

Health Claims Europe presents

OMEGA-3 SUMMIT 2013

Product Availability and Purity - How to Influence Policy and Grow Consumer Awareness



Crowne Plaza Le Palace, Brussels, Belgium
Thursday, May 30, 2013

The Global Omega-3 Summit 2013 is the follow-up of the successful policy summits of 2011 and 2012, where six consensus statements were signed and confirmed by all participants.

The Omega- Summit 2013 will build on these consensus statements and look at three themes:

- Importance of Bioavailability and Omega-3/Omega-6 ratio for health
- Purity, quality management, and contaminant control
- General availability and novel sources
- How to influence policy to adopt the recommendations and how to grow consumer awareness

We welcome all stakeholders of the food, food ingredient, and supplement industry, as well as scientists and researchers, and legislators and industry associations to join in the debates at the Omega-3 Summit 2013.

Lead speakers:

- **Mr. Franz Lamplmair**, Adviser Policy Development and Co-ordination, EC DG MARE, Belgium
- **Mr. Jogeir Toppe**, Fisheries Officer, FAO, Italy
- **Mr. Dominic Dyer**, Writer, broadcaster, campaigner, former Director SFA and ECPA, U.K.
- **Mr. Adam Ismail**, Executive Secretary, GOED Global Organization for EPA and DHA, U.S.A.
- **Mrs. Rukmini Gupte**, Expert Consultant, The Healthy Marketing Team, U.K.
- **Mr. V. Krishnakumar**, Managing Director, Giract, Switzerland
- **Mr. Tobias Ploeger PhD**, Head of R&D, Bioseutica-KD Pharma, Germany
- **Dr. Olga Sayanova**, Biological Chemistry and Crop Protection, Rothamstead Research, U.K.
- **Mr. Asgeir Sæbø**, R&D Senior Consultant, Aker Biomarine, Norway
- **Prof. Clemens von Schacky, MD**, Head of Preventive Cardiology, University of Munich, Omegamatrix, Germany
- **Dr. Isabelle Sioen**, University Hospital, Ghent University, Belgium
- **Dr. Kuan-Pin Su**, General Department of Psychiatry, China Medical University Hospital, Taiwan (R.O.C.)

<http://www.omega3summit.org>
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Program

Thursday, May 30, 2013

- 8:30 Registration and welcome coffee
- 8:50 **Summit Opening – Consensus Statements – Status and Where are we going now?** *Mr. V. Krishnakumar, Managing Director, Giract, Switzerland*
- 9:00 **The Right to Food and Omega-3s**, *Mr. Jogeir Toppe, Fisheries Officer, FAO, Italy*
- 9:25 **Reform of the Fisheries Policy**, *Mr. Franz Lamplmair, Adviser Policy Development and Co-ordination, EC Directorate-General for Maritime Affairs and Fisheries, Belgium*

Session 1: Omega-3 Science Update

Chair Prof. Michael Crawford, Imperial College

- 9:45 **Omega-3 in Depression: the Biological, Therapeutic and Preventive Implications**, *Mr. Kuan-Pin Su PhD, General Department of Psychiatry, China Medical University Hospital, Taiwan (R.O.C.)*
- 10:15 Coffee Break & Networking
- 10:45 **Role of Omega-3 and Omega-6 in Health - Importance of Ratio and Bioavailability**, *Prof. Clemens von Schacky, MD, Preventive Cardiology, University of Munich, Germany*
- 11:15 Debate: **Omega-3 Bioavailability and Ratio Omega-3/Omega-6**

Session 2: Purity, Oxidation Stability and Contaminant Control

Chair Mr. Asgeir Sæbø, Aker Biomarine

- 11:30 **Fish and Oil Quality Issues and Oxidation Stability Management**, *Mr. Asgeir Sæbø, R&D Senior Consultant, Aker Biomarine, Norway*
- 12:00 **Contaminant Removal and Quality Control in Fish Oil Purification**, *Mr. Tobias Ploeger PhD, Head of R&D, Bioseutica-KD Pharma, Germany*
- 12:30 Lunch & Networking
- 13:30 **Risk/Benefit Analysis of Fish Consumption**, *Isabelle Sioen PhD, University Hospital, Ghent University, Belgium*
- 13:50 Debate: **Benefits vs. Risks of Omega-3 consumption**

Session 3: Omega-3 Supply & Demand

Chair Mr. Adam Ismail, GOED Omega3

- 14:00 **Market Availability and Limits of Omega-3s from Fish Oil**, *Mr. Adam Ismail, Secretary General, GOED Global Organization for EPA and DHA, U.S.A.*
- 14:30 **Plant Roads to Ic-Omega-3s, Biotechnology and Pathways**, *Mrs. Olga Sayanova PhD, Biological Chemistry and Crop Protection, Rothamstead Research, U.K.*
- 15:00 Debate: **Conflict between Supply and Demand**
- 15:15 Coffee Break & Networking

