Inspirating the Food of Tomorrow

Leadership in Food Innovation Conference Series presents key trends and updates in:

- Fuelling Innovation and Growth in 2019
- Accelerating Business in Food and Technology
- Food Trends that Matter
- Consumer Insights and Marketing Strategies
- New Horizons of Improved Nutrition and Formulation

Featuring Top Industry Experts:

- Dr. Sandhya Sriram
  CEO & Co-Founder, Shiok Meats Pte Ltd
- Asst. Prof. Dr. Akkharawit Kanjana-Opas
  Deputy Secretary General, National Science Technology and Innovation Policy Office (NSTDA)
- Anthony Chien
  Research Analyst, Euromonitor International

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EXPLORE THE FRONTIERS OF FOOD INNOVATION

What lies at the intersection of food, technology, and design? Explore the future of food with a host of local and international expert speakers at the Leadership in Food Innovation Conference Series on 29 and 30 May. The two-day conference is jointly presented for the first time by Thailand Food Innovation Forum and innofood Asia Conference, and hosted by The Thai Chamber of Commerce, Board of Trade and Koelnmesse.

5 key conference themes

- Fuelling Innovation and Growth in 2019
- Accelerating Business in Food and Technology
- Food Trends that Matter
- Consumer Insights and Marketing Strategies
- New Horizons of Improved Nutrition and Formulation
INTERNATIONAL AND LOCAL EXPERT SPEAKERS

Our lineup of powerful, impactful speakers includes CEOs and leaders, investors, successful entrepreneurs and more, all with a passion for transforming businesses.
ACCELERATING BUSINESS IN FOOD AND TECHNOLOGY

**13.30**  Emerging Food Trends you will now recognize on the shelf
- Impact of evolving technologies, demographic shifts, climate changes and economic uncertainties, and the speed of change
- Drivers of new food trends: perspective from the consumer
- Global Food Trends: Fast Food 2.0, Good Food for Me, Future Friendly (case studies)
  
  Supanut Ratanadib, Marketing Director, Tetra Pak (Thailand) Limited

**13.50**  Developing Products for an Ageing Population
- The global shift due to ageing population
- Clear trends in senior food products
- Opportunities for food and drink companies
- How companies can develop products to help seniors meet their nutritional goals

  Dian Cahayani, Insight Analyst, Mintel Indonesia

**14.10**  The New Nutrition Label – Challenges and Opportunities
- Impact of changing customer demands, technology innovations, and regulations
- Industry compliance in Europe and beyond
- Impact on the market and on food manufacturing

  Cesare Varallo, Founder, Food Law Latest

**14.30**  New Technologies to Reduce Food Waste and Loss
- New technologies to reduce food waste and loss in the supply chain
- Converting waste and byproducts into biofuels, fertilizers, and animal feed
- Business case for reducing food waste and loss
- Incentives for producers and cost-effective new solutions

  Benjamin Lephilibert, Managing Director, LightBlue Environmental Consulting

**15.20**  Innovation in Functional Foods for Special Consumer Groups in Thailand
- Health concerns and trends driving innovation
- Innovative products in the market and projections of growth

  Asst. Prof. Dr. Anadi Nitithamyong, President, Food Science and Technology Association of Thailand (FoSTAT)

**15.40**  Reinventing the Instant Noodle Sector for Health-Conscious Convenience
- Product development and reinventing the instant noodles category
- Why not supermarket first?
- Innovative delivery through digital vending machines
- Growing from start-up to scale-up - seeking investments, clients and partners

  Dr. Pajiannee Panangvait, Vice President, Thai President Foods

**16.00**  Stopping the Diabetes Epidemic: Innovation and Partnerships
- Diabetes – a global epidemic
- Innovation for Low GI nutrition
- Collaboration with industry partners

  Alan Phua, CEO and Co-Founder, Alchemy Foodtech

**16.20**  Wrap-Up and End of Day One

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**CONFERENCE PROGRAM - DAY 1**

