

# Asia Nutraceuticals

24<sup>TH</sup>-25<sup>TH</sup> JANUARY 2008 ● HILTON HOTEL, SINGAPORE

## CAPTURE ASIA'S NEW FOOD AND BEVERAGE MARKET OPPORTUNITIES BY:

- *Appealing to today's high spending working class through targeted product development and marketing strategies to modernise traditional Asian health foods and beverages*
- *Leveraging on the Asian lifestyle and expanding your market share with cost effective food fortification strategies*
- *Standing apart from your competitors and leveraging on consumer preferences for fortified and functional products*
- *Building a regional market for food and beverage products in developing benefits adapted to local preferences and market conditions*
- *Increasing brand equity and charging higher prices with innovative marketing techniques for fortified foods*
- *Marketing opportunities and challenges on the cancer-fighting, anti-aging and healing properties of traditional-style Asian food products*
- *Acquiring new opportunities for fortified and functional foods in the emerging markets of China, India and Indonesia*
- *Gaining a practical understanding of the food product regulatory system and clearance process in Vietnam*
- *Adjusting your existing food products' flavours, textures and other features to appeal to the local tastes and lifestyle*
- *Generating new growth in saturated markets with innovative nutraceutical ingredients and marketing strategies*
- *Learning from the success stories which shaped the partnerships between the nutraceutical and food manufacturing industries in Asia Pacific's established markets*

## FEATURING PRODUCT AND MARKETING INNOVATORS FROM 10 COUNTRIES INCLUDING:

**BASF AG**// Dr Andreas Blüthner, Global Coordinator, Food Fortification Germany

**BASF East Asia**// Takeshi Ohtsu, Senior Business Development Manager, Human Nutrition China

**Borregaard Asia Pacific**// Shirley Yong-Ng, Business Development Director Singapore

**Cargill Health & Nutrition**// Paul Vrijhof, Manager for Asia Pacific Singapore

**Chr. Hansen**// Too Ji Hoong, Sales Manager, Colors & Flavors Malaysia

**CNI Enterprise**// Dr Subra Sahadevan, Country Manager India

**Dairy Innovation Australia**// Dr Barbara Meurer-Grimes, Biotechnology Manager Australia

**Danisco Korea**// Cho Won Jung, General Manager Korea

**Fonterra Brands**// Beverly Watson, Nutrition & Regulatory Manager Singapore

**Garudafood**// Budiman, General Manager, Marketing and Communications Indonesia

**GrassRoot Products**// Manjiri Chuneekar, Chairperson India

**Kirin Group**// Dr Osamu Kanauchi, Senior Research Scientist for Applied Food Science Japan

**MM Vitaols**// Dina Talib, General Manager Malaysia

**Nestlé R&D Center**// Tan Chee Seang, Group Manager, Culinary Department Singapore

**ORAFI Asia**// Koen Van Praet, Regional Manager Singapore

**StrategiCom**// Jacky Tai, Principal Consultant Singapore

**Symrise**// Ross Norris, Vice President for Flavours Marketing Singapore

**Vietnam Association of Food Science & Technology**// Dr Luu Dzuan, Vice President Vietnam

**Vital Foods**// Dr Iona Weir, Chief Science Officer New Zealand

**PLUS** SEPARATELY BOOKABLE! ½-DAY POST-CONFERENCE WORKSHOP (23 January 2008 \* Wednesday)

## “STRATEGISING AND EXECUTING MARKETING CAMPAIGNS FOR WINNING HEALTHY FOOD PRODUCTS IN ASIA PACIFIC”

Led by Bram van Hulsen, Regional Director (Southeast Asia, Oceania & India), Danisco Malaysia and Won-Jung Cho, General Manager (Korea), Danisco, Korea

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# DISCOVER THE WINNING WAYS OF DEVELOPING FUNCTIONAL FOODS IN ASIA'S DEVELOPING MARKETS

