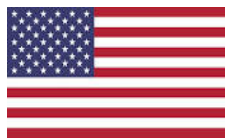


# Health claims EUROPE

2<sup>nd</sup> International Workshop



*Food, Nutrition & Health* Claim



Legislation in Europe

**DoubleTree by Hilton Hotel Santa Ana - Orange County Airport**

**Santa Ana, CA 92707, U.S.A. - Thursday, March 6, 2014**

*next to Natural Products Expo West and Engredea, Anaheim CA, March 6-9, 2014 (\*)*



New European Food Legislation impacts exports to Europe. Food products have to comply with the general Food and Labelling legislation as well as the new European Health Claims regulation. This workshop brings outstanding European speakers with lots of hands-on experience in food legislation and trade. The workshop offers an excellent opportunity to learn all about European food legislation in just one day! The workshop will bring key information to help understanding how the European legislation functions and works. Ten European legal experts representing worldwide operating companies will share their understanding of the European Regulatory system and how to operate in it with optimal efficiency.

- The European Food, Nutrition & Health Regulatory Framework
- How does this compare to other leading systems such as the US, Canada
- Trends and New developments
- Nutrition & Health Claims Regulation
- Lessons learnt from Approved and Non-Approved claims
- What level of Science is needed to support claim applications
- Status of botanical claims
- Novel Foods
- Labeling
- Additives, Enzymes, Flavorings
- Mutual recognition possibilities

- (\*) Natural Products Expo and Engredea: Trade Marks owned by New Hope Media

<http://www.healthclaims.eu/hce-na/>

Smart Short  
Courses



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# Program

2<sup>nd</sup> International Workshop  
 Food, Nutrition & Health Claim Legislation in Europe  
 DoubleTree by Hilton Hotel Santa Ana - Orange County Airport  
 Santa Ana, CA 92707, U.S.A. – Thursday March 6, 2014

Food, Nutrition & Health Claims Legislation in Europe - Chair: Dr Joerg Gruenwald	
8:00 am	Registration / Welcome Coffee
8:25 am	Welcome and Introduction, <i>Dr. Joerg Gruenwald, President, analyze &amp; realize, Germany</i>
8:30 am	General Comparison of the Food and Food Supplements Legislation Frameworks in Europe, the USA and Canada, <i>Mrs. Theresa Poon, Scientific and Regulatory Consultant, Food &amp; Nutrition Group, Intertek Scientific &amp; Regulatory Consultancy, Canada</i>
9:15 am	Structure and Status of EU legislation on Dietary Supplements - Impact on Importers, <i>Mr. Jean Savigny, Senior Partner, Keller &amp; Heckman, Belgium</i>
10:30 am	Coffee/Tea Break & Networking
11:00 am	The First to Know when Importing or Selling Food in Europe: the European Novel Foods Regulation, <i>Mr. Geert Bovy, Partner, Baker &amp; McKenzie, Belgium</i>
11:45 am	Nutrition Labeling, Voluntary and Mandatory Labeling Systems, <i>Mrs. Lise Rihouey-Robini, Lawyer, Coutrelis &amp; Associés, France / Belgium</i>
12:30 noon	Lunch & Networking
1:30 pm	Nutrition & Health Claims Regulation: Lessons Learnt from EFSA's Approved and Rejected Claims Evaluations, <i>Mr. Brian Kelly, Associate, Covington &amp; Burling, U.K.</i>
2:30 pm	Debate: European Food, Nutrition & Health Claims Legislation, <i>Dr. Joerg Gruenwald and all speakers</i>
3:00 pm	Coffee/Tea Break & Networking
3:30 pm	Case Study: Botanical Claims in the Framework of the Nutrition & Health Claims regulation, <i>Mr. Jean Savigny, Esq., Senior Partner, Keller &amp; Heckman, Brussels, Belgium</i>
4:00 pm	Case Study: Building Scientific Evidence to Support Nutrition and Health Claims, <i>Dr. Joerg Gruenwald, President, analyze &amp; realize, Germany</i>
4:30 pm	Case Study: Nutrition & Health Claims in Disguise, Mandatory Labelling and Misleading Advertising, <i>Mr. Sebastián Romero Melchor, Lawyer/Partner, K&amp;L Gates, Brussels, Belgium</i>
5:00 pm	Case Study: How to bring US nutraceutical products successfully to Europe, experiences and success cases, <i>Dr. Christiane Alexander, Senior Consultant, analyze &amp; realize, Germany</i>
5:30 pm	End of program

## Registration for the 2<sup>nd</sup> Int'l Workshop "Food, Nutrition & Health Claims Legislation Europe"

<b>Title / Function</b>		<ul style="list-style-type: none"> <li>○ Full registration fee: \$ 1,295</li> <li>○ Independent Medical Profession - Academics - Government Representatives: \$ 695</li> <li>○ \$150 off for participants using a valid reduction code</li> <li>○ 10% off for three registrations or more</li> </ul> <p><b>Cancellation policy:</b>            Cancellation has to be sent by fax or e-mail to the organizers; please ask for confirmation.</p> <ul style="list-style-type: none"> <li>- Cancellation received up till 30 days before the event, will be refunded at full price minus bank costs and extra \$ 50 handling cost</li> <li>- Cancellation up till two weeks before the event, will be refunded at full cost minus bank costs and extra \$ 100 handling cost</li> <li>- No refund is possible later than two weeks before the event</li> <li>- Registrations are always fully transferable by sending a fax or e-mail</li> </ul>
<b>First name</b>		
<b>Last name</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>		

Please pay by Credit Card (see web site) or 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/hce-na/>