**WEDNESDAY, 29 MAY 2019**

**8.30**  Registration

**9.00**  Welcome by the Chairperson
  
  Yves Rey, Corporate Quality General Manager, Groupe Danone

**9.05**  Welcome and Opening Remarks
  
  Mr. Kalin Sarasin, Chairman, The Thai Chamber of Commerce

**9.15**  Keynote Speech: Food of the Future by Dr. Pichet Durongkaveroj, Minister of Digital Economy and Society, Thailand

**9.45**  A Collaborative and Transformative Approach to Innovation and Food Safety
- What are the key challenges to achieving a more collaborative and transformative approach to food safety? What is the Achilles heel in existing food safety management, especially relating to innovation in ingredients?
- How can we better learn from food safety incidents and failures around the world to create a more robust system for the future?

  Yves Rey, Corporate Quality General Manager, Groupe Danone

**10.10**  THAILAND 4.0 in F&B
- What’s in store for Thailand and the region?
- Investing in business technology and innovation
- Incentives and training for F&B companies and start-ups

  Jirarat Thesasilp, Bureau of Food, Thailand FDA

**10.30**  Networking Refreshments

**10.50**  Networking Lunch

**11.00**  Restorative Innovation Framework
- Restorative innovation: a new uprising framework and how it works
- Understanding how business leaders can embrace Restorative Innovation in their organization through real case studies

  Jovan Tan, Founder, RIght Foundation

**11.20**  Creating a Global Food Innovation Hub
- What is the necessary infrastructure and eco-system needed?
- Leadership in collaborative innovation – what does this mean for the private and public stakeholders?
- The future of food innovation in Thailand, Asia-Pacific and beyond

  Asst. Prof. Dr. Akkharavitt Kanjanu-Opas, Deputy Secretary General, National Science Technology and Innovation Policy Office (NSTDA)

**11.40**  The Green Monday Movement
- Partnerships driving the innovation economy
- Hybirdisation of social and venture business models
- Scalability of business models for emerging startups in Asia Pacific

  David Yeung, Co-Founder, Green Monday

**12.00**  Networking Lunch

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# CONFERENCE PROGRAM - DAY 2
**THURSDAY, 30 MAY 2019**

## 8.30 Registration

### 9.00 Opening remarks by the Chairperson

Yves Rey, Corporate Quality General Manager, Groupe Danone

## FOOD TRENDS THAT MATTER

### 9.05 Keynote Speech: The Future of Food Technology

Tony Hunter, Futurist for Food

### 9.30 Examining the Potential of Alternative Proteins: Is the hype making an impact?

- **Part 1.** Edible Insects in Packaged Food – Market Obstacles and Opportunities
  - Curran Hendry, Founder, Micro Livestock International (Cambodia)
- **Part 2.** Investing in Alternative Proteins
  - Gerard Chia, Partner, ViVires New Protein

### 9.50 Q&A

### 10.10 Top Ten Trends for 2019

- Catering towards the adventurous consumer
- The plant-based market shows no sign of slowing down
- Snacking: The definitive occasion
- The role nutrition can play in supporting emotional and mental wellbeing

Sureerat Niyomsinth, Market Analyst, Innova Market Insights

### 10.30 Networking Refreshments

### 12.00 Networking Lunch

## CONSUMER INSIGHTS AND MARKETING STRATEGIES

### 13.20 Brand Disruptors and New Business Models in Food and Nutrition

- Rewriting the growth path and challenges to "Big Food" strongholds
- Disruption process of food and drinks
- Business models of "disruptive" brands
- Strategies for "Big Food" to fend off competition and remain relevant

Anthony Chien, Research Analyst, Euromonitor International

### 13.40 Changing Consumer Behavior: Understanding the opportunities that come with increasingly conscious consumers

- Outlining the shift of attitude towards food: how and why is the nutrition space changing?
- Moving away from food as "only for pleasure" to food as "nourishment for the body"
- Defining the real preferences, demands and concerns of the contemporary consumer
- Exploring what innovative products from around the globe need to communicate when addressing consumers' health and wellness needs

Deepak Guvants, Partner for Asia Pacific & Expert Consultant, The Healthy Marketing Team

### 13.40 Changing Consumer Behavior: Understanding the opportunities that come with increasingly conscious consumers

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Deepak Guvants, Partner for Asia Pacific & Expert Consultant, The Healthy Marketing Team

### 14.00 Innovation in Packaging and Design

- New innovations in packaging material
- Creating a successful design that will catch the eye of the consumer

Meenawat Tonyoopaiboon, Director, Client Engagement, SGK Inc.

