FOOD IMPROVEMENT AGENTS

2 and 3 December 2009 in Mainz (near Frankfurt)/Germany

HIGHLIGHTS:

Regulatory Aspects
- The Food Improvement Agents Package and its implementation
- New labelling requirements
- Legal aspects of the use of nanotechnology

Science & Authorisation
- Safety assessment of food additives
- Enzymes and processing aids
- The draft guideline for flavourings
- Colouring foodstuffs and colouring food extracts

Application
- Application strategies: confidentiality, data protection and intellectual property
- Organic food and clean labelling
- The consumer perspective

SPEAKERS:

Christian Ballke meyer//meisterernst law firm | Alexander Beck
Association of Organic Food Producers | Paul Collins GNT | Dirk
Cremer DSM Nutritional Products | Wim Debeuckelaere European Commission | Karl-Heinz Engel Technische Universität München |
Moritz Hagenmeyer Krohn Rechtsanwälte law firm | Maryse Hervé
ELC – Federation of European Food Additives, Food Enzymes and Food Cultures Industries | Joy Hardinge AJH Consulting | Lynn Insall
Food and Drink Federation | Klaus-Dieter Jany EFSA | Christiane
Jarke Symrise | Marc Leclerc Novozymes | Andreas Meisterernst
meyer//meisterernst law firm | Alexander Quadt Döhler | Sebastián
Romero Melchor Food Law Consultants | Anne Theobald EFSA

The industry event for users and manufacturers of food improvement agents
THE PROGRAMME

Get-Together on Tuesday, 1 December 2009

Will you arrive on Tuesday? Come into the hotel bar at 8 p.m. and meet other participants and experts in a relaxed atmosphere.

Wednesday, 2 December 2009

9.00 Registration & coffee

9.30 Welcoming speech by the organisers and the chairperson
Andreas Meisterernst, meyer//meisterernst law firm, Munich/Germany

9.45 Implementation of the Food Improvement Agents Package Regulations
- Implementing measures
- Food categorisation and review of authorised additives
- Re-evaluation of additives
- Positive list of flavouring substances
- Establishment of positive list of enzymes
Wim Debeuckelaere, European Commission, Brussels/Belgium

10.45 Challenges for the European food additive industry
- Transition to new legislative framework
- The influencing universe
- How to face the challenges
Maryse Hervé, ELC – Federation of European Food Additives, Food Enzymes and Food Cultures Industries, Brussels/Belgium

11.15 Panel Discussion

11.30 Coffee break

12.00 New labelling requirements
- Substances intended for food businesses
- Substances intended for consumers
- Ingredients labelling
- “Natural” flavourings
Moritz Hagenmeyer, Krohn Rechtsanwälte law firm, Hamburg/Germany

12.30 Legal aspects of the use of nanotechnology
- What is nanotechnology and where and how is it covered in regulatory texts relating to food?
- What are the gaps in the legal texts?
- What are the opportunities and challenges for the food sector?
- Implications for the FIAP

13.00 Panel Discussion

13.15 Lunch

Science and Authorisation

Chairperson:
Klaus-Dieter Jany, CEF-Panel (Panel for food contact materials, enzymes and flavourings), European Food Safety Agency (EFSA), Parma/Italy

14.45 EFSA’s Guidance on the safety evaluation of food enzymes
- Legal background and status of evaluations
- EFSA’s scientific data requirements
- Further planning of the evaluations
Anne Theobald, CEF Unit, European Food Safety Agency (EFSA), Parma/Italy

15.15 Safety assessment of flavourings substances
- Principles of the safety assessment of flavourings substances to be included in the Community list
- Key issues (e.g. intake assessment)
- Strategies for future assessments of newly submitted flavouring substances
Karl-Heinz Engel, Technische Universität München, Freising-Weihenstephan/Germany

15.45 Panel Discussion

16.15 Coffee break

16.45 Food enzymes: regulatory changes and challenges for the industry
- Dossiers for safety evaluation
- Positive listing
- Additives and carriers for formulation
- Labelling issues
Marc Leclerc, Novozymes, Nanterre/France

17.15 Regulatory Status of Colouring foodstuffs
- Status within current EU legislation
- Principles of colouring foodstuffs
- Classification of colouring foodstuffs
- Current discussion within the EU
- Application and consumer preference
Paul Collins, GNT UK, Mickleover/United Kingdom

17.45 Panel discussion
Thursday, 3 December 2009

Chairperson:
Joy Hardinge, AJH Consulting, Brabourne Lees/United Kingdom

Focus Themes

9.00 Challenges and opportunities for the flavour industry
- Labelling
- Biologically active principles
- Authorisation of flavourings/EU Community List
Christiane Jarke, Symrise, Holzminden/Germany

