

2nd Nutraceutical and Functional Food Asia Pacific Summit & Exhibition 2017

July 3-5, 2017 · Shangri-La Hotel, Singapore

HIGHLIGHTS

- Authoritative interpretation on **market entry** and **supervision regulatory updates** for functional food in **Japan, Korea, China, Australia, New Zealand and ASEAN, etc.**
- Comprehensive analysis of Southeast people's **dietary structure** and **nutrition status** to grasp the inspirations for **product development**
- **Market analysis** of functional food in Asia Pacific to find the **categories with great growth potential**
- Further exploration of **product strategy** based on **international experience and local characteristics of ASEAN**
- Discussion on **innovative raw materials with different functions** for nutraceuticals and functional foods development
- Study on **sports nutrition and seniors' nutrition** based on **clinical study on human health**
- Consumers insights to optimize **marketing strategy** and **distribution channels** in Asia Pacific
- The opportunity for companies to **identify potential partners** and boost their business in the **Asia-Pacific region**

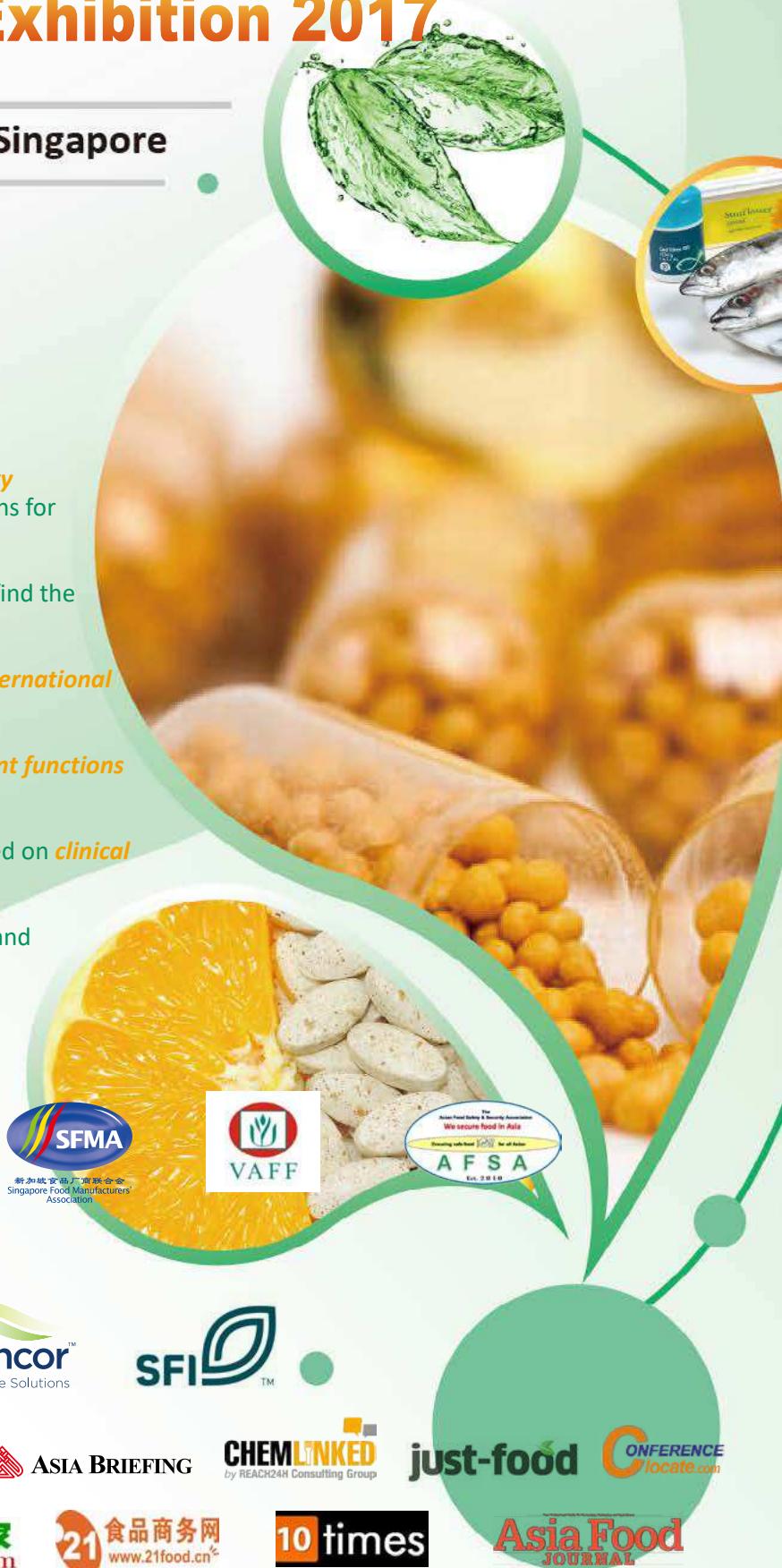
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Endorsement Letter

