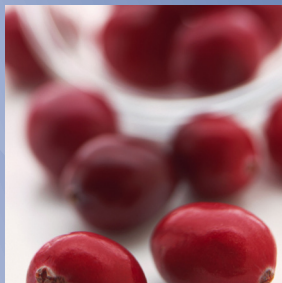
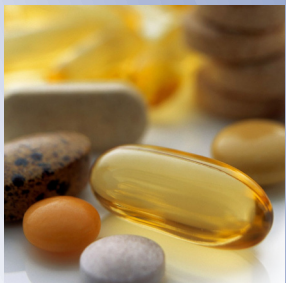


EAS WORKSHOP

17 June 2010, Hotel Bloom, Rue Royale 250, 1210 Brussels, Belgium

Building a Regulatory Strategy for Marketing Food Supplements in Europe: The key steps to a successful product launch



17 June 2010

Hotel Bloom, Rue Royale 250, 1210 Brussels, Belgium

EAS WORKSHOP

THE WORKSHOP

EAS Expertise

Since its creation in 1992, EAS has operated and specialised in the area of food, nutrition and health. As a team of skilled, experienced food law and policy advisors, EAS experts work with companies and government bodies to find practical solutions to often complicated problems.

We excel in finding practical solutions to often complex problems. EAS consultants speak at national, European and international conferences and workshops, working with bodies across the world to deliver up-to-date information, expert advice and solutions in the changing marketplace.

This one day workshop will guide companies through the key steps to be followed when launching food supplement products in Europe. Companies will get a clear picture of the different legislations and practices in Europe's markets, from ingredients national approaches to rules for health claims and novel foods, and find out how to avoid common pitfalls to a successful product launch.



Highlights of the workshop:

- Clarifying the EU regulatory framework for food supplements
- Identifying what is not harmonised across the EU: vitamins, minerals, herbs and other bioactive substances
- Mutual recognition as a tool for pan-EU product launches
- Current challenges and future changes to the EU Novel Food Regulation
- EU Claims Regulation: the practical impact for product marketing
- Ensuring compliance with the labelling legislation

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EAS WORKSHOP

THE PROGRAMME

08.45-09.15 **Registration**

09.15-09.30 **Welcome and introduction**

09.30-09.50 **Clarifying the EU regulatory framework for food supplements**

EAS Food Law Adviser Elodie Lebastard will give an overview of the key step towards marketing food supplements: Ms Lebastard will clarify the food supplement definition, the difficulties in classifying some nutritional products and highlight mandatory and optional harmonised rules.

09.50-10.40 **Identifying what is not harmonised across the EU: vitamins, minerals, herbs and other bioactive substances**

Katarina Wagner, EAS Regulatory Affairs Manager will clarify the extent to which food supplement ingredients are not harmonised at the EU level and explain the national rules surrounding these ingredients. Ms Wagner will then outline:

- Key areas of opportunity and concern
- The impact of EU harmonisation on businesses

10.40-11.00 **Question and Answer Session**

11.00-11.20 **COFFEE BREAK**

11.20-11.50 **Mutual recognition as a tool for pan-EU product launches**

Elodie Lebastard will explain how the principle of mutual recognition can strategically help companies break down national trade barriers and offer a practical solution to successfully marketing products across the EU. She will give:

- Strategic advice on using mutual recognition to enter different national markets
- An explanation of the newly applicable Regulation

11.50-12.10 **Question and Answer Session**

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THE PROGRAMME

12.10-12.40

Current challenges and future changes to the EU Novel Food Regulation

The EU Novel Food Regulation is a major challenge for the food industry, and in January 2008 the Commission put forward a proposal to amend the current Regulation. EAS Regulatory Adviser Pieter Lagae will explain and analyse:

- The essential elements of the current EU Novel Food Regulation
- What is novel and what is not?
- Borderline cases
- Procedures that currently apply
- Changes and implications of the Commission's proposal

12.40-13.00

Question and Answer Session

13.00-14.00

LUNCH

14.00-14.45

EU Claims Regulation: the practical impact for product marketing

A key step of the process is to ensure that your product claim can be used on the EU market. EAS Regulatory Affairs Manager Stefanie Geiser will explain the practical implications of the Claims Regulation for companies looking to launch products in the EU. She will cover:

- Status of work towards the 'Community list' of Article 13 health claims, including the outcome of EFSA's evaluations and future timing/expected trends
- EFSA Article 14/13.5 claims dossier opinions and latest clarifications on the dossier application procedure (e.g. scientific substantiation criteria, proof for proprietary data protection, Member States dossier acceptance and withdrawals)
- Transition periods for the various type of claims

14.45-15.15

Question and Answer Session

15.15-15.45

Ensuring compliance with the labelling legislation

Product labelling is a common stumbling point for companies. Pieter Lagae will explain the EU requirements for a food supplement label, and give practical examples for preparing compliant labels.

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THE PROGRAMME

15.45-16.00 Question and Answer Session

16.00-16.15 Conclusions

16.15 END OF WORKSHOP

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THE BIOGRAPHIES



Katarina Wagner is Regulatory Affairs Manager - Nutritional Products at EAS' Brussels office. As a specialist in providing regulatory and strategic advice for the marketing of nutritional products in Central and Eastern Europe, she is a biologist (University of Bratislava - Slovakia, and University of Bayreuth - Germany) and has gained an MBA in International Marketing at University of Reutlingen - Germany. Katarina manages the EAS international network of independent regulatory and technical experts.



Stefanie Geiser is Regulatory Affairs Manager at the EAS branch based in Italy. While following the European Food Safety Authority (EFSA) developments in Parma closely, at EAS-Italy she assists companies in overcoming regulatory barriers for the EU approval of their health claims and innovative food ingredients. Stefanie has specialised in biochemistry and plant physiology (University of Aachen - Germany, and University of Bologna - Italy). Following her studies she worked in the field of organic food products at the European Commission, DG VI, Agriculture. Since joining EAS in 1995 she has been an adviser on regulatory issues to European and international industry associations.

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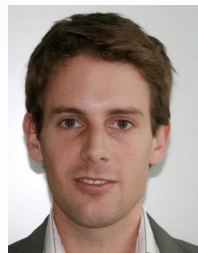
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THE BIOGRAPHIES



[Elodie Lebastard](#) is a food law Adviser at EAS, providing regulatory and strategic advice at both EU and national levels. Elodie is a lawyer specialised in food law (University of Nantes - France, and University of Zaragoza - Spain). Before joining EAS, she worked as a regulatory affairs consultant in France, and has completed a traineeship at the European Commission, DG SANCO, Food Law, Nutrition and Labelling Unit.



[Pieter Lagae](#) is a Regulatory Adviser at EAS with several years of experience in analysing European and national regulations on nutritional products. He advises clients on how to launch their nutritional products into different markets, specialising in product formulas and labelling (including claims), as well as notification dossiers. Mr Lagae has a masters in Biomedical Sciences (KU Leuven, Belgium) and Intellectual Rights (KU Brussels, Belgium). Before joining EAS, he worked in the field of regulatory affairs for pharmaceuticals.

The EAS team has co-authored a number of publications including the guide to 'Marketing food supplements, fortified and functional foods in Europe - Legislation and Practice', a European Commission study on the use of herbs and other bioactive substances, and the recent HOW TO series on mutual recognition, novel foods and claims.

17 June 2010

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Since participation is limited to 25 for this event, we would encourage companies who are interested in attending to register soon by filling in the form and returning it to Cindy Garcet at EAS.

If you would like to attend, please complete the form and return by fax to:

Fax: +32 (0)2 219 73 42

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