## DAY ONE

Thursday ● 24 January 2008

- 8:00 REGISTRATION AND MORNING COFFEE
- 9:00 **CHAIRPERSON'S WELCOME AND OPENING ADDRESS**  
**BASF East Asia** | Takeshi Ohtsu, *Senior Business Development Manager, Human Nutrition China*
- 9:15 **FOOD FORTIFICATION – AN EXCELLENT INVESTMENT IN THE INDUSTRY'S FUTURE**
- 🌱 Micronutrient deficiency as a developing global challenge
  - 🌱 Food fortification as a cost effective and innovative solution for improved consumer nutrition
  - 🌱 BASF's partnerships with the public sector
  - 🌱 Outlook on the challenges and opportunities for food fortification in Asia
- BASF AG** | Dr Andreas Blüthner, *Global Coordinator, Food Fortification Germany*  
 and  
**BASF East Asia** | Takeshi Ohtsu, *Senior Business Development Manager, Human Nutrition China*
- 9:55 **COMMERCIAL OPPORTUNITIES OF FORTIFIED AND FUNCTIONAL FOOD AND BEVERAGE PRODUCTS IN THE AGEING POPULATIONS OF ASIA SUCH AS MALAYSIA, INDONESIA, THAILAND AND SINGAPORE**
- 🌱 Develop new products that will help the ageing population enjoy life
  - 🌱 Working with health authorities to raise awareness of osteoporosis
  - 🌱 Marketing a functional food to encourage people to take action for their health
- Fonterra Brands** | Beverly Watson, *Nutrition & Regulatory Manager Singapore*
- 10:35 MORNING REFRESHMENT
- 10:50 **HOW FUNCTIONAL FOODS AND BEVERAGES CAN GENERATE NEW GROWTH IN DEVELOPED ASIAN MARKETS**
- 🌱 Developing low-calorie and weight management products to suit alternative market demographics and lifestyle profiles
  - 🌱 Fortifying existing non-functional beverages familiar to target consumers concerned with cardiovascular health
  - 🌱 Educating consumers about brain and eye nutrition for infants to stimulate new consumption trends
- Cargill Health & Nutrition** | Paul Vrijhof, *Manager for Asia Pacific Singapore*
- 11:30 **CUSTOMISE FOOD AND BEVERAGE FLAVOURS TO SUIT LOCAL MARKET TASTES ENSURE SUCCESSFUL PENETRATION IN SOUTHEAST ASIA'S EMERGING MARKETS**
- 🌱 Conduct independent market research on the target market to ascertain the local preferences for food and beverage products
  - 🌱 Altering existing food products' flavours, ingredients and other features according to the local preferences, lifestyle and market conditions

- 🌱 Develop and disseminate information kits to distributors about the unique selling points, features and benefits of your products
  - 🌱 Customising marketing plans for each local market and assist local distributors to develop partnerships with retail outlets, publicity events and collaterals
- Symrise** | Ross Norris, *Vice President for Flavours Marketing Singapore*
- 12:10 **LEVERAGING ON CURRENT HEALTH AND WELLNESS TRENDS BY INCORPORATING DUAL-FUNCTION NATURAL COLOURS IN FUNCTIONAL FOODS**
- 🌱 Functional benefits of phytonutrients in natural food colouring which has the power to protect
  - 🌱 Tips on taking advantage of dual-function natural colours
  - 🌱 Examples of commercially successful functional foods with dual-function natural colours
- Chr. Hansen** | Too Ji Hoong, *Sales Manager, Colors & Flavors Malaysia*
- 12:50 LUNCH
- 2:05 **INSIGHTS INTO THE SUCCESS OF THE LOW-GLYCEMIC FRUCTOSE PRODUCT MARKETING CAMPAIGN IN KOREA**
- 🌱 Labelling the low GI value of products as a critical marketing tool in premium pricing and brand equity strategies
  - 🌱 Helping manufacturers educate consumers on the health benefits of low GI products
  - 🌱 A feature on successful product launches with low-GI fructose in Korea
  - 🌱 Strategic planning and executing marketing campaigns for fortified/functional foods in Korea
- Danisco Korea** | Cho Won Jung, *General Manager Korea*
- 2:45 **IDENTIFYING EFFECTIVE DISTRIBUTION CHANNELS IN THE EMERGING FUNCTIONAL FOODS AND BEVERAGES MARKETS OF INDIA**
- 🌱 Engage in independent research on local market demand for food products fortified with nutraceutical ingredients
  - 🌱 Leveraging on multi-level marketing networks and direct selling programmes
  - 🌱 Niche marketing to new consumers who need nutrition advice from both professionals and peers
  - 🌱 Utilising targeted retail outlets and over-the-counter product ranges for maximum access
- CNI Enterprise** | Dr Subra Sahadevan, *Country Manager India*
- 3:25 AFTERNOON REFRESHMENT
- 3:40 **INSIGHTS INTO THE CHALLENGES OF THE FOOD PRODUCT REGULATORY SYSTEM AND CLEARANCE PROCESS IN VIETNAM**
- 🌱 Regulatory standards of the Vietnam Food Safety Administration Foundation for food products
  - 🌱 Facilities and labs for food control and quality assurance clearance in Vietnam
  - 🌱 Process of the Vietnamese regulatory system, economic and cultural influences in application
  - 🌱 Regulatory integration and the future opportunities and challenges for Vietnam
- Vietnam Association of Food Science & Technology** | Dr Luu Dzuan, *Vice President Vietnam*