9.30 Confidentiality, Data Protection and Intellectual Property
- Significance of data for the food industry
- Legislative approach in the EU
- Treatment and protection of company data in authorization procedures
Christian Ballke, meyer/meisterernst law firm, Munich/Germany

10.00 Additives in organic foods
- Consumer perception of organic food
- Legal structure of additive requirements in ECC Regulation 834/2007 and ECC Regulation 889/2008
- Evaluation concept for additives proposed for organic foods
- Accepted non organic ingredients and processing aids
Alexander Beck, Association of Organic Food Producers, Bad Brückenau/Germany

10.30 Panel discussion

11.00 Coffee break

Marketing and Labelling

11.30 Sensory & Consumer Science: Linking product perception and market acceptance
- Quantitative consumer tests for measuring consumer acceptance
- Concept evaluation to check consumers’ first purchase intention
- Linking all elements to explain consumer behaviour
Alexander Quadt, Döhler, Darmstadt/Germany

12.00 Driving Food Colour Markets: Industry Needs, Legislation and the Consumer
- Key statistics and technical requirements in food industry
- Analysis of recent product launches containing food colours
- Voluntary labelling making a difference on finished foods
Dirk Cremer, DSM Nutritional Products, Basel/Switzerland

12.30 All natural and co. – the future of clean labelling
- The consumer’s perspective and the prohibition of misleading advertising
- Is “no food improvement agents” tantamount to “natural?”
- Misleading claims and the perception of the average consumer
Sebastián Romero Melchor, Food Law Consultants, Brussels/Belgium

13.00 Panel discussion

13.30 End of the conference and lunch buffet

18.00 End of the first conference day
18.45 Departure for the evening event

After the first conference day Akademie Fresenius would like to invite you to a leisurely evening on the vineyard of Joachim Flick. You have the opportunity of better getting to know other participants you met during the day over a relaxed meal and wine from the Rheingau region.

THE EXPERTS

Christian Ballke is a registered Lawyer practising in meyer/meisterernst law firm in Munich, Germany. He is specialised in all food law matters, in particular marketability and advertising of products. Another focus is intellectual property law, especially trademark and unfair competition law.

Alexander Beck runs a private consultancy and is executive board member of the Association of organic food processors (Aoel). Before that, he worked in the Demeter Association where he was responsible for the quality of processed Demeter food.

Paul Collins is Managing Director of GNT UK. The GNT Group specialises in producing colouring foodstuffs from edible fruits, vegetables and other edible plants. Paul has worked within the natural colour industry for more than 25 years, in technical development, regulatory affairs and commercial functions.

Dirk Cremer joined DSM Nutritional Products Ltd. in 2007. In his current role as a Global Regulatory Affairs Manager he oversees an international food ingredient portfolio with a special focus on those products that are used as food colours and as functional ingredients for delivering health benefits.
Wim Debeuckelaere was during 12 years responsible for food related issues at the Belgian consumer organisation Test-Achat. Since 2004 he is working for the European Commission in Brussels, during 5 years responsible for flavourings and from beginning 2009 responsible for food additives.

Karl-Heinz Engel is Professor at the Technische Universität München and holds the Chair of General Food Technology at the Department of Food and Nutrition. Since 2003 he is member of the AFC/CEF-Panel of EFSA and chairs the Working Groups “Flavourings” and “Smoke Flavourings”.

Moritz Hagenmeyer qualified as a lawyer in Germany as well as in England and Wales and is actually working with Krohn Rechtsanwälte law firm in Hamburg. Having practiced in law for more than a decade he is lecturing this subject at the universities of Hamburg and Hanover.

Maryse Hervé is a food microbiologist and worked for 11 years for several companies in the food ingredients sector. Since 2001 she focuses in EU Food Regulatory Affairs. As Manager of ECCO’s food practice, a Brussels-based consultancy, she currently serves as Secretary General for several trade associations, including ELC.

Joy Hardinge worked for Quest International for 29 years in a number of roles relating to food safety and legislation. She currently works as an independent consultant on food legislation. She is Chairman of the Technical Committee of the European Flavour Association.

Lynn Insall joined the Food and Drink Federation (FDF) in 1992. She is responsible for regulatory issues relating to food composition and has represented the UK industry’s interests in negotiations leading to much of the European Community’s single market legislation, including food additives, novel foods and GM.

