

Health Claims Europe presents

2nd Gut Health Summit

Market Perspectives for
Probiotics and Prebiotics



Crowne Plaza Le Palace Hotel

Brussels, Belgium - Tuesday, 17 March 2020

The market situation for Pre- and Probiotics is drastically changing worldwide. The growing knowledge and understanding of the gut microbiome creates many new opportunities. At the same time, Pre- and Probiotics are confronted with legislative restrictions and pressure. Consequently, strategies for creating value for Pre- and Probiotics need a serious upgrade.

The Gut Health Summit offers a platform for this discussing this. Management, R&D and Marketing from the Ingredient and Food & Drink Industries will be working together with Scientists and Regulatory bodies at the Gut Health Summit. The Summit will have three main discussion sessions reviewing **Science, Claims & Regulatory** and **Access to Market and Consumer Communication**.

The program brings a dozen speakers in three sessions each ending with a policy discussion on options and opportunities to break out of the current situation with the use of the words Pre- and Probiotics no longer allowed on food labels. The meeting will create ample opportunities for networking and new business development.

Speakers:

- **Mrs. Rosanna Pecere**, Executive Director, IPA Europe, Belgium
- **Dr. Roy Montijn**, Head of Microbiology and Systems Biology, TNO Innovation for Life, the Netherlands
- **Dr. Jeroen Raes**, Professor, VIB-KU Leuven Center for Microbiology, Belgium
- **Dr. Frank Schuren**, Microbiology & Systems Biology, TNO Innovation for Life, the Netherlands
- **Mrs. Justyna Pałasińska**, Senior Regulatory Affairs Manager, EU Pen & Tec Consulting, Spain
- **Dr. Heike Stier**, Senior Scientific Consultant, analyze & realize, Germany
- **Mrs. Katia Merten-Lentz**, Partner, Keller and Heckman, Belgium
- **Dr. Frédérique Respondek**, Scientific & Regulatory Affairs Manager, ADM International, Switzerland
- **Dr. Leena Contarino** and **Mrs. Lauris Kemp**, Partners, OBC Suisse on behalf of HGF, Switzerland
- **Dr. Hubert Plovier** (TBC), R&D Project Manager, A-Mansia Biotech, Belgium.
- **Dr Jérôme Le Bloch**, Scientific Expert, Nutraveris, France

www.guthealthsummit.com
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Gut Health Summit

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KEYNOTE LECTURES

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| 9:00 | Welcome , Dr. Ignace Debruyne, Health Claims Europe, Belgium |
| 9:05 | Market Trends and Development for Pre- and Probiotics , Dr. Roy Montijn, Head of Microbiology & Systems Biology, TNO Innovation for Life, the Netherlands |
| 9:45 | Probiotics Legal Framework Status, the IPA Europe Initiative and the Future Perspective , Mrs. Rosanna Pecere, Executive Director IPA Europe, Belgium |
| 10:25 | Keynote: Questions & Answers |
| 10:30 | Coffee Break & Networking |

Session 1 - SCIENCE UPDATE

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| 11:00 | Newest Science and Applications with Prebiotics , Dr. Frédérique Respondek, Scientific & Regulatory Affairs Manager, ADM International, Switzerland |
| 11:30 | Quantitative Microbiome Profiling in Health and Disease , Dr. Jeroen Raes, Professor, VIB-KU Leuven Center for Microbiology, Belgium |
| 12:00 | Translational Development of Akkermansia to Target Metabolic Disorders , Dr. Hubert Plovier (TBN), R&D Project Manager, A-Mansia Biotech, Belgium |
| 12:30 | Microbiome, Pre- & Probiotics: Questions & Answers |
| 12:35 | Lunch and networking |

Session 2 - CLAIMS & REGULATION

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| 14:00 | Probiotics - Commercial Aspirations vs. Regulatory Realities in the EU Food Chain , Mrs. Justyna Pałasińska, Senior Regulatory Affairs Manager, EU Pen & Tec Consulting, Spain |
| 14:30 | Which Science is Needed to Obtain Pre- or Probiotics Claims in the EU? , Dr. Heike Stier, Senior Scientific Consultant, analyze & realize, Germany |
| 15:00 | Opportunities for Bacteria/Probiotics in Health and Nutrition: Experience on Novel Food and Food for Special Medical Purpose , Dr Jérôme Le Bloch, Scientific Expert, Nutraveris, France |
| 15:30 | Claims as Market Hurdles: Questions & Answers |
| 15:35 | Coffee Break & Networking |

Session 3 - ACCESS to MARKETS and CONSUMER COMMUNICATION

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| 16:00 | Global Recognition of Probiotics and Ways to Achieve to Create Business Growth , Mrs. Katia Merten-Lentz, Partner, Keller and Heckman, Belgium |
| 16:30 | Personalised Microbiome Recommendations , Dr. Frank Schuren, Microbiology & Systems Biology, TNO Innovation for Life, the Netherlands |
| 17:00 | Optimizing Intellectual Property (IP) Strategies Throughout the Probiotics Production Chain , Dr. Leena Contarino and Mrs. Lauris Kemp, Partners, OBC Suisse on behalf of HGF, Switzerland |
| 17:30 | Marketing Opportunities: Questions & Answers |
| 17:35 | Wrap-up and Closure |

The 2nd **Gut Health Summit** is designed as a *Discussion Platform for Regulators, Scientists, Industry, and Consumers* and targeted at

- International scientists
- Members of the European Parliament
- European Commission: DG Sanco and DG Research
- Probiotic-producing companies
- Leading food, food supplement and pharmaceutical companies
- Service companies: clinical CROs, law offices, claim and legislative support companies
- Key Medical Associations
- Key Consumer and Food & Drinks Industry associations

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Health Claims Europe

Health Claims Europe VVZRL is the organizer of International Workshops such as *Nutrition & Health Claims Europe, Supplement Claims Europe, Pro- and Prebiotics Summit*, and *Omega-3 Summit*.

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Hotels

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