

Health Claims Europe presents

# Prebiotics Summit

Discussion Platform for Regulators,  
Scientists, Industry & Consumers



## Le Plaza Brussels Hotel

Brussels, Belgium - Tuesday, 19 March, 2013

Management, R&D and Marketing people from the Ingredient and Food & Drink Industries will be working together with Scientists and Regulatory bodies at the Prebiotics Summit. The Prebiotics Summit will have three main discussion sessions reviewing **Science, Claims & Regulatory** and **Marketing** issues.

The main focus of the meeting will be the analysis of the current situation as well as expectations and strategies for future development and successful marketing of Prebiotics. What is possible today? What can no longer be done? Where are the limits of the system? How to take advantage of an integrated strategy?

The program brings ten speakers in three sessions each ending with a discussion on options and opportunities to break out of the current situation where the use of the word Prebiotics will no longer be allowed on food labels. The meeting will create ample opportunities for networking and future business development.

### Objectives

- To provide a meeting platform and networking activities between different stakeholders;
- To discuss how prebiotics health claims are scientifically substantiated and how they are assessed; what can we learn from EFSA opinions on prebiotics related claims?
- To achieve a fruitful collaboration between scientists, industry and regulators;
- To get an up-to-date overview of the internationally accepted scientific concept of prebiotics, their role, efficacy and potential for human health;
- To define a strategy to counteract the negative opinions on prebiotics so far
- To discuss the different avenues to tackle the marketing problems with prebiotic products

What role should the European Commission play in this? What do food, food ingredient and food supplement industry and other stakeholders expect? What extra can science offer? Where should the focus of research budgets be? What can we learn from approved claims?

[www.prebiotics-summit.eu](http://www.prebiotics-summit.eu)  
[info@prebiotics-summit.eu](mailto:info@prebiotics-summit.eu)

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## Prebiotics Summit - Opening

- 8:55 **Welcome**, Dr. Ignace Debruyne, Health Claims Europe, Belgium
- 9:00 **Key Issues for the Industry**, Mr. V. Krishnakumar, Managing Director, Giract, Switzerland
- 9:15 **Prebiotics – Introduction and Nutrition Review**, Mr. Wim Caers, Manager of Regulatory Affairs & Nutrition, Beneo Institute, Belgium

## Session 1 – Science – Chair Dr. Douwina Bosscher

- 9:45 **Prebiotics Development and Applications**, Dr. Douwina Bosscher, Leader Nutrition Sciences, Cargill Global Food Research, Belgium
- 10:15 **The International Human Microbiome Project**, Dr. Jeroen Raes, VIB Group leader, Free University Brussels, Belgium
- 10:45 Coffee Break & Networking
- 11:15 **Prebiotics vs Fibres, a Review of Available Molecules, Biomarkers, and Effects**, Prof. Kieran Tuohy, Research and Innovation Centre, Fondazione Edmund Mach, Italy
- 11:45 **Gut Flora Management using Prebiotics**, Prof. Bob Rastall, Head Food Microbial Sciences, University of Reading, U.K
- 12:15 Round table discussion "**Prebiotics, Microbiome and Science**"
- 12:30 Lunch and networking

## Session 2 – Claims & Regulation – Chair Mr. Jean Savigny

- 13:30 **Legal Aspects of Prebiotics Claims, Difficulties and Challenges**, Mr. Jean Savigny, Esq., Senior Partner, Keller and Heckman, Brussels, Belgium
- 14:00 **Studying Prebiotics - Microbiota Profiling and Quantification**, Dr. Harro Timmerman, Group Leader Microbiota, NIZO, the Netherlands
- 14:30 **Clinical Research for Filing Successful Claims**, Mrs. Béatrice Housez, Nutrition Scientist, Biofortis - Merieux NutriSciences, France
- 15:00 Coffee Break & Networking
- 15:30 **Claims for Prebiotics or for Dietary Fibre?** Dr. Diederick Meyer, Scientific and Regulatory Affairs Manager, Sensus, the Netherlands
- 16:00 Round table discussion "**Legal Hurdles and Guidelines**"

## Session 3 – Marketing – Chair Mr. V. Krishnakumar

- 16:10 **Prebiotics – Major Market Factors**, Mr. V. Krishnakumar, Managing Director, Giract, Switzerland
- 16:20 **Managing a Successful Claim**, Mr. Pascal Ronfard, Program Manager, Solvay Innovation Center, France
- 16:50 **Content Claims - Is it the short term solution?**, Mr. Michael Bond, Platform Leader, DuPont Nutrition and Health, U.K.
- 17:20 Round table discussion "**Market Hurdles and Situation Analysis**"
- 17:30 Wrap-up and Closure

The **Prebiotics 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



## Le Plaza Brussels Hotel

Hotel Le Plaza is a splendid setting for weekends and pleasant breaks, but also for conferences and incentives. The airport is at only half an hour and also the Gare du Nord (link to the airport) and the Gare du Midi (Thalys and Eurostar) are easily accessible. The Grand Place, the Théâtre de la Monnaie and the best shopping areas are only at a stone's throw.



Hotel Le Plaza has a car park under 24 hour surveillance. Simply leave your keys with our valets and your car will be parked in all security.

On request, limousine service is available to or from the Brussels Midi station and Brussels International Airport. The reservations department will be happy to handle any requests.



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## Hotels

Brussels has many hotels. Most downtown hotels are walking distance or just a short metro trip away from Le Plaza Brussels

## 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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**Le Plaza Brussels Hotel - Brussels, Belgium, 19 March 2013**

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