EAS cancellation.
- 4 The organiser does not accept bookings from professional advisers.
- 5 The organiser reserves the right to refuse admission to any applicant who does not meet the registration requirements.

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REGISTRATION

Please specify payment method:

**Telegraphic transfer:** Bank Name: United Overseas Bank Limited, Orchard Branch  
 Account Number: 380-303-573-1, Swiftcode: UOVBSGSG  
 Bank Address: 230 Orchard Road #01-230, Faber House, Singapore 238854  
*(All bank charges are to be paid by the participant and the full fee must be received by the organiser)*

**Cheque:** Please make payable to EAS Strategic Advice Pte. Ltd.

**Debit/Credit Card:** Please select card type

Visa     Mastercard

Card No: .....

Expiry date: ..... CVC code: .....

Name on card: .....

Signature: .....

Since participation is strictly limited for this event, we would encourage companies who are interested in attending to register soon by filling in the form below and returning it to Carissa Chin at EAS.



If you would like to attend, please complete the form and return by fax to:

**Fax: +65 68 35 95 36**

**Carissa Chin**  
EAS Strategic Advice Pte. Ltd.  
3 Killiney Road  
#07-04 Winsland House I  
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Tel: +65 68 38 12 70  
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ON PAYMENT.**