Ladies and Gentleman,

Welcome to 2nd Nutraceutical and Functional Food Asia Pacific Summit 2017, which will be launched on July 3-5, 2017 in Singapore. Singapore Food Manufacturers' Association ("SFMA") is very pleased to provide support to the aforementioned events.

Higher life expectancy across the globe, and growing health consciousness among consumers, has provided a bright outlook for the functional food and nutraceutical market. The industry is expected to grow at a compounded annual rate (CAGR) of 7.4% over the next five years. The Asia Pacific region is expected to contribute significantly to this growth, as consumers in emerging economies such as China, Thailand, and Indonesia, figure to spend a significant portion of their increasing disposable incomes on health products. In light of this ongoing phenomenon, and following up on the success of last year's event, Duxes will host the 2nd Nutraceutical and Functional Food Asia Pacific Summit 2017 in Singapore, July 3-5, 2017. The summit will gather delegates from across the functional food and nutraceutical industry, including government officials, researchers, analysts, and representatives from leading companies and industry associations.

The Singapore Food Manufacturers' Association (SFMA) is a professional and active trade association formed in 1967 by a small group of like-minded local food manufacturers with the purpose of developing and promoting the local food manufacturing industry. Members comprises of small family concerns, small and medium enterprises, public-listed companies, traders and various supplier companies related to the food industry.

Today SFMA, with more than 300 members, has evolved into the apex body of the food manufacturing industry of Singapore and is well-recognized and endorsed by Singapore governing bodies like International Enterprise (IE) Singapore and SPRING Singapore.

We hope that 2nd Nutraceutical and Functional Food Asia Pacific Summit 2017 will provide delegates with productive new knowledge and we wish you a most successful conference.


Singapore Food Manufacturers' Association



新加坡食品厂商联合会
Singapore Food Manufacturers' Association

Endorsement Letter

Dear esteemed guests,

We warmly welcome you all to the 2nd Nutraceutical and Functional Food Asia Pacific Summit 2017!

In light of this ongoing phenomenon, and following up on the success of last year's event, Duxes will host the 2nd Nutraceutical and Functional Food Asia Pacific Summit 2017 in Singapore, on July 3-5, 2017. The summit will gather delegates from across the functional food and nutraceutical industry, including government officials, researchers, analysts, and representatives from leading companies and industry associations.

The Asian Food Safety and Security Association is a voluntary, non-profit professional organization established in 2010. Its main focus is to develop cooperation among its member countries in areas including food safety and security, to conduct research in the field, to help build the Asian Food Safety and Security Professional Network, to exchange views and ideas through seminars and conferences and to publish studies in academic journals with a special focus on the industry's current trends and needs within Asia.

The AFSA is a proud endorser of 2nd Nutraceutical and Functional Food Asia Pacific Summit 2017 and looks forward to the invaluable information it will provide to stakeholders in the industry. The beneficial insights it will provide into market positions, consumer buying behaviors and innovative new products will be of great use to delegates in attendance, and we would like to pledge our full support to the event.

We welcome your participation and hope to see you in Singapore to discuss the development of Asia's nutraceutical and functional food industries soon, as well as how to keep them safe and secure!