# DEVELOPING AND MARKETING COMMERCIALY SUCCESSFUL FORTIFIED AND ENRICHED AND EMERGING MARKETS

## 4:20 NEW ZEALAND NUTRACEUTICALS: FROM THE LAB TO THE MARKET

- 🍷 The great divide between scientists and the market
- 🍷 Developing nutraceuticals in a “green” market
- 🍷 Case studies of venture capital investments which turned struggling nutraceutical companies into successful organisations
- 🍷 Lessons learnt from a successful partnership with a research and distribution company in China

**Vital Foods** | Dr Iona Weir, Chief Science Officer  
New Zealand

## 5:00 END OF DAY ONE

## DAY TWO

Friday ● 25 January 2008

## 8:30 MORNING COFFEE

## 9:00 CHAIRPERSON'S WELCOME AND OPENING ADDRESS

**GrassRoot Products** | Manjiri Chuneekar,  
Chairperson India

## 9:15 RECOGNISING AND SUCCESSFULLY MARKETING THE HIGH NUTRITIONAL VALUE OF MASS PRODUCED TRADITIONAL-STYLE ASIAN FOODS

- 🍷 Marketing the high nutritional value inherent in the traditional ingredients of Asian food products
- 🍷 Modern-day nutraceutical ingredients to fortify and enhance the health benefits of your traditional-style Asian food products
- 🍷 Reinforcing the traditionally recognised health benefits of the fortified food ingredients in your traditional-style Asian recipes

**Nestlé R&D Center** | Tan Chee Seang,  
Group Manager, Culinary Department Singapore

## 9:55 EFFECTIVE PRODUCT DEVELOPMENT AND MARKETING STRATEGIES IN COMBINING TRADITIONAL ASIAN HEALTH TONICS AND WESTERN TECHNIQUES TO CAPTURE ASIA'S HIGH SPENDING WORKING CLASS

- 🍷 Applying a “hold strategy” on your existing traditional product range to retain existing consumers who trust traditional remedies
- 🍷 Expanding your market share by developing western techniques of product format/delivery such as capsules, pills and juice drinks etc
- 🍷 Engage consumers in the rejuvenation of your traditional Asian remedies to meet their contemporary lifestyle needs and concerns
- 🍷 Apply tools from the relevant marketing mix of other innovative products to penetrate new market segments

**GrassRoot Products** | Manjiri Chuneekar,  
Chairperson India

## 10:35 MORNING REFRESHMENT

## 10:50 INNOVATIVE NUTRACEUTICAL INGREDIENTS TO MEET CONSUMER LIFESTYLES AND NEEDS AND GENERATE NEW GROWTH IN SATURATED ASIAN MARKETS

- 🍷 Developing products/concepts to suit alternative market demographics and lifestyle profiles

🍷 Market your functional food and beverages as new developments of existing non-functional beverages familiar to target consumers

🍷 Raise new concerns about nutrition through public relations to stimulate trends where your functional beverages will be able to meet the needs of the target consumers

