FOOD SUPPLEMENTS

25 and 26 June 2014 in Mainz/Germany

HIGHLIGHTS:

- Health claims for Food Supplements
- Labelling of Food Supplements
- Food Supplements and Codex Alimentarius
- Safety and efficacy assessment of Food Supplements in the European Union
- “Stofflisten des Bundes und der Länder” – A guidance of German authorities
- Marketing of Food Supplements in several EU markets
- Food Supplements for specific consumer groups
- Legal framework for beauty claims
- Botanicals in Food Supplements – harmonizing the evaluation in the European Union
- Case study: Fruitflow® the first food ingredient supported by a proprietary EU Health Claim

THE EXPERTS:


SCIENTIFIC ADVISOR:

Andreas Meisterernst Meisterernst Rechtsanwälte

Share industry experience and get the latest news on regulatory issues, from science and authorisation!
Get-Together on Tuesday, 24 June 2014

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

Wednesday, 25 June 2014

8.30 Registration & coffee

9.00 Welcome address and introduction by the organisers and the Chair

Andreas Meisterernst, Meisterernst Rechtsanwälte, Germany

Regulatory frame

9.05 Health claims for Food Supplements – actual issues

- Regulation (EU) No.432/2012 and the application for authorization
- Regulation (EC) No 1924/2006 and definition of health claims
- Specific cases regarding Food Supplements

Giorgio Rusconi, Mondini Rusconi, Italy

9.30 How to deal with beauty claims?

- EU legal framework
- Food Supplements EU Guidelines on beauty claims
- Way to work for food operators

Laure Normand, Inneov, France

10.00 Food Supplements for specific consumer groups

- Legal frame for consumer-specific products
- Communication to target groups
- Taylor-made health claims
- Utilization of general health claims

Christian Ballke, Meisterernst Rechtsanwälte, Germany

10.30 Panel discussion
11.00 Coffee break

11.30 Labelling of Food Supplements

- FIC Regulation
- Food Supplements Directive
- QUID

Irene Scholten-Verheijen, Legaltree, The Netherlands

12.00 FSMP or FS – The categorization of products with respect to Reg. 609/2013 (EBD)

- Introduction to the European regulation and its categorization
- Overview of current Czech legislation on Food for Special Medical Purposes (FSMP) and Food Supplements (FS)

Categorization of FSMP and FS
- Role of European regulation and changes in Czech law

Jiří Hrádek, schoenherr attorneys at law, Czech Republic

12.30 Marketing Food Supplements in several EU markets: is mutual recognition really enough?

- Legal framework: From Cassis de Dijon to the Solgar case
- Role of regulation 764/2008 (the “Mutual Recognition Regulation”)
- Practical application to maximum limits of vitamins and minerals, botanicals and other substances

Sebastián Romero Melchor, K&L Gates GP, Belgium

13.00 Panel discussion
13.30 Lunch

Botanicals and other ingredients

15.00 Safety and efficacy assessment of Food Supplements in the European Union

- Using the example of botanicals
- Harmonization of botanical products
- Regulation on marketing of Food Supplements in member states

Vittorio Silano, II University of Rome, Chair of CONTAM Panel, European Food Safety Authority, Parma, Italy

15.30 „Stofflisten des Bundes und der Länder“ – a guidance of German authorities relating to the use of plants as food or food ingredients

- Background
- Development of the list
- Ongoing work on national and European level

Florian Riedel, Federal Office of Consumer Protection and Food Safety (BVL), Germany

16.00 Panel discussion
16.30 Coffee break

17.00 Botanicals in Food Supplements – harmonizing the evaluation in the European Union

- The regulatory system in Belgium
- The BELFRIT-project

Joris Geelen, Federal Public Service Health, Food Chain Safety and Environment, Belgium

17.30 Functional ingredients and health claims – implications of the Commission proposal for a “new” novel foods regulation

- The novel definition of novel foods: All new ingredients will be novel?
- Retroactive effect vs. legal certainty and compatibility with regulation (EC) No. 1935/2006
- Procedures and data protection: Lessons to be learned from the claims regulation

