

# Health claims

## 11<sup>th</sup> International Workshop on Nutrition & Health Claims Europe 7 Years of Health Claims - Situation Analysis - Ways Forward

Crowne Plaza Hotel, Brussels, Belgium  
Thursday, April 3, 2014



The Nutrition and Health Claims Regulation was published end of 2006, more than 7 years ago. The least one can say is that results have been disappointing so far with just a few hundreds of claims approved, and thousands rejected or sent back for improvement, not to mention the several thousand botanical claims set on hold.

In this 11<sup>th</sup> International Workshop, Health Claims Europe will bring a detailed situation analysis with integrated debate time, followed by a look forward.

This new and exciting one-day interactive workshop is directed at Legal Counsels, Management, Regulatory, Marketing and development staff of European Food Industry and companies interested in importing food products in the European Union.

The workshop offers an excellent opportunity to meet the experts and network with colleagues.

<http://www.healthclaims.eu>

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### Media Partners

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# Programme

## 11<sup>th</sup> International Workshop Nutrition & Health Claims Europe – 7 Years of Health Claims - Situation Analysis - Ways Forward

8:50	Welcome and Introduction
9:00	Latest Regulatory Developments on Nutrition & Health Claims in the EU, <i>Mr. Nigel Baldwin, Director, Scientific and Regulatory Consulting Europe, Intertek Scientific &amp; Regulatory Consultancy, U.K.</i>
9:40	Generic Descriptors: A Life after Commission Regulation 907/2013? <i>Mr. Jean Savigny Esq., Senior Partner, Keller &amp; Heckman, Belgium</i>
10:20	Coffee Break & Networking
10:50	The Cross-Border Application of Approved Health Claims - Flexibility of wording in the Member States, <i>Mrs. Izabela Blaszkiewicz, EU Regulatory Affairs Advisor, Hogan Lovells, Belgium</i>
11:30	Case Law and Application to Nutrition and Health Legislation, <i>Mr. Brian Kelly, Associate, and Mr. Peter Bogaert, Managing Partner, Covington &amp; Burling LLP, U.K. &amp; Belgium</i>
12:10	EU Novel Foods: The Commission's proposal for a Revision of the Regulation, <i>Dr. Ina Gerstberger, Lawyer/Director, Wragge &amp; Co, Germany</i>
12:50	Lunch & Networking
14:00	Comparative Claims and Comparative Advertising, <i>Mr. Vicente Rodríguez Fuentes, Legal Agrifood Abogados, Spain</i>
14:35	EFSA's First Botanical Claim: How to Use Principles established in Medicinal Law in Approving Nutrition & Health Claims, <i>Dr. Barbara Klaus, Lawyer, meyer-lawyers // Klaus Legal, Italy</i>
15:10	Coffee /Tea Break & Networking
15:40	Consumer Information on Specialised Infant and Young Children Products: Expectations, Needs and Regulatory Frame, <i>Mr. Arnaud Dupont, Chair Claims Task Force, Specialised Nutrition Europe, Belgium</i>
16:15	Priorities in Complying with Regulation 1169/2011 Regarding Food Information to Consumers, <i>Mrs. Karine Derouet, INCO Regulation, RNI Conseil, France</i>
16:50	Legal Risk Management and Alternative Ways of Communication Health Benefits to Consumers, <i>Mrs. Katia Merten-Lentz, Field Fisher Waterhouse, Belgium and Mr. Eric Chappuis, Naturalpha, France</i>
17:25	Wrap-up – Discussion
17:40	End of program

## Registration (\*) for the 11<sup>th</sup> Interactive Workshop "Nutrition & Health Claims Europe"

<b>Title / Function</b>		<p>Full registration fee, incl. handouts and PDF files (**)</p> <ul style="list-style-type: none"> <li>o Regular 945.00 EUR</li> <li>o Academics/Government: 595.00 EUR</li> </ul> <p><b>Cancellations</b> have to be sent by fax or e-mail to the organizers; please ask for confirmation.</p> <ul style="list-style-type: none"> <li>- Cancellations received up till 30 days before the event, will be refunded at full price minus bank costs and extra 50 EUR handling cost</li> <li>- Cancellations up till two weeks before the event, will be refunded at full cost minus bank costs and extra 100 EUR handling cost</li> <li>- No refund is possible later than two weeks before the event</li> <li>- Registrations are fully transferable by sending a fax or e-mail indicating the name change</li> </ul> <p><b>VAT:</b> Non-Belgian registrations are exempt from VAT except if registered at private title. 21% VAT has to be charged for private registrations and for all registrations of participants affiliated to Belgium-registered companies or institutions. 21% VAT will be charged for registrations made on behalf of EU companies or institutions not mentioning the VAT registration number. VAT on catering is always charged.</p>
<b>First name</b>		
<b>Surname</b>		
<b>Company</b>		
<b>Address</b>		
<b>City/State/Province</b>		
<b>Zip Code</b>		
<b>Country</b>		
<b>Phone</b>		
<b>Fax</b>		
<b>E-mail</b>		
<b>Reduction Code</b>		
<b>VAT registration (**)</b>		

Please transfer the registration fee to 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)

Online registration and credit card payment available on <http://www.healthclaims.eu>