### 14.20 The Integrated Retailtainment Space – The Future of F&B Retail

- Technology and demand for personalization and CRM
- New innovations influencing consumer demands for new products
- Predictions for retail in 2019 and beyond

Lavena Mahtani, Director, Integrated Marketing Solutions Consultancy

### 14.40 Innovation in Biotesting: parameters of interest for food processing companies

- Basic allergens and parameters of interest for the industry (Histamine and Glutamates) with consequences in human health
- BIOLAN's specific methods, process, and techniques for the analysis and control of allergens in the supply chain
- New perspectives of Industry 4.0

Antonio Bustamante, Chief Executive, BIOLAN Southeast Asia

### 15.00 Networking Refreshments

## NEW HORIZONS OF IMPROVED NUTRITION AND FORMULATION

### 15.30 Getting into the Sugar Rush

- The quest for zero calorie sweetener for the conscious consumer
- Trajectories of current sweeteners – saccharin, aspartame (Equal) and sucralose (Splenda)
- Opportunities and challenges for stevia (Truvia)
- Managing product deficiencies and consumers' concerns

Assoc. Prof. Klanarong Sriroth, Head of Innovation and Research Development Institute, Mitr Phol Group
15.50 Reinventing Seafood

- The push to create a sustainable seafood source
- Key consumer requirements
- Achieving improved quality and establishing sustainable manufacturing system
- Challenges and opportunities in the market

Dr. Sandhya Sriram, CEO and Co-Founder, Shiok Meats Pte. Ltd.

16.10 Panel Session: Personalization – have we found the holy grail of optimal nutrition?

Personalized nutrition has taken off in a big way, with many new startups and SMEs entering the market by offering tailored products and services to consumers. How can large, established companies tap into this trend? How can they get closer to consumers to fully understand their needs and translate this into commercial success?

- Consumers are increasingly expecting a more sophisticated approach to personalization in food. How well developed is the integration and interpretation process of personalized nutrition?
- Does the average consumer see enough value in personalized nutrition in its current state? What technical and implementation challenges still exist?
- Where products are optimized for specific health benefits or nutritional requirements, how can food manufacturers deliver personalization to the masses?
- What are the principle drivers behind consumer adoption? What is the role of digitization? How are consumers using technology to drive health-related dietary decisions?

Moderator:
Matt Kovac, Executive Director, Food Industry Asia
Curran Hendry, Founder, Micro Livestock International (Cambodia)
Alexandre Nicolas, Open Innovation Manager, Suntory
David Young, Co-Founder, Green Monday
Dr. Sandhya Sriram, CEO and Co-Founder, Shiok Meats Pte. Ltd.
Deepak Gunvante, Partner, The Healthy Marketing Team
Sureerat Niyomsinth, Market Analyst, Innova Market Insights

16.45 Wrap-up and End of Conference
REGISTRATION DETAILS

REGISTER AS A CONFERENCE DELEGATE

Register today!
https://www.thaichamber.org/en/home/mainpage/87/87

CONFERENCE LOCATIONS
IMPACT Exhibition Center,
Amber 2-3, Level 1,
IMPACT Muang Thong Thani,
Bangkok, Thailand
www.impact.co.th

CONFERENCE RATES

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<tr>
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<th>One-day pass</th>
<th>Two-day pass</th>
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<td>Regular Rate (29 - 30 May 2019)</td>
<td>USD 206.00</td>
<td>USD 348.44</td>
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Confirmation of registration will be sent to you upon receipt of payment

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- All registrations have a 50% cancellation liability once a signed registration form is received by Koelnmesse Pte Ltd.
- No refund will be made for withdrawals/cancellations less than 14 business days before the event.
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I have read, understood and agreed to the Terms and Conditions above.