Session 4: How to Influence Policy Development and Growing Consumer Awareness

Chair Mr. V. Krishnakumar, Giract

- 15:45 **Consumer Awareness of Omega-3s and its Benefits: Newest Market Data**, *Mr. Adam Ismail, Secretary General, GOED Global Organization for EPA and DHA, U.S.A.*
- 16:15 **Strategies in Changing Policy and Improving B2C Communication, Lessons Learnt**, *Mr. Dominic Dyer, Writer, broadcaster, campaigner, former Director SFA and ECPA, U.K.*
- 16:45 **Taking Advantage of Claims and Nutrition Information in Growing Consumer Awareness**, *Mrs. Rukmini Gupte, Expert Consultant, The Healthy Marketing Team, U.K.*
- 17:15 Debate: **Next Steps in Policy Development to Improve Consumer Awareness**
- 17:30 **Consensus Statement Update**
- 17:45 Wrap-up and Closure

The **GLOBAL OMEGA-3 SUMMIT 2013** Product Availability and Purity - How to Influence Policy and Grow Consumer Awareness is designed for Leading Food Industry, Dietary Supplement and Food Ingredient Industry, Industry Associations and leading EU and global policy makers, as well as Industry Sectors involved with production of Fish Oil, and other sources of LC-Omega-3s and precursors thereof.

The program will

- Develop Industry and Government Recommendations for Improved Health by Improved Nutrition in a Sustainable way;
- Publish Position Statements

And will spread these to leading Food & Drinks Industry publications and web information services.

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Health Claims Europe

Health Claims Europe VVZRL is the organizer of International Workshops **Nutrition & Health Claims Europe**, **Supplement Claims Europe**, **Marketing Nutrition**, and **Feed Additives** Legislation.

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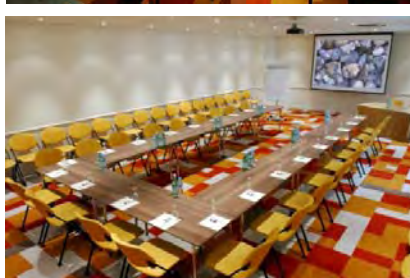
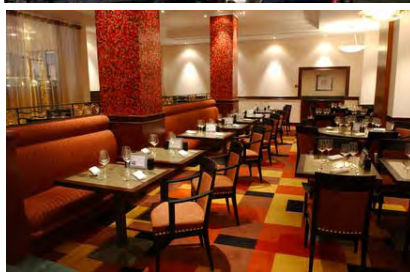
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Hotels

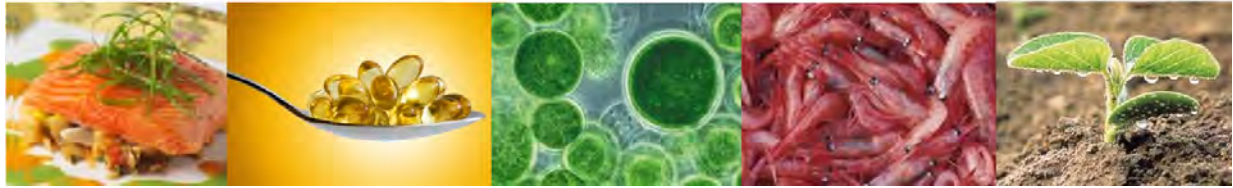
Brussels has plenty of hotels; downtown hotels and hotels near Place Rogier and North railway station are walking distance from Crowne Plaza Hotel
See also www.omega3summit.org

Rooms "Omega-3 Summit": "Superior" room @ 179 EUR, Breakfast and taxes included (booking link on www.omega3summit.org)



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Crowne Plaza Le Palace Hotel, Brussels, Belgium, May 30, 2013

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Regular Registration (AFTER April 28, 2013)	1045.00 EUR	
Independent Medical Profession - Academics - Government Representatives	595.00 EUR	
<p>(*) 100 EUR off for GOED, IFFO, and Naredi members</p> <p>(**) VAT: Non-Belgian registrations are exempt from VAT except if registered at private title. 21% VAT has to be charged for private registrations and for all registrations of participants affiliated to Belgium-registered companies or institutions. 21% VAT will be charged for registrations made on behalf of EU companies or institutions not mentioning the VAT registration number.</p> <p>(***) Cancellations have to be sent by fax or e-mail to the organizers; please ask for confirmation.</p> <ul style="list-style-type: none"> - Cancellations received up till 30 days before the event, will be refunded at full price minus bank costs and extra 50 EUR handling cost - Cancellations up till two weeks before the event, will be refunded at full cost minus bank costs and extra 100 EUR handling cost - No refund is possible later than two weeks before the event <p>Registrations are fully transferable by sending a fax or e-mail indicating the name change</p>		
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