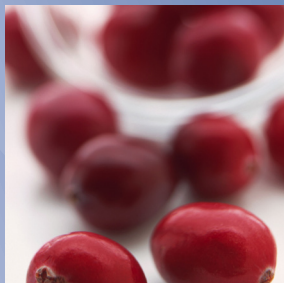
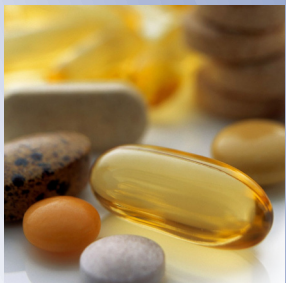


EAS WORKSHOP

13 October 2011, Bloom Hotel, Brussels, Belgium

# Food supplements:

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



13 October 2011

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EAS WORKSHOP

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.

This one day interactive workshop is lead by senior EAS food law experts from Europe, Asia and Latin America. They will introduce you to the latest developments in food supplement regulation across Europe, Asia and Latin America, guiding you through the processes to be considered when developing foods supplements and/or planning to introduce them onto these markets. Their experience will provide companies with in-depth insights into the process of registering and notifying products as well as the opportunities and challenges relating to claims and certain ingredients. The workshop, will offer participants guidance on how to minimize the risks and maximize the opportunities given by the law, illustrated by practical examples and case studies.



### Highlights of the workshop:

- Global regulatory and policy trends
- EU regulations on maximum levels of vitamins and minerals; other ingredients, botanicals, novel foods
- Practical implications of EU health claims regulation
- Progress towards harmonisation in the ASEAN
- Opportunities in key Latin America markets

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THE PROGRAMME

08.45-09.15      **Registration**

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09.15-09.45      **Introduction to the increasingly global regulatory arena for food supplements**

An introduction to the global regulatory and policy trends in food supplements, including an overview of the biggest opportunities and challenges for both the industry and governments.

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09.45-10.45      **EUROPE: Successfully navigating the challenges of the key 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. Participants will be guided through this regulatory maze of harmonised and non-harmonised rules and given tips on the main regulatory areas to be aware of when marketing nutritional products in Europe:

- Maximum levels of vitamins and minerals
  - Other ingredients, including botanicals
  - Novel foods
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10.45-11.15      **Question and Answer Session**

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11.15-11.45      **COFFEE BREAK**

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**13 October 2011**

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THE PROGRAMME

11.45-12.30

**EUROPE: practical impact of the EU claims regulation for product marketing**

Due to the huge impact the EU claims regulation will have on marketing products in the EU, EAS experts will cover the challenges and opportunities of this regulation in detail, explaining the practical implications for companies looking to launch products in the EU. They will give insight into various aspects of the regulation, including:

- Final steps towards the Article 13.1 “Union list” of permitted generic claims in the EU
- The European Commission’s latest policy on botanical claims and the grey list of “insufficient claims” (e.g. probiotics)
- Strategies on how to best tackle transition periods, benefit from the use of approved claims and find alternative ways of making claims
- Status of EFSA Article 14/13.5 dossier opinions and their final Commission’s decision outcome (permitted/prohibited claims Register)

12.30-13.00

**Question and Answer Session**

13.00-14.30

**LUNCH**

14.30-15.15

**ASIA: Towards harmonised food supplements rules in the South East Asian Nations (ASEAN)**

A common stumbling point for companies is the diverse national regulations across Asia for putting products onto the markets. Participants will be given an overview of the developments towards food supplement harmonisation within the 10 member countries of ASEAN, including:

- Common regulation already existing within the group
- Regulations under discussion
- Regulatory trends within the region to be aware of

15.15-15.30

**Question and Answer Session**

**13 October 2011**

Bloom Hotel, Brussels, Belgium

EAS WORKSHOP

THE PROGRAMME

15.30-16.00

**Latin America: maximizing opportunities in the top emerging markets**

With Latin American countries rapidly growing their food supplement market and their influence in Codex Alimentarius discussions, understanding and exploring regulatory trends in this region are a must. EAS experts will cover the regulatory developments in the fastest growing markets in the region, and explain how these will shape the future for placing food supplements on the market in Latin America:

- Argentina
- Brazil
- Colombia
- Mexico
- Venezuela

16.00-16.15

**Question and Answer Session**

16.15-16.30

**Conclusions**

16.30

**END OF WORKSHOP**

13 October 2011

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THE BIOGRAPHIES



**Stefanie Geiser** is Regulatory Affairs Manager at the EAS branch based in Italy. While following the European Food Safety Authority (EFSA) developments in Parma closely, at EAS-Italy she assists companies in overcoming regulatory barriers for the EU approval of their health claims and innovative food ingredients. Stefanie has specialised in biochemistry and plant physiology (University of Aachen – Germany, and University of Bologna – Italy). Following her studies she worked in the field of organic food products at the European Commission, DG VI, Agriculture. Since joining EAS in 1995 she has been an adviser on regulatory issues to European and international industry associations.



**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.

13 October 2011

Bloom Hotel, Brussels, Belgium

EAS WORKSHOP

THE BIOGRAPHIES



**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.



**Efi Leontopoulou** is Scientific and Regulatory Affairs Manager at EAS. Efi advises clients on gaining approval for their foods and ingredients and on developing regulatory strategies to run along-side their marketing programmes. Efi is a food bioengineer (University of Athens - Greece), has a Masters Degree in Marketing and an MBA from the Free University of Brussels (VUB), Belgium.

The EAS team has co-authored a number of publications including the guide to 'Marketing food supplements, fortified and functional foods in Europe - Legislation and Practice', a European Commission study on the use of herbs and other bioactive substances, and the recent HOW TO series on mutual recognition, novel foods and claims.

13 October 2011

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EAS WORKSHOP

REGISTRATION

\* Please type or print clearly in capital letters

Name: .....

Job Title: .....

Organisation/Company: .....

VAT No: .....

Address: .....

.....City: .....

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

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

Email: .....

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

Invoice address (if different from above):

Organisation/Company: .....

VAT No: .....

Address: .....

I wish to attend the workshop at 780 Euro. Please specify payment method:

Bank transfer: Account Name: European Advisory Services, Account No: 775-5989972-49  
IBAN No: BE97 7755 9899 7249, SWIFT: GKCCBEBB, Dexia Bank, B-1040 Brussels, Belgium

Cheque: Please make payable to European Advisory Services

Card type:  Visa  Mastercard

Name on card:..... Exp. date:.....

Card No:..... CVC code: .....

Signature: .....

Since participation is limited to 25 for this event, we would encourage companies who are interested in attending to register soon by filling in the form and returning it to Cindy Garcet at EAS.

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

Fax: +32 (0)2 219 73 42

**Cindy Garcet**  
**European Advisory Services (EAS)**

50, rue de l'Association  
B-1000 Brussels, Belgium

Tel: +32 (0)2 218 14 70  
Email: workshop@eas.eu  
www.eas.eu

**Terms and Conditions**

- 1 The fee for this event includes 21% VAT.
- 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 European Advisory Services (EAS), 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.

A RECEIPT WILL BE SENT TO YOU UPON PAYMENT.