**Borregaard Asia Pacific** | Shirley Yong-Ng,  
Business Development Director Singapore

## 11:30 CUSTOMISE FOOD AND BEVERAGE FLAVOURS TO SUIT LOCAL MARKET TASTES TO ENSURE SUCCESSFUL PENETRATION IN SOUTHEAST ASIA'S EMERGING MARKETS

🍷 Fortification as a form of brand differentiation for your food and beverage product

🍷 Why differentiation is important to re-branding your food and beverage product

🍷 Differentiating products for different people

🍷 The 13 strategies of differentiation for your food and beverage brand

🍷 Communicating your functionalisation/fortification as a differentiator in static or dynamic modes

**StrategiCom//** Jacky Tai, Principal Consultant Singapore

## 12:10 INCORPORATING CUTTING-EDGE FUNCTIONAL AND FORTIFYING INGREDIENTS AS A PREMIUM PRICING AND BRAND EQUITY BUILDING STRATEGY

🍷 Incorporating alternative ingredients and/or features which are at the market's cutting-edge

🍷 Create a fine quality product range with innovative ingredients and activate premium price categories to meet the needs of the high net-worth consumers

🍷 Enrich your existing product ranges by updating the ingredients with newly developed fortifications that have been proven effective

**MM Vitaols** | Dina Talib, General Manager Malaysia

## 12:50 LUNCH

## 2:05 INSIGHT INTO THE AUSTRALIAN DAIRY INDUSTRY'S CO-INVESTMENT INTO PRE-COMPETITIVE RESEARCH FOR FUNCTIONAL PRODUCTS

Australia's dairy manufacturing companies which produce 75% of products in local consumption have jointly invested to build research capabilities for functional dairy foods.

🍷 Learn how these new initiatives benefit Australia's dairy industry to functionalise and fortify its products in the evolving consumer market

🍷 Developing the functionality of dairy ingredients through culture technology as a means of market development

🍷 Substantiating the health benefits and claims associated with dairy products through research and how that helps in the credibility of advertising

**Dairy Innovation Australia** | Dr Barbara Meurer-Grimes, Biotechnology Manager Australia

## 2:45 HOW KIRIN ACHIEVED COMMERCIAL SUCCESS WITH FORTIFIED AND FUNCTIONAL PRODUCTS IN JAPAN

🍷 The new nutraceutical approach to chronic diseases such as inflammatory bowel disease

🍷 Highlighting the scientifically proven effectiveness of prebiotics in inflammatory bowel disease

🍷 Marketing functional foods and beverages to combat inflammatory bowel disease in the Japan

**Kirin Group** | Dr Osamu Kanauchi, Senior Research Scientist for Applied Food Science Japan

3:25 AFTERNOON REFRESHMENT

3:40 **HOW OLIGOFRUCTOSE ENRICHED INULIN WHICH IS A SCIENTIFICALLY PROVEN PREBIOTIC SUBSTAIN, ENHANCES CALCIUM ABSORPTION AND BONE MINERAL ACCRETION IN ADOLESCENTS**  
**ORAFIT Asia** | Koen Van Praet, *Regional Manager Singapore*

4:20 **EMERGING NUTRACEUTICAL DEVELOPMENTS, OPPORTUNITIES AND CHALLENGES IN MARKETING CONSUMER FOODS TO A LARGE POPULATION IN INDONESIA**

- ✔ Leveraging the nutritional values of products such as OKKY Jelly as a successful marketing tool in Indonesia
  - ✔ Utilising research on awareness, brand equity, consumer loyalty and perceived quality of product to drive effective product innovation and marketing strategies
  - ✔ Marketing insights on how many of Garudafood's products have become the market leaders in Indonesia
  - ✔ Challenges and future perceptions on the consumer foods manufacturing industry in Indonesia
- Garudafood** | Budiman, *General Manager, Marketing and Communications Indonesia*

