

# Regional Seminar on Drivers of Consumer Food Choices

March 13-14, 2018

Holiday Inn Bangkok Sukhumvit, Thailand



## Program

### DAY 1, TUESDAY, MARCH 13, 2018

08:00 – 08:45 hr **Registration**

08:45 – 09:00 hr **Welcome and Introduction**

*Mrs. Boon Yee Yeong, ILSI SEA Region, Singapore*

*Prof. Dr. Pavinee Chinachoti, Food Science and Technology Association of Thailand (FoSTAT), Thailand*

### KEYNOTE

09:00 – 09:40 hr **Driving Healthy Food Choices through Public-Private Partnership**

*Prof. Visith Chavasit, Institute of Nutrition, Mahidol University, Thailand*

09:40 – 10:20 hr **Impact of Socio-Economic Status on Food Choices**

*Prof. Adam Drewnowski, University of Washington, USA*

10:20 – 10:35 hr **Q&A**

10:35 – 10:50 hr **Tea Break**

### SESSION 1: Understanding Consumer Food Choices

10:50 – 11:25 hr **Methodologies for Studies on Consumer Food Choices**

*Prof. Mike Reid, RMIT University, Australia*

11:25 – 12:00 hr **Cross-Cultural Research in Sensory and Consumer Science:  
Asian Perspective**

*Dr. Kannapon Lopetcharat, Nouveau Centric Co., Ltd., Thailand*

12:00 – 12:35 hr **Influences of Implicit Beliefs about Satiety on Consumer Food  
Choices and Eating Behaviors**

*Dr. Bobby Cheon, Clinical Nutrition Research Centre/Nanyang Technological University, Singapore*

12:35 – 13:10 hr **Consumer Food Behavior & Food Choices – Insights and  
Perspective from Indonesia**

*Prof. Ujang Sumarwan, Bogor Agricultural University, Indonesia*

13:10 – 13:25 hr **Q&A**

13:25 – 14:25 hr **Lunch**

## DAY 1, TUESDAY, MARCH 13, 2018

### SESSION 2: Innovation and Renovation to Suit Consumers' Needs

- 14:25 – 15:00 hr **Food Innovation and Its Challenges**  
*Prof. Pavinee Chinachoti, FoSTAT, Thailand*
- 15:00 – 15:35 hr **Nutrient Profiling for Product Innovation and Reformulation**  
*Mrs. Susan Kevork, Nestle R&D Center, Singapore*
- 15:35 – 16:10 hr **Consumer's Perception and Acceptance of Healthier Food Products in Southeast Asia**  
*Mr. Garick Kea, The Nielson Company, Singapore*
- 16:10 – 16:25 hr **Q&A**
- 16:25 hr **Tea Break and End of Day 1**

## DAY 2, WEDNESDAY, MARCH 14, 2018

### SESSION 3: Communicating with Consumers

- 08:45 – 09:20 hr **Nutrition Communication through Labeling**  
*Food and Drug Administration, Thailand (TBC)*
- 09:20 – 09:55 hr **Risk Communication Relating to Food Choices**  
*Dr. Kai Zhong, China Food Information Center, China*
- 09:55 – 10:10 hr **Q&A**
- 10:10 – 10:25 hr **Tea Break**
- 10:25 – 11:00 hr **Role of Advertisement in Driving Food Choices**  
*TBC*
- 11:00 – 11:35 hr **Industry's Efforts in Communicating and Educating Consumers**  
*Dr. Kom Kamonpatana, Unilever Thai Services Ltd., Thailand*
- 11:35 – 11:50 hr **Q&A**

### PANEL DISCUSSION

- 11:50 – 12:50 hr **Improving Consumer Food Choices through a Multi-Stakeholder Approach: Issues and Challenges**
- 12:50 hr **Lunch and End of Day 2**

#### Organizers



**ILSI**  
Southeast  
Asia Region



**ILSI**  
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