We congratulate Duxes beforehand on the success of this authoritative event.

Sincerely,

Md. Latifur Bari, Ph.D.
16/01/2017
The AFSA
Asian Food Safety and Security Association
General Secretary
Asian Food Safety and Security Association



Background

With a significant increase in the world's aging population as well as its growing consciousness of health and wellness, the global nutraceuticals and functional foods market is facing a positive outlook. The global nutraceuticals industry's value will rise to US\$278.96 billion by 2021, exhibiting a CAGR of 7.4% from 2015 through 2021. This growth is anticipated to endure the entire 5 year forecast period.

The Asia-Pacific region is projected to be the fastest-growing market for nutraceuticals and functional foods globally. The area's nutraceuticals industry is estimated to expand at a CAGR of 7.3% from 2014 to 2019 with emerging nations such as China, Indonesia, and Thailand heavily influencing the growth rate. The sports nutrition market in Asia Pacific was valued at US\$5.21 billion in 2015 and is growing rapidly as a result of economic development in the region.

Given these facts, the 2nd Nutraceutical and Functional Food Asia Pacific Summit 2017 will be held to familiarize participants with the area's regulations in order to optimize their business strategies using a deeper understanding of the region's functional food market and product development status. The summit will provide opportunities for delegates to establish business relations and to find global partners for further collaboration.

Who Should Attend

By Industry

- Functional Food/Beverage Manufacturers
- Health Food Manufacturers
- Dietary Supplement Manufacturers
- Pharmaceutical Manufacturers
- Cosmeceutical Manufacturers
- Functional Raw Material/ Additive Suppliers
- Distributors/Retailers
- Food Packaging / Equipment / Testing Providers
- Consulting Firms

By Job Title

- Top Management
- Nutritional Scientist/Researcher
- R&D/Technical Director/Manager
- Quality Affairs Director/Manager
- Product/Project Director/Manager
- Regulatory Affairs/Government Affairs Director/Manager
- Supply Chain/Purchasing Director/Manager
- Commercial/BD Director/Manager
- E-Commerce Director/Manager
- Sales/Marketing /Channel Director /Manager
- Key Account Director/Manager

Speakers to Invite

From Governments and Associations

- China Health Care Association
- The National Agency of Drug and Food Control of the Republic of Indonesia (BPOM)
- Malaysian Dietary Supplement Association
- FDA Thailand
- The Department of Safety and Food Hygiene - Ministry of Health, Vietnam
- Department of Health, Bureau of Food and Drugs, Philippines
- The Food Safety and Standards Authority of India (FSSAI)
- Ministry of Food and Drug Safety, Korea
- Ministry of Health, Labor and Welfare, Japan
- Food Standards Australia New Zealand (FSANZ)
- International Life Sciences Institute (ILSI)
- International Alliance of Dietary/Food Supplements Associations (IADSA)

From Corporations

- Nutraceutical and Functional Food Manufacturers
- Health Food/Beverage Manufacturers
- Cosmeceuticals Manufacturers
- Pharmaceutical Manufacturers
- Functional Raw Material /Additive Suppliers
- Service/Equipment Providers
- Packaging Converters





Pre-conference: *Focus on Sports Nutrition*

July 3, Monday

13:30 Asia Sports Nutrition Analysis and Market Demands for Nutritional Supplements for Health and Sports

- The growth of Asia sports nutrition market
- Demands for nutritional supplements for health and sports
- Opportunities for industry players
- Q&A

Asian Nutrition Society for Sports and Health (ANSSH)

14:15 Sports Nutrition: Ingredients with Different Functions to Satisfy Consumers' Demands

- Increasing popularity of sports nutrition products
- Functions of ingredients: protect joints, alleviate fatigue and muscle building
- Current popular ingredients in Asia Pacific
- What ingredients will be popular?
- Q&A

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15:00 Tea Break and Neworking

15:15 Today and Tomorrow: Functional Drinks with Health Benefits

The high value market for nutraceuticals in SEA caters to a highly aware and demanding consumer base. Evaluated at approximately USD \$30 billion in 2013, the market is witnessing growth rates ranging from 6-7 percent, and it is a hub for innovation in new ingredients and functional food and beverage formats. Functional beverages account for the largest market driven by the growth in energy and sports drinks in New Zealand. The functional beverage market accounts for 35 percent of the overall SEA nutraceutical market.