5:00 **END OF CONFERENCE**



## KEY BENEFITS OF ATTENDING

- ✔ **IDENTIFY** new export opportunities for your products in the Southeast Asian region
- ✔ **GAIN** comprehensive first hand experience in penetrating specific Asian markets for fortified and functional foods
- ✔ **LEARN** of the latest updates and projections of regional trends from the people at the helm of the fortified and functional foods market
- ✔ **NETWORK** and gain net worth for your business by meeting product development and marketing professionals from some of the world's top brands in the industry
- ✔ **DISCOVER** how global companies "glocalise" to appeal to the masses in Asia's diverse local markets
- ✔ **OVERCOME** persistent challenges in penetrating the emerging markets by picking up winning strategies from the wealth of experience from senior practitioners in the industry
- ✔ **NEGOTIATE** regulatory and market penetration issues in China, India and Vietnam
- ✔ **LEARN** effective distribution channels for functional foods in Asia's emerging markets
- ✔ **DEVELOP** an integrated strategy for product development and marketing to produce new fortified and functional foods that are commercially successful



## WHO SHOULD ATTEND

This programme is designed for:

- ◆ CEOs
- ◆ Managers
- ◆ Vice Presidents
- ◆ Senior Executives
- ◆ Directors

Who are practising:

- ◆ Business Development
- ◆ Ingredient Supply
- ◆ Product Distribution
- ◆ Retail Management
- ◆ Corporate Communications
- ◆ Nutritional Regulations
- ◆ Research and Development
- ◆ Sales and Marketing

In these industries:

- ◆ Mass Consumer Foods and Beverages Manufacturing
- ◆ Health Supplements
- ◆ Food Ingredients
- ◆ Nutraceuticals

SEPARATELY BOOKABLE!

½-DAY PRE-CONFERENCE WORKSHOP

23 January 2008 \* Wednesday

## "Strategising and Executing Marketing Campaigns for Winning Healthy Food Products in Asia Pacific"

Led by **Bram van Hulsen**, *Regional Director (Southeast Asia, Oceania & India)*, **Danisco Malaysia** and

**Won-Jung Cho**, *General Manager (Korea)*, **Danisco, Korea**

### WORKSHOP OBJECTIVE AND OUTLINES

Launching a product with nutritional benefits is challenging. This workshop aims to help marketing professionals in the food manufacturing industries to create commercially successful product launches. The workshop leaders will give insights to effectively distinguish between fads and trends and identifying the winning edge for your product's PR and marketing plans. Several case studies of launching fortified or functionalised products in markets such as Southeast Asia, Korea and Australia will be given in detail.

Key areas that will be critically analysed:

- Exploring the market dynamics that drive the need for partnership with a functional ingredients supplier to produce successful health and nutrition products
- Developing the PR and advertising strategy and influencing key opinion leaders: Feature on the market penetration of beverages containing low-GI fructose in Korea
- Using the proven benefits as a successful strategy to launch satiety-enhancing food products in Southeast Asia
- Case studies on effectively communicating to consumers: How food products containing Xylitol were successfully launched in Japan and Korea
- Launching Fruisana fruit sugar in Australia and the derived benefits for food manufacturers

### ABOUT THE WORKSHOP LEADERS

**Bram van Hulsen**, *Regional Director (Southeast Asia, Oceania & India)* and **Won-Jang Cho**, *General Manager (Korea)* from **Danisco** will jointly lead this ½ day workshop.

Mr van Hulsen currently oversees the business in the rapidly developing market of specialty sweeteners at Danisco and has worked in Australia, Philippines and is currently based in Malaysia. Bram is also leading the ASPAC coordination for the marketing of Danisco's Health & Nutrition ingredients.

Mr Cho has been instrumental behind the strategic planning and the execution of marketing campaigns for newly developed consumer products in Korea. He shares his vast experience in marketing and educating consumers on fortified and functional food products, and is a leading supporter of Xylitol consumer education in Korea.

### WORKSHOP TIMETABLE

Registration starts at 8:30am; Workshop commences at 9:00am and concludes at 1:00pm. Workshop materials, lunch and refreshments will be provided.

# DISCOVER AND DEVELOP STRATEGIES TO HARNESS THE INCREASING VALUE OF FORTIFIED AND FUNCTIONAL CONSUMER FOODS AND BEVERAGES IN ASIA

The Nutraceuticals market is the new hot spot for companies in Southeast Asia. Global food companies present in these emerging markets are hot on the heels of these trends. They are rapidly innovating and incorporating food ingredients as part of their marketing mix for consumer foods and beverages to increase market share and charge higher premium prices.

