Background
Nutrition labels, as well as nutrition and health claims, are important tools to communicate the nutritional quality and health benefits of a food product to consumers. They provide point-of-sale information to help consumers make informed choices. In Southeast Asia, there is wide disparity between label formats and permitted claims between countries, causing confusion among consumers and resulting in trade barriers for food manufacturers and distributors.

As part of the series of seminars on nutrition labeling and claims organized by the International Life Sciences Institute Southeast Asia Region (ILSI SEA Region), this upcoming 1½-day seminar will provide up-to-date information and highlight emerging trends in the region. Front-of-pack (FOP) signposting, as well as nutrient profiling and its application in regulating labeling and claims, marketing and public health education, will be addressed by regional and international experts. Country-specific updates on nutrition labeling and claims regulations will also be shared.

Seminar Objectives
- To provide an update on international and regional developments on nutrition labeling, nutrition and health claims, and related issues in Southeast Asia and other regions
- To address the use of FOP signposting schemes in the region
- To identify opportunities and challenges in utilizing nutrient profiling in nutrition labeling and claims, marketing and communications
- To discuss communication effectiveness using nutrition labels and claims

Who Should Attend
Food industry personnel; Food scientists, nutritionists, dietitians and health professionals; Regulatory officers from government departments and agencies; Researchers and academia

Organizer:
International Life Sciences Institute Southeast Asia Region

Co-organizer:
Food Science and Technology Association of Thailand
Program
August 29, 2012

Nutrition Labeling and Claims: Regulatory Updates and Future Directions

- **Codex Standards Updates**
  Dr. E-Siong Tee, ILSI SEA Region, Malaysia

- **Updates from Southeast Asia: Brunei Darussalam, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam**

- **Updates from Other Regions**
  Dr. Anantha Narayana, Foods, Home and Personal Care Consultant, India
  Dr. Sean Strain, University of Ulster, United Kingdom

Front-of-Pack Labeling: Practical Considerations

- **Global Approaches and Perspectives on FOP Labeling**
  Dr. Adam Drewnowski, University of Washington, USA

- **Utilizing GDAs: Lessons Learned in Thailand**
  Food and Drug Administration, Thailand (TBC)

- **Approach to FOP Labeling in Malaysia**
  Ms. Fatimah Sulong, Ministry of Health, Malaysia

- **Industry and Consumer Perspectives on the FOP Solution** (TBC)

August 30, 2012

Nutrient Profiling: Science and Applications

- **Public Health Implications of Nutrient Profiling**
  Dr. Adam Drewnowski, University of Washington, USA

- **Using Nutrient Profiling for Product Development and Marketing** (TBC)

Effectively Communicating Nutrition Information

- **Nutrition Labels and Better Food Choices: Have We Achieved It?**
  Dr. Josephine Wills, European Food Information Council, Belgium

- **Content Claims and Impact on Consumers: A Review**
  Ms. Hazel Fowler, Food Standards Australia New Zealand, Australia

Registration Fee

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Registration Details
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