Prashant Bhat

Director & Global Category Leader Dairy R&D

Coca-Cola

16:00 R&D and Industrial Innovation of Sports Nutrition Food

- Scale of sports nutrition industry in Asia Pacific
- R&D directions of sports nutrition food
- Status of industrialization of sports nutrition industry
- Q&A

Leslie Butera

Senior Director Product Development

GNC

16:45 End of Pre-conference



Day One

July 4, Tuesday

08:30 Registration

08:55 Opening Address from Honorary Chairman

Asia Pacific: Dietary Structure and Nutrition Status

09:00 How Can the Food Influence Our Health- Study of Southeast People's Dietary Structure and Nutrition Status

Recently consumers in SEA are becoming increasingly aware of the positive link between diet and disease prevention. This high demand stems from increasing obesity rates and aging populations with health issues such as diabetes, muscle atrophy and cardiovascular disease (CVD). Consequently, consumers gradually start to transfer from solely relying on traditional health care providers to nutraceuticals to fulfil health requirements.

Geoffry Smith

President, Southeast Asia Region

International Life Sciences Institute (ILSI)

Asia Pacific: Market Analysis and Industry Data

09:45 Market Entry Overview and Industry Report on Functional Food and Dietary Supplement in ASEAN States

- Market entry overview in Singapore, Indonesia, Thailand, Malaysia, etc.
- ASEAN harmonization of health or food supplements
- Industry report on food supplements in ASEAN States
- Q&A

Kalpana Bhaskaran

Public Relations & Media Committee Chair

Singapore Nutrition and Dietetics Association

10:30 Tea Break and Networking

10:45 Market Analysis of Functional Food and Dietary Supplement in Asia Pacific -- Categories of Products with Sharp Growth

- Three emerging trends: healthy ageing, natural supplements and personalized nutrition
- Market analysis:
Malaysians face dramatic changes in urban lifestyles, which creates health and nutrition problems with rapid increases in obesity, hypertension, diabetes and coronary heart disease (CHD) rates.
In Indonesia, high awareness of local ingredients drives focus on polyphenol-based supplements and foods, such as fortified beverages.
Weight management products dominate overall demand for supplements in Thailand.
India: opportunities in the dynamic, fast-growing functional foods market
- More quantified category trends by segment within nutritionals, like anti-aging, slimming etc.
- Thinking on product development directions based on the market data analysis
- Q&A

Euromonitor

Market Entry and Supervision Regulations in Asia Pacific

11:15 Regulatory Frameworks and FHC Updates for Functional Food in Japan

- Classification of health foods in Japan: FNFC, FOSHU
- FOSHU: Health claims allowed and procedure for approval
- Food with Health Claims (FHC): relevant laws and regulations
- Updates of the latest labeling system
- Q&A

Yoshiko Ishimi

Senior Adviser

National Institute of Health and Nutrition,

National Institutes of Biomedical Innovation, Health and Nutrition, Japan

Expert Committee Member of Food Safety Commission and Consumer Commission of the Cabinet Office of Japan

12:00 Changes in Regulation of Health Functional Foods in Korea

Shin Seung Chul

Deputy Director

Ministry of Food and Drug Safety, Korea

12:30 Luncheon

13:30 Why A Strong Brand Name Is Crucial to Your Products' Success

- What does the brand name mean?
- What name can be strong?
- Product analysis and case study
- Q&A

James Pereira

General Manager

Malaysian Dietary Supplement Association

14:15 Functional Food Regulatory Framework in Vietnam

- Functional Food in Vietnam
- Market data of Vietnam functional food
- Regulatory framework: opportunities and challenges
- Q&A

Vietnam Association of Functional Foods (VAFF)