Peter Loosen, Federation for Food Law and Food Science (BLL), Germany/Belgium
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<tr>
<td>10.00</td>
<td><strong>Food Supplements and Codex Alimentarius</strong></td>
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<td>- Overview of international Codex guidelines and their impact on EU regulation</td>
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<td>- Codex influence on US regulation and FDA rules and how this impacts global markets</td>
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<td>- Risk assessment developments in the EU</td>
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<td>- Future prospects for sustainable growth of the food supplements sector</td>
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<td><strong>Robert Verkerk</strong>, Alliance for Natural Health International, UK</td>
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<td>11.30</td>
<td><strong>Commercialization of Fruitflow®, the first food ingredient supported by a proprietary EU health claim – challenges and opportunities in the market place</strong></td>
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<td>- Does the proprietary § 13.5 health claim enable improved marketability of innovative ingredients?</td>
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<td>- Increased consumer understanding and consumer acceptance due to approved proprietary EU health claim?</td>
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<td>- Are there any specific and novel marketing requirements arising for an ingredients producer?</td>
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<td><strong>Bernd Mussler</strong>, DSM Nutritional Products, Switzerland</td>
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<td>12.00</td>
<td><strong>Plant health products – innovation, tradition or stagnation?</strong></td>
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<td>- A market observation</td>
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<td>- The regulatory landscape of plant health products</td>
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<td>- Possible scenarios for the future</td>
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<td><strong>Dorothee Klöpf</strong>, Diapharm, Germany</td>
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<td>12.30</td>
<td><strong>Forecast – Food Supplements 2020</strong></td>
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<td>- The legal frame will change the market</td>
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<td>- Transatlantic Trade and Investment Partnership (TTIP) – following wind for FS?</td>
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<td>- Is there a future for personalised products?</td>
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<td><strong>Andreas Meisterernst</strong></td>
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<td>13.00</td>
<td><strong>Panel discussion</strong></td>
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<td>13.30</td>
<td><strong>Lunch buffet and end of the conference</strong></td>
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**Thursday, 26 June 2014**

**Present and future of the market**

**Chair:** Irene Scholten-Verheijen

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<td>9.00</td>
<td><strong>Positive impact of Food Supplements for a better nutrition</strong></td>
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<td>- Global trends</td>
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<td>- Why do so many consumers choose Food Supplements?</td>
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<td>- Connection between active ingredients, health claims and impact on health</td>
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<td>- Monitoring of bioactive compounds in Food Supplements on the Croatian market</td>
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<td><strong>Lea Pollak</strong>, National Institute of Public Health, Croatia</td>
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<td>9.30</td>
<td><strong>National Report: Regulatory framework applicable to marketing of Food Supplements in Poland</strong></td>
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<td>- Peculiarities of the notification proceedings in Poland</td>
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<td>- Mutual recognition versus current administrative practices</td>
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<td>- Prospects for the future</td>
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<td><strong>Joanna Krakowiak</strong>, Wardyński &amp; Partners, Poland</td>
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**THE EXPERTS**

**Christian Ballke** is a registered lawyer and partner of Meisterernst law firm in Munich, Germany. He is specialized in all food law matters, in particular marketability and advertising of products. Another focus is intellectual property law, especially trademark and unfair competition law.

**Jiří Hrádek** is an attorney at the Prague branch of the law offices of schoenherr and a researcher at the Center for Comparative Law at the Faculty of Law of Charles University in Prague. He specializes in dispute resolution and intellectual property law including life sciences.

**Joris Geelen** is Regulatory Expert for Botanicals in the service food, feed and other consumption products of the DG Animals, Plants and Food of the Federal Public Service Health, Food Chain Safety and Environment in Belgium. Furthermore he is responsible for the dossiers with botanicals and for the coordination of the Advisory Commission on botanicals. He is the chairman of Policy Advisory Board of the PlantLIBRA project.

**Dorothee Klöpf** is working at the service provider Diapharm as Head of the OTC team, which mainly focuses on food supplements, cosmetics and borderline issues. Before she joined Diapharm she worked in regulatory affairs for GlaxoSmithKline Consumer Healthcare.

www.akademie-fresenius.com/2059
Joanna Krakowiak is Legal Adviser and member of the Life Science and Regulatory Law Practice Wardyński & Partners in Warsaw. She handles pharmaceutical law, food law and regulations concerning food supplements, cosmetics and medical devices. She serves as an expert of the National Council of Food Supplements and Nutritional Foods.