Klaus-Dieter Jany studied biology and chemistry and has had professorships for biochemistry at the universities of Stuttgart and Darmstadt. Afterwards he was the head of the centre for Molecular Biology (MBZ) at the Federal Research Centre for Nutrition and Food at Karlsruhe/Germany. Since July 2008 he is the chair of the panel for food contact materials, enzymes and flavourings (CEF-Panel) and member of the Scientific Committee at European Food Safety Authority (EFSA), Parma/Italy.

Christiane Jarke is a Nutrition Scientist and since 1977 employed in different positions by Symrise in Holzminden/Germany. Since 2005 she is Director of Strategic Regulatory Affairs, Division Flavour and Nutrition. She is member of various committees and expert groups of the flavour industry.

Marc Leclerc is an agronomical engineer and presently Senior Regulatory Affairs Advisor at Novozymes A/S in Nanterre/France. He has expertise in safety assessments and regulatory aspects of enzymes used in Food, Feed and Technical applications and also manages the Enzyme REACH Consortium.

Andreas Meisterernst is lawyer and senior partner of the food law firm meyer // meisterernst. He is visiting lecturer at the Technische Universität München as well as author and editor of a large number of publications.

Alexander Quadt is a food technologist and actually working as Head of Sensory & Consumer Science at Doehler Group in Darmstadt/Germany. Before that, he was Managing Director at SAM ASAP Sensory and Marketing Germany.

Sebastián Romero Melchor is the founder and managing partner of Food Law Consultants, the first Brussels-based Spanish firm specialized in food law at EU and Member-State levels. He has practised as a lawyer in English and Spanish law firms and in the European Commission.

Anne Theobald is Scientific Officer at the European Food Safety Agency EFSA in Parma, Italy. In the CEF unit for Food contact materials, Enzymes and Flavourings, she is mainly dealing with Smoke Flavourings, Food Supplements and Food Contact Materials.
WHOM DO YOU MEET?

Groups that should take part:

- Managing directors, boards of directors, members of supervisory boards, managers and scientists in the field of
  - Legal & regulatory affairs
  - Research & Development
  - Regulatory support
  - Registration & authorisation
  - Marketing & Sales

Sectors that should take part:

- Food Industry
- Producers of flavourings
- Producers of colourings
- Producers of enzymes
- Producers of food additives in general
- Research Institutes
- Laboratories
- Authorities
- Professional associations

THE ORGANISERS

AKADEMIE FRESENIUS is a joint venture of SGS Institut Fresenius and Cognos, one of the leading private educational institutes in Germany. Akademie Fresenius organises national and international conferences and congresses on current topics from the economic and scientific sectors for both specialists and the industry. You can find details on upcoming and new events at www.akademie-fresenius.com

Consumer protection is becoming increasingly important and the legal requirements in regard to quality assurance in the production and use of food have become much more stringent. Food producers and food retailers integrate extended quality assurance measures into their operating processes. These include both analytical tests and also the implementation of hygiene and quality management systems. In addition to the experience of SGS INSTITUT FRESENIUS in the field of analytics, customers also benefit from many years of experience in the assessment of legal issues concerning food, nutritional supplements and organic products.

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TERMS OF PARTICIPATION AND PURCHASE:
The registration fee includes the conference participation, complete conference documentation, lunch, coffee breaks, conference beverages as well as the evening event on 2 December 2009. You will receive a written confirmation of your registration. Upon receiving our invoice, please transfer the amount due without further deductions before the conference begins. The price of the conference documentation includes hard copy of the documentation as well as access code to the secure Akademie Fresenius download area where you can download the complete conference documentation, including any subsequent updates, in electronic form – subject to the approval of the respective speakers. Both the documents and the secure access code will be dispatched around two weeks after the event and as soon as advance payment has been received.

GROUP REDUCTIONS:
For joint bookings received from one company we grant a 15% discount from the third participant onwards. The reduced fee cannot be combined with other rebates.

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Written cancellations or transfers will be accepted free of charge up to four weeks prior to the start of the event. After this date and up to a week prior to the start of the event we will reimburse 50% of the registration fee. We cannot, unfortunately, provide refunds for later cancellations. Please note that you can name a substitute free of charge at any time.

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The Akademie Fresenius will keep your personal data for the purpose of organising this event. We will under no circumstances use your data for commercial trade purposes. In signing this form you consent to our occasionally contacting you via mail, email, fax or phone (please cross out if unwanted) in order to provide you with further information from our company. You can, of course, withdraw your consent whenever you wish. Further information can be found at: www.akademie-fresenius.de/dataprotection

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