15:00 Tea Break and Networking

15:15 Regulatory Framework and Future Supervision Trends in Indonesia

- Regulatory framework with the regulations on claims and food additives
- Supervision on nutraceutical and functional food
- Approval for Halal certificate
- Q&A

National Agency of Drug and Food Control, Republic of Indonesia (BPOM)

16:00 Market Entry and Development Status of Functional Food in Philippines

- Market entry to Philippines analysis
- Market status and future potential
- Policy updates
- Q&A

Department of Health

Bureau of Food and Drugs, Philippines

16:45 China Law Updates: Latest “Regulations on the Supervision and Management of Health Foods” and Two Key Catalogues

- Legal basis of this regulation
- Main content of Health Food Filing System and Registration System
- “Permitted Health Food Functional Claims Catalogue”
- “Permitted Health Food Raw Materials Catalogue”
- Q&A

China Health Care Association

17:15 Overview of Functional Food Regulation in Australia and New Zealand

- The role of FSANZ
- Standards for foods for special medical purposes, formulated supplementary sports foods and addition of vitamins and minerals and some nutritive substances
- Health claims
- Q&A

Peter May

General Manager, Food Safety and Regulatory Affairs

Food Standards Australia New Zealand (FSANZ)

Ingredients Exploration

Panel Discussion:

18:00 Explore the Popular Functional Ingredients/Additives in Asia Pacific



- Popular ingredients like probiotics, gelatin, Maca, herb extracts, Omega3, etc.
- Leveraging local ingredients
- Case study
- Q&A

Rousselot, Chr. Hansen, DSM, Symrise, Naturex

18:30 Cocktail Party

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Day Two

July 5, Wednesday

Consumer Insights and Distribution Strategy

09:00 Consumers Insights: Consumers' Recognition and Purchasing Choice of Functional Food and Dietary Supplement

- This single, most-powerful trend is consumers' desire for foods and ingredients that are "naturally functional"
- "Feel the benefit" is one of the most important reasons for anyone to buy a healthier product.
- Modern retail outlets such as hypermarkets and convenience stores are growing more powerful
- Application of social media to enhance the consumers' adhesiveness
- Q&A

Peter Osborne

Managing Director Asia

Blackmores International

09:45 E-commerce Platform Is Boosting the Nutraceutical, Functional Food and Dietary Supplements Industry

- Lazada is an online platform for you to leverage Lazada as Southeast Asia's largest online shopping mall
- Convenience, cheap, more choices: e-commerce offer customers more benefits
- Nutraceutical, functional Food and dietary supplements sales in Lazada
- How to enter Lazada to win more customers
- Q&A

Jack Wang

Senior Vice President, Lazada Group FMCG Head

Lazada Group

10:30 Tea Break and Networking

Panel Discussion:

10:45 The Breakthrough for Pharmaceutical Company to Gain in Functional Food Industry?



- Industry placement strategy
- The integration of resources and value
- Marketing strategy and sales channels
- Q&A

Johnson&Johnson, GSK, Bayer, Pfizer

Clinical Study and Human Health

11:30 Study on Health Supplement Interaction with Drugs

- Clinical study on human health
- Prevention of disability and disease
- How can health supplement better interact with drugs?
- Q&A

Yang-Hee Cho

R&D Vice President , Asia Pacific

Amway

12:00 "Cognitive Health throughout different life stages"

- Different strategies needed for cognitive health for different ages
- KeenMind® , Gincosan® and Equazen® are clinically proven natural medicines supported by many RCTs
- Complete seed to patient journey is standardized
- These products are well tolerated and no side effects at clinical level
- Presence globally
- Q&A

Dilip Ghosh

Project Manager, South Asia

SFI Asia Pacific

12:30 Luncheon

Products for Elderly, Infant and Beauty-conscious People

13:30 Nutrition Demands of Infant and Related Food for Special Dietary Uses

- Infant's demands for nutrition
- Current popular food for special dietary uses
- Product Innovation Direction
- Q&A

WANG Yanjing

R&D Director ASPAC

Danone Early Life Nutrition

14:15 Nutricosmetics' Benefits and Huge Market Opportunities

- The global market for Nutricosmetics is projected to reach US\$7.4 billion by 2020
- Insights into beauty-conscious people
- Popular products like beauty vitamins and drinks, etc.
- Q&A