However, Asia is a highly fragmented region with disparate levels of spending power and varying degrees of awareness in the benefits of fortified and functional foods. Its elusively evolving consumer profiles also pose a constant challenge in developing and marketing fortified and functional foods for specific markets and even segments, which require tremendous amount of research and differentiation in order to be successful.

Thus, companies need to execute innovative yet effective marketing and consumer education programmes in Asia's emerging markets such as China and India to establish the health benefits of fortified and functional foods. On the flipside, saturated markets in developed countries such as Korea, Japan and Singapore, pose new opportunities for food manufacturers to add new and innovative nutraceutical ingredients to fortify and functionalise products according to the demands of fluctuating local trends and niche groups.

Asia Business Forum is pleased to present its **8<sup>TH</sup> ANNUAL ASIA NUTRACEUTICALS CONFERENCE**. This 2008 Conference will feature leading food brands and marketing innovators whom will share first-hand marketing experience. Prepare to receive strategic insights, advice, and comprehensive details into the successfully penetration of specific Asian markets for fortified and functional foods, negotiations for regulatory and market penetration issues in China, India and Vietnam as well as to make new export opportunities for your products in Asia!

## DO NOT MISS THE OPPORTUNE INDUSTRY GATHERING AND LEARN FROM:

- ✔ **Budiman**, General Manager for Marketing and Communications at **Garudafood** whom will share how the customised marketing of health benefits in fortified consumer foods contributes to the company's success in leading the Indonesian market in terms of sales production.
- ✔ **Manjiri Chuneekar**, Chairperson of **GrassRoot Products** and Chief Executive Officer of **Don Whitley Scientific Equipment** in India will discuss how traditional health foods companies are rejuvenating their products and marketing techniques to meet to India's cosmopolitan living today.
- ✔ **Beverly Watson**, Nutrition & Regulatory Manager of **Fonterra Brands** whom will give insights on how nutrition and regulatory guidelines shaped the product innovation and marketing strategies of Fonterra, New Zealand's dairy giant.
- ✔ **Tan Chee Seang**, Group Manager at the Culinary Department of **Nestlé R&D** Center will share over 20 years of experience in the global food company on adapting consumer food products for targeted local markets penetrated by the global company.
- ✔ **Dr Iona Weir**, Chief Science Officer of **Vital Foods** and Research Director of **Meracol Corporation** in New Zealand will show how scientists and product developers can work hand-in-hand with marketers to achieve commercially viable products.
- ✔ **Won-Jung Cho**, General Manager of **Danisco Korea** will provide detailed insights on how effective marketing campaigns for new consumer food products containing low-GI fructose made success in the Korean market.
- ✔ **Dr Subra Sahadevan**, Country Manager for **CNI Enterprise** in India reveals how employment of MLM distribution channels provides consumers in Asian emerging markets with peer-to-peer advice on the health benefits of its products to ensure effective market penetration and sales sustainability.

In line with the typical "hectic" Asian working lifestyle and increased spending power, the food and beverage industry is well placed to take advantage of the Asian consumer's growing awareness and expectations of the benefits in the foods they consume and their increasing willingness to pay a premium for it. Asia Nutraceuticals 2008 will also feature success stories in consumer F&B manufacturing and marketing by expert speakers from the following organisations:

❖ **BASF AG** ❖ **BORREGAARD** ❖ **CARGILL HEALTH & NUTRITION** ❖ **CHR. HANSEN** ❖ **ORAFTI ASIA**  
❖ **CNI ENTERPRISE** ❖ **MM VITAOILS** ❖ **STRATEGICOM** ❖ **SYMRISE** ❖ **DAIRY INNOVATION AUSTRALIA**  
❖ **KIRIN GROUP** ❖ **VIETNAM ASSOCIATION OF FOOD SCIENCE & TECHNOLOGY**

Management and technical executives such as technical consultants and marketing consultants from the industry across Asia and beyond can also expect to interact and share experiences with their fellow professionals during the conference networking sessions to drive profitable leads to their corporate goals. **Sign up today for this important and premium industry event!**

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