



**GELITA** June 10–11<sup>th</sup> 2015  
Heidelberg

# SYMPOSIUM

Crossover Solutions:  
Inspiring Product Development

**INVITATION**

There are always plenty of good reasons to come to Heidelberg, the historic town in South-West Germany: its romantic and picturesque cityscape, including the world-famous castle, university and the Philosopher's Walk – and the **GELITA Symposium on Food, Health & Nutrition on June 10-11, 2015.**

This time the global industry meeting will focus on the topic **“Crossover Solutions: Inspiring Product Development.”** Highly regarded speakers will discuss how we can learn from other

industries to create innovative ideas and cross the boundaries of our own sectors. The versatility of proteins, gelatine and collagen peptides and how they can be used in different products is another core topic. Interactive sessions on both days will present application examples.

**I would be pleased to see you at the GELITA Symposium 2015 in historic Heidelberg.** You can find more information on the agenda and registration on the following pages.

Sincerely,



Dr. Franz Josef Konert  
CEO, GELITA AG



**Dr. Franz  
Josef Konert**  
CEO of  
GELITA AG

## PROGRAM • DAY 1

- 12:00 noon  
**Registration, lunch**
- 1:00 pm, Dr. Franz Josef Konert:  
**Welcome**
- 1:05 pm, Moderator Stefan Gates:  
**Introduction**  
Crossover Solutions:  
Inspiring Product Development
- 1:15 pm, Expert Speaker:  
**Crossover Solutions: hype or trend?**
- 2:00 pm, Dr. Margarethe Plotkowiak:  
**Versatility of an ingredient with unlimited opportunities**
  - Multifaceted properties of gelatine
  - Crucial component in various product categories
- 2:20 pm  
**Break**
- 2:50 pm  
**Interactive session: See, taste and feel different properties of food in relation to ingredients used**
- 4:35 pm, Melanie Felgate:  
**Where food and pharmaceuticals collide: Trends and opportunities in “Pharma Foods”**
  - What do we mean by pharma foods and who is the consumer?
  - What is the size of the market and at what rate is it growing?
  - Exciting and innovative examples from the pharma foods space
- 5:05 pm, Christiane Friedemann:  
**Cross-Innovations – Learning from other industries**
  - Innovation often takes place beyond the boundaries of your sector – by “crossing” with success factors and trends outside your own field of vision
  - Network culture: in order to be successful, cross innovation needs an environment of cooperation
- 5:50 pm:  
**Summary of day 1**
- 7:30 pm  
**Evening event at beautiful Landgut Lingental**

## DAY 2

- 9:00 am:  
**Welcome**
- 9:05 am, Dr. Annemarie Dengler:  
**Make a choice – the challenge of defining the right product category**
  - SOTC medicinal products, food, medical devices, cosmetic – defining the product status of new health care products
  - Regulatory versus marketing and distribution challenges
  - Discussion of current market trends
- 9:35 am, Dr. Stephan Hausmanns:  
**Collagen Peptides bridge the gap between product categories**
  - Food becomes more and more healthy
  - Nutricosmetics evolve as the interface between food and cosmetics
  - Dietary supplements connect food, pharma and cosmetics
- 9:55 am  
**Break**
- 10:25 am  
**Interactive session: Experience some fancy product ideas to inspire your product development**
- 12:15 pm, Prof. Charles Spence:  
**Neurogastronomy: the art and science of multisensory flavour perception**
  - Our experience of food and drink is more multisensory than any of us realize
  - Key rules governing flavour perception
  - Examples from food companies and top chefs
- 1:15 pm  
**Summary of day 2 and closing of the event**
- 1:30 pm  
**Lunch**
- 2:30 pm:  
**Optional add-on program, such as a guided historical Heidelberg tour**

## KEYNOTE SPEAKERS



**Prof. Charles Spence** •  
**University of Oxford**

Charles is a cognitive neuroscientist and an expert in the field of multisensory flavour perception and packaging/experience design. Being passionate about designing better-tasting, more stimulating, more memorable, and healthier food and drink experiences, he focuses his research at the interface of modernist cuisine and commercial food and beverage design.

**Melanie Felgate** • **Datamonitor**



Melanie has over ten years' experience in researching and analyzing consumer insight related to the food and beverage industry. At Datamonitor Consumer Melanie has written and presented on a range of topics including sports nutrition, disease management, over-the-counter healthcare, and functional nutrition.



**Christiane Friedemann** •  
**Zukunftsinstitut Workshop GmbH**

Christiane studied Industrial Design at HDK Berlin. In 1998, she founded the Zukunftsinstitut together with Matthias Horx. Last year, Christiane founded Zukunftsinstitut Workshop GmbH, an affiliate specialized in applying trend- and future research in innovation projects – through workshops, tools and facilitative products.



**Dr. Annemarie Dengler** •  
**RED OTC Development GmbH**

As director of business development Annemarie creates innovative and highly competitive over-the-counter (OTC) pharmacy products as a partner of the European consumer healthcare industry. She is an expert on Market Analysis, Portfolio Analysis and Definition of Brand Line Extensions.



**Dr. Margarethe Plotkowiak** • **GELITA AG**

During her PhD studies Margarethe has focused on the sensory characteristics of meat products before moving on to the beverage industry. She now uses her international expertise in the food industry in the technical service, product development and product management.



**Dr. Stephan Hausmanns** • **GELITA AG**

Stephan is Head of the Business Unit Health & Nutrition and in charge for global sales of collagen peptides. He is an expert in the area of food-bio-technology and bioprocess-engineering.



**Stefan Gates** • **Moderator**

Stefan is a hugely popular writer and TV presenter with a vast breadth of knowledge. He's renowned for his love of quirky culinary quests and extraordinary food adventures.

## GENERAL INFORMATION AND REGISTRATION

### Symposium venue:

Conference Center  
Mittelgewannweg 10  
69123 Heidelberg

**Registration** online only at [www.gelita-symposium.com](http://www.gelita-symposium.com)

Please note that **registration closes** at the end of the day on **Friday, May 22, 2015.**

The **registration fee** is € 300.00 (not including VAT).

The fee includes meals on both days of the symposium, the evening event and one overnight stay at a 4-star hotel in the immediate vicinity of the venue.

**For further information** please contact:

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