

Health Claims Europe presents

Probiotics Summit

Discussion Platform for Regulators,
Scientists, Industry & Consumers



*****NEW VENUE***** Sheraton Brussels Hotel

Brussels, Belgium - Tuesday, 7 February, 2012

Scientists, regulatory bodies, food and pharmaceutical industries, medical associations and consumer representatives will be working together at the **Probiotics Summit** to discuss and share their different perspectives on the beneficial effects of probiotics, from the scientific evidence to the legislative framework which regulates the placing on the market of probiotic products.

Objectives

- To provide a meeting platform and networking activities between different stakeholders;
- To achieve a fruitful collaboration between scientists, industry and regulators;
- To get an international scientific up-to-date overview of the concept of probiotics, of their role, efficacy and potential for human health;
- To understand the relationships between probiotics, beneficial bacteria, bio-therapeutics, gut microorganisms and the human health and well-being.
- To discuss how probiotics health claims are scientifically substantiated and how they are assessed; what can we learn from EFSA opinions on probiotics related claims?
- To understand why so little health claims on probiotics were accepted so far and how to improve the turn out in the future

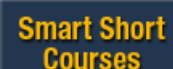
What role should the European Commission play in this? What do food, food ingredient and food supplement industry and other stakeholders expect? What extra can science offer? Is extra financial input needed? Where should the focus of research budgets be? What can we learn from past and current research by academy, industry, physicians, consumers and other institutions?

<http://www.probiotics-summit.eu>
info@probiotics-summit.eu

Supporting Association



Media Partners



Probiotics Summit

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Scientists, Industry & Consumers

Program

Probiotics Summit - Opening

8:50 **Welcome and Introduction** - *Dr. Ignace Debruyne, Health Claims Europe, Belgium*

9:00 **Review of Nutrition & Health Claims Regulation in Europe and the World - Experience and Lessons Learnt for Probiotics Claims** - *Mrs. Lina Paulionis, Senior Scientific & Regulatory Consultant, Intertek Cantox, Canada*

Session 1 - Science - Chair *Dr. Bruno Pot, Institut Pasteur de Lille, France*

9:45 **Scientific Review: Probiotics, Definition, Characteristics, Potential Benefits** - *Prof. Dr. Dirk Haller, Chair for the Biofunctionality of Food, Departments of Food, Nutrition and Medicine, Technical University Munich, Germany*

10:20 Coffee Break & Networking

10:50 **Beneficial Effects of Probiotics: Where Science Meets Marketing** - *Prof. Ger Rijkers, Head of the Science Department of Roosevelt Academy, the Netherlands*

11:25 **Evaluation of Probiotics Science - What Science and Research Projects are Needed for Probiotics** - *Dr. Christiane Alexander, Senior Consultant, analyze & realize, Germany*

12:00 Round table discussion **"Science Breakthroughs for Probiotics Benefits"**

12:30 Lunch and networking

Session 2 - Regulatory - Chair *Mr. Sebastián Romero Melchor, Lawyer/Partner Food Law Consultants, Belgium*

14:00 **EFSA's Guidelines for Probiotic Claims Related to Gut and Immune Health: What to Do to be Successful?** - *Dr. Ingeborg MJ Bovee-Oudenhoven, Senior Scientist Health, NIZO food research, Netherlands*

14:30 **Legal Aspects of Probiotics Claims, Main Difficulties for the Placing on the Market; Need for Guidelines and Directions in Claim Filing** - *Mr. Jean Savigny, Esq., Senior Partner, Keller & Heckman, Belgium*

15:00 Round table discussion **"Legal Hurdles and Guidelines"**

15:15 Coffee Break & Networking

Session 3 - Market - Chair *Mr. V. Krishnakumar, Managing Director, Giract, Switzerland*

15:45 **Probiotics Development for Food - Clinical Development towards Health Claims** - *Mrs. Birgit Michelsen, Director, Scientific Marketing Health & Nutrition Division, Chr. Hansen A/S, Denmark*

16:15 **Food & Drink Industry Position on Use and Claims for Probiotics** - *Dr. Paul Tenning, Head of Regulatory Affairs EU-ROW, Danisco, Denmark*

16:45 **Response of the Market, Feed-back on the Use of Probiotics** - *Mr. Pierre-Hubert Cuijpers, General Food Counsel Law, Danone, France*

17:15 Round table discussion **"New Market Opportunities and Communication Tools"**

The **Probiotics 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



Sheraton Brussels Hotel *****NEW VENUE***** Brussels, Belgium

The Probiotics Summit has moved to a new venue guaranteeing a more spacious room for the participants

Located in the heart of the city's business district and rising high above the Brussels' skyline, the Sheraton Brussels Hotel is close to Brussels' main shopping area (Rue Neuve) and also close to museums such as the Bozar Palace, the Magritte Museum and the renowned Grand Place.

Sheraton Brussels Hotel

Place Rogier, 3

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Web: www.sheratonbrussels.com



Health Claims Europe

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

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Hotels

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

Sheraton Brussels Hotel Five Star *****

Rooms "Probiotics Summit": single room @ 179 EUR, Breakfast and taxes included

Mail: fax.00488@starwoodhotels.com

Web: www.sheratonbrussels.com

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By Bank Transfers: IBAN account number BE71 7380 1841 5369 of "Health Claims Europe VVZRL" KBC Bank Izegem, Belgium; Swift / BIC Code: KRED BEBB (please include name and address of participant)		

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