Seminar on
Nutrition Labeling, Claims and Communication Strategies

August 29-30, 2012
Bangkok, Thailand

Organized and Sponsored by
ILSI SEA Region / ILSI Thailand Country Committee

Co-organized by
Food Science and Technology Association of Thailand (FoSTAT)

Objectives:

- To provide an update on international and regional developments in nutrition labeling, nutrition and health claims and related issues in SEA and other regions
- To address the use of Front-of-Pack signposting schemes in the region
- To identify opportunities and challenges related to the utilization of nutrient profiling in nutrition labeling and claims, marketing and communications
- To discuss communication effectiveness using nutrition labels and claims
Wednesday, August 29, 2012

08:00 - 08:40 Registration

08:40 - 09:00 Welcome Address & Introduction

Session 1
Nutrition Labeling and Claims: Regulatory Updates and Future Directions

Co-chairs:
Ms. Shashi Sareen, FAO Regional Office for Asia & the Pacific, Thailand (TBC)
Mr. Pisan Pongsapitch, National Bureau of Agricultural Commodity and Food Standards, Thailand (TBC)

09:00 - 09:20 Nutrition Labeling and Claims: Codex Standards Updates
Dr. E-Siong Tee, ILSI SEA Region, Malaysia

09:20 - 10:30 Updates from Southeast Asia
- Brunei Darussalam
  Ms. Mahani Bte Haji Muhammad, Ministry of Health, Brunei Darussalam
- Indonesia
  Ms. Tetty Helfery Sihombing, National Agency for Food and Drug Control, Indonesia
  Lao P.D.R.
  Ms. Viengxay Vansilalom, Ministry of Health, Lao P.D.R.

10:30 - 11:00 Morning Break

11:00 - 12:50 Updates from Southeast Asia (cont’d)
- Malaysia
  Ms. Fatimah Sulong, Ministry of Health, Malaysia
- Philippines
  Ms. Helena Alcaraz, Food and Drug Administration, Philippines
- Singapore
  Ms. Mui Lee Neo, Agri-Food & Veterinary Authority, Singapore
- Thailand
  Dr. Tipvon Parinyasiri, Food and Drug Administration, Thailand
- Vietnam
  Dr. Le Van Giang, Vietnam Food Administration, Vietnam

12:50 - 13:50 Lunch
13:50 - 15:00 Updates from Other Regions

- India
  Dr. D. B. Anantha Narayana, Foods, Home and Personal Care Consultant, India
- Europe
  Dr. Sean Strain, University of Ulster, United Kingdom

Session 2
Front-of-Pack Labeling: Practical Considerations

Co-chairs:
(TBC)

15:00 - 15:30 Global Approaches and Perspectives on FOP Labeling
Dr. Adam Drewnowski, University of Washington, USA

15:30 - 16:00 Afternoon Break

16:00 - 16:30 Utilizing GDAs: Lessons Learned in Thailand
Dr. Tipvon Parinyasiri, Food and Drug Administration, Thailand

16:30 - 16:45 Approach to FOP Labeling in Malaysia
Ms. Fatimah Sulong, Ministry of Health, Malaysia

16:45 - 17:05 Industry and Consumer Perspectives on the FOP Solution
Dr. Akarat Suksomcheep, Federation of Thai Industries, Thailand

17:05 End of Day 1
Thursday, August 30, 2012

Session 3
Nutrient Profiling: Science and Applications

Co-chairs:
Mrs. Darunee Edwards, FoSTAT, Thailand (TBC)

08:50 - 09:20 Public Health Implications of Nutrient Profiling
Dr. Adam Drewnowski, University of Washington, USA

09:20 - 09:50 Nutrient Analysis and Nutrient Profiling as Tools to Improve the Nutritional Quality of ‘Out of Home’ Foods
Dr. Leonard Stevenson, Newcastle University, United Kingdom

09:50 - 10:10 Using Nutrient Profiling for Product Development and Marketing
Mr. Gerard Vinyes Pares, Nestlé Research, Japan

10:10 - 10:40 Morning Break

Session 4
Effectively Communicating Nutrition Information

Co-chairs:
Dr. Adam Drewnowski, University of Washington, USA (TBC)

10:40 - 11:10 Content Claims and Impact on Consumers: A Review
Ms. Hazel Fowler, Food Standards Australia New Zealand, Australia

11:10 - 11:40 European Consumers and Health Claims: Attitudes, Understanding and Purchasing Behavior
Dr. Josephine Wills, European Food Information Council, Belgium

11:40 - 12:20 Panel Discussion

12:20 Closing and Lunch