

CONFERENCE PROGRAMME
Placing new food products on the market: A comparative analysis of the EU & US approaches
28th September 2017, Brussels

09.00 – 09.30	Registration and coffee
09.30 – 09.35	Opening address Mr. A.Natterer, EFLA President
09.35 – 09.40	SESSION I: NOVEL FOODS Introduction from the Chairperson: Ms. Nicole Coutrelis, Coutrelis & Associés
09.40 – 10.05	Market entry of food ingredients – US FDA’s regulatory framework Dr. Dennis Keefe, US FDA
10.05 – 10.30	State of play of the new EU novel food regulation Mr. Rafael Perez Berbejal, European Commission
10.30 – 10.55	Government agencies approach to novel foods in the United States Ms. Diane McColl, Hyman, Phelps & McNamara
10.55 – 11.15	Q&A
11.15 – 11.35	COFFEE BREAK
11.35 – 11.40	SESSION II: PERSONALISED NUTRITION Introduction from the Chairperson: Mr. Vicente Rodriguez Fuentes, Legal Agrifood Abogados
11.40 – 12.05	Scientific background to the concept of personalised nutrition and its potential application in obesity prevention Prof. Francisca Serra, University of the Balearic Islands
12.05 – 13.30	LUNCH
13.30 – 13.55	Regulatory environment of personalised nutrition: current trends and legal challenges Mr. Nicolas Carbonnelle, Bird & Bird
13.55 – 14.20	Personalised nutrition from a global company perspective Ms. Cathy Weir, Amway
14.20 – 14.45	Regulation of personalized nutrition in the US Mr. Ricardo Carvajal, Hyman, Phelps & McNamara
14.45 – 15.05	Q&A
15.05 – 15.10	SESSION III: PLACING NEW FOOD PRODUCTS ON THE MARKET: THE CASE OF FOODS FOR CHILDREN Introduction from the Chairperson: Mr. Jean Savigny, Keller & Heckman
15.10 – 15.35	Marketing and labelling of foods for young children: A Codex Alimentarius perspective Mr. Kaushik Janakiraman, Mead Johnson
15.35 – 16.00	Advertising considerations regarding food marketing and children; a Self-regulatory perspective Dr. Oliver Gray, ICC
16.00 – 16.20	Q&A
16.20 – 16.30	Concluding remarks Mr. A Natterer, EFLA President