Peter Loosen has been Managing Director of the BLL since 2007. He became Head of the Brussels Office in 2003. Besides counselling members he focuses on the representation of members’ interests to the European institutions. Moreover, he is visiting lecturer for food law at the University of Bonn.

Andreas Meisterernst is Lawyer at Meisterernst Rechtsanwälte (law firm) in Munich, Germany. He is visiting lecturer at the Technical University of Munich as well as author and editor of a large number of publications.

Bernd Mussler works as Global Innovation Project Director for DSM. He is responsible for global scouting and licensing of new food ingredients for the DSM portfolio and is furthermore leading an open innovation projects to develop new functional ingredients.

Laure Normand has been working as Pharmacist in the health sector for 20 years. Currently she is Director of regulatory affairs and safety at INNEOV, a joint venture of Nestlé and L’Oréal.

Lea Pollak is Head of the Food Supplements and Dietetic Products (PARNUTS) Unit at the Croatian National Institute of Public Health. She is actively involved in the analyses, evaluation and legislation of food supplements, food for special nutritional uses and fortified food.

Florian Riedel works as Pharmacist at the Federal Office of Consumer Protection and Food Safety (BVL) on “Food Supplements” and “Novel Food”. With a group of colleagues he generated the “Stoffliste des Bundes und der Länder”.

Sebastián Romero Melchor is a partner of the Brussels-based firm K&L Gates GP. He has practiced as a Lawyer in top-tier law firms and in the European Commission.

Giorgio Rusconi is a Lawyer at the Italian law firm Mondini Rusconi and has acquired experience in the field of food and drug law. He is one of the founders and permanent member of the Board of FLN - Food Lawyers’ Network Worldwide.

Irene Scholten-Verheijen works as an attorney at law and is a partner at the Dutch law firm Legaltree. She specializes in regulated markets in which the interaction between government and corporations is a center piece. Within this framework, her focus is pharma and food industries.

Vittorio Silano is contract Professor of “Food Safety Legislation” at the Medical School of the II University of Rome, Italy. He has chaired the Scientific Committee since the inception of the EFSA as well as various Scientific Committee working groups including animal cloning and botanicals. He moreover is editor-in-chief of the EFSA Journal and chairs the editorial board.

Robert Verkerk is a Scientist and regulatory specialist in the field of sustainability, specifically in the areas agriculture and healthcare. In 2002, he founded Alliance for Natural Health International as an independent NGO to help promote natural and sustainable approaches to healthcare worldwide.
WHOM DO YOU MEET?

Sectors that should take part

- Food Industry: manufacturers of food products, functional foods, dietetic food, nutraceuticals, food ingredients, food supplements, food additives
- Food Retailers
- Pharmaceutical Industry
- Medicinal Industry
- Regulatory Authorities
- Research Institutes

Groups that should take part

- Managing Directors, Boards of Directors, Members of Supervisory Boards, Managers and Scientists in the fields of:
  - Food Law
  - Legal and Regulatory Affairs
  - Regulatory Support
  - Registration / Authorisation
  - Business Development
  - Product Management
  - Marketing and Sales

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 food producers and food retailers integrate extended quality assurance measures into their operating processes. 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. www.institut-fresenius.de

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Use the attached fax reply sheet to request our information material. Or simply call us. We would be more than pleased to assist you personally.

Tina Günter
phone: +49 231 75896-73
tguenter@akademie-fresenius.de

If you have any questions regarding the programme:
Elisabeth Wapler, MSc Nutrition
phone: +49 231 75896-78
e-mail: ewapler@akademie-fresenius.de

If you have any questions regarding the organisation:
Annika Koterba
phone: +49 231 75896-74
e-mail: akoterba@akademie-fresenius.de
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 25 June 2014.

You will receive 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 a hard copy of the documentation as well as an 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.

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For joint bookings received from one company we grant a 15% discount from the third participant onwards.

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