Evita Singson

Regional Vice President, Sales & New Market Development - Southeast Asia & Pacific

Nu Skin

15:00 Healthy Aging: Disease Prevention and Health Improvement

- Aging issue in Asia-Pacific's aging society
- People's health and nutrition needs: look young and be healthy
- Innovative products satisfying the aging population's nutritional requirements and minimizing the risk of diseases
- Q&A

Herbalife

15:45 Tea Break and Networking

Industry Prospects: "Super Food"

Panel Discussion:

16:00 What's the Role of Nutraceutical and Functional Food in People's Daily Life in the Future?



- What are the consumers' real demands in the future?
- Diversified product formats such as snacks, drinks, dairies, etc.
- What can be the "Super Food" to satisfy various needs
- Expectations for raw material suppliers and functional food producers
- Better choice for people
- Q&A

Pepsico, General Mills, Nestle, Doppelherz, Swisse Wellness

16:45 Close of the Summit



SPONSORSHIP AND EXHIBITION STAND OPPORTUNITIES

● Enhance your profile by taking one or more of these marketing options

Taking a sponsorship option at 2nd Nutraceutical and Functional Food Asia Pacific Summit & Exhibition 2017 gives you a portfolio of opportunities to reinforce the strength of your brand while enhancing awareness about your company and products in front of a precisely targeted audience of decision makers at the event site, as well as thousands of top executives through our powerful marketing coverage and sales reach.

● What options are still available?

- Diamond, Platinum, Gold Sponsorships
- Exhibitions
- Presentations
- Cocktail
- Conference Documentation Sponsorships

● What benefits will sponsorship bring you?

- Increased brand exposure
- Communication with qualified/selected targets
- Speaking and exhibiting opportunities
- 200 word business profile and a hyperlink to your website
- Logo placement on the Summit's backdrop and on all event-related materials

● To receive details about sponsorship, please contact:

Edward he

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Fax. +86 21 5580 0309

E-mail: Edward.he@nfap2017.com



<http://www.duxes-events.com/nfap2/>

REGISTRATION FORM

2nd Nutraceutical and Functional Food Asia Pacific Summit 2017

July 3-5, 2017 · Shangri-La Hotel, Singapore

Please complete and fax form to: +86 21 5580 0309 or scan and send to Edward.he@nfap2017.com

Organizer: Duxes (Shanghai) Business Consulting Inc. (6th FL, Block A, 1230 Zhongshan N. 1st Rd, Shanghai China 200437)

Conference Information

(All fees will be charged in US\$)

Pricing Type	Price / Per Delegate	Group (THREE or More) Discounted Price Per Delegate	Quantity	Total Amount
Delegate	US\$2,998	US\$2,698		

The registration fee includes **TWO** days event participation, paper/audio materials, and lunch buffet/tea-breaks provided by five-star hotel. Duxes reserves the rights to make any final interpretations of the above.

Participants

If you would like more participant information, please contact: Edward he (Edward.he@nfap2017.com) or call: +86 21 5580 0330 ext 8157

The information below is true and written by the participants themselves. If it is not written by the participants, Duxes will assume that the writers have been authorized by the participants or the writers will bear all legal consequences incurred.

Company

Address

Zip Code

Name

Title

Email

Tel

Special Meal Requirement

Halal Food

Vegetarian Diet

Other

Signature / Corporate Stamp

Date

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Documentation Only

Should you be unable to attend, a substitute delegate is welcome at no extra charge. A charge of 50% of the registration fee, plus a 10% administrative charge will be billed for cancellations received in writing at least thirty working days prior to the conference. Alternatively, you may choose to receive a credit voucher for the full value of the registration price, which may be deemed for future Duxes events. Duxes regrets that no cancellations will be accepted within thirty working days prior to conference start date, payments will not be refunded, and invoiced sums will be payable in full.

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 Yes, I would like to purchase documentation for US\$1,200 per set, postage and handling included.

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