

Health Claims Europe presents

# Gut Health Summit

Pre- and Probiotics - Creating  
Business Value Beyond Claims



## Crowne Plaza Le Palace Hotel

Brussels, Belgium - Tuesday, 4 November 2014

The market situation for Pre- and Probiotics is drastically changing worldwide. The growing knowledge and understanding of the gut microbiome creates many new opportunities. At the same time, Pre- and Probiotics are confronted with legislative restrictions and pressure. Consequently, strategies for creating value for Pre- and Probiotics need a serious upgrade. It's time for a high-level policy discussion forum.

The Gut Health Summit offers a platform for this. Management, R&D and Marketing from the Ingredient and Food & Drink Industries will be working together with Scientists and Regulatory bodies at the Gut Health Summit. The Summit will have three main discussion sessions reviewing **Science, Claims & Regulatory** and **Access to Market and Consumer Communication**.

The program brings a dozen speakers in three sessions each ending with a policy discussion on options and opportunities to break out of the current situation with the use of the words Pre- and Probiotics no longer allowed on food labels. The meeting will create ample opportunities for networking and new business development.

### Speakers to include:

- Prof. Dr. Ambroise Martin, EFSA NDA Panel chair, Université Claude Bernard Lyon, France
- Prof. Dr. Yolanda Sanz, National Research Council (IATA-CSIC) Microbial Ecology, Nutrition and Health Research Group, Spain
- Mr. Marc Van Ameringen, Executive Director, GAIN Global Alliance for Improved Nutrition, Switzerland
- Prof. Dr. Nathalie Delzenne, LDRI, UC Louvain, Belgium
- Mrs. Carine Lambert, YLFA Ass. of Yoghurts & Live Fermented Milks, Belgium
- Dr. V. Krishnakumar, Giract, Switzerland
- Dr. Sampo Lahtinen, DuPont Nutrition and Health, Denmark
- Dr. Guus Roeselers, TNO Innovation for Life, the Netherlands
- Mr. Pascal Ronfard, Solactis, France
- Mr. Jean Savigny, Esq., Keller and Heckman, Belgium
- Dr. Russell Ward, Giract, Switzerland

[www.guthealthsummit.com](http://www.guthealthsummit.com)  
[info@guthealthsummit.com](mailto:info@guthealthsummit.com)

Supporting Organization



**GIRACT**

Media Partners



**NutraCos**



**EU Food Policy**

Partner organizations

*Health claims*

[www.healthclaims.eu](http://www.healthclaims.eu)



[www.smartshortcourses.com](http://www.smartshortcourses.com)

# Gut Health Summit

## Pre- and Probiotics - Creating Business Value Beyond Claims

### KEYNOTE LECTURES

8:55	<b>Welcome</b> , <i>Dr. Ignace Debruyne, Health Claims Europe, Belgium</i>
9:00	<b>Key Issues for the Industry</b> , <i>Dr. V. Krishnakumar, Managing Director, Giract, Switzerland</i>
9:15	<b>EFSA Guidance to Gut and Immune Health Claims</b> , <i>Prof. Dr. Ambroise Martin, EFSA NDA Panel chair, Université Claude Bernard Lyon, France</i>
9:45	<b>World Digestive Health and the Microbiome - Gut Health in Developing Countries</b> , <i>Mr. Marc Van Ameringen, Executive Director, GAIN Global Alliance for Improved Nutrition, Switzerland</i>
10:15	Keynote: Questions & Answers
10:30	Coffee Break & Networking

### Session 1 - SCIENCE UPDATE - Chair Dr. Jeroen Raes, Rega Institute, VIB KU Leuven, Belgium

11:00	<b>The Microbiome, Microflora in Gut as an Independent Organ, Essential Symbiotic Actors for Human Life</b> , <i>Prof. Dr. Yolanda Sanz, National Research Council (IATA-CSIC) Microbial Ecology, Nutrition and Health Research Group, Spain</i>
11:35	<b>Prebiotics - Gut Flora Management</b> , <i>Prof. Dr. Nathalie Delzenne, LDRI Louvain Drug Research Institute, Metabolism and Nutrition Research Group, UC Louvain, Belgium</i>
12:10	<b>Scientific Evidence for Probiotics, How Research Evolved to GCP Standard, and Future Research Directions</b> , <i>Dr Sampo Lahtinen, Active Nutrition Technology Leader, DuPont Nutrition and Health, Denmark</i>
12:45	Round table discussion " <b>Microbiome, Pre- &amp; Probiotics</b> "
13:00	Lunch and networking

### Session 2 - CLAIMS & REGULATION - Chair: Dr. ir. Bart Degeest, Managing Director, Yakult Belgium

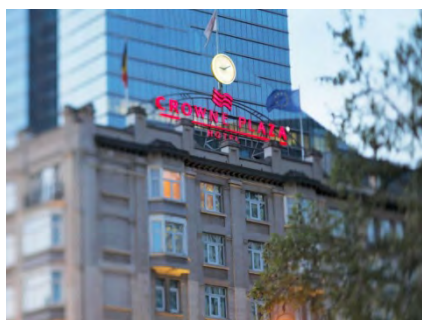
14:00	<b>Legal Aspects of Pre &amp; Probiotics Claims, Difficulties and Challenges - a Global Review</b> , <i>Mr. Jean Savigny, Esq., Senior Partner, Keller and Heckman, Belgium</i>
14:30	<b>The Ban of the term 'probiotic' in the EU - Consequences and Ways Forward</b> , <i>Mrs. Carine Lambert, Secretary General, YLFA Association of Yoghurts &amp; Live Fermented Milks, Belgium</i>
15:00	<b>The Human Gut Microbiome in Health and Disease: Post Hoc Non Ergo Propter Hoc</b> , <i>Dr. Guus Roeselers, Sr. Research Scientist Microbiology &amp; Systems Biology, TNO Innovation for Life, the Netherlands</i>
15:30	Round table discussion " <b>Claims as Market Hurdles</b> "
15:45	Coffee Break & Networking

### Session 3 - ACCESS to MARKETS and CONSUMER COMMUNICATION - Chair Dr. V. Krishnakumar, Giract, Switzerland

16:15	<b>Market Changes in Gut Health Ingredients around the Globe</b> , <i>Dr. Russell Ward, Partner, Giract, Switzerland</i>
16:45	<b>Gut health communication: science or marketing? The key role of the ingredient manufacturer</b> , <i>Mr. Pascal Ronfard, President, Groupe Solactis, France</i>
17:15	Round table discussion " <b>Marketing Opportunities</b> "
17:30	Wrap-up and Closure

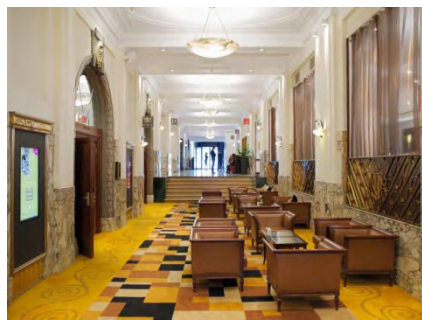
The **Gut Health Summit** is designed as a *Discussion Platform for Regulators, Scientists, Industry, and Consumers* and targeted at

- International scientists
- Members of the European Parliament
- European Commission: DG Sanco and DG Research
- Probiotic-producing companies
- Leading food, food supplement and pharmaceutical companies
- Service companies: clinical CROs, law offices, claim and legislative support companies
- Key Medical Associations
- Key Consumer and Food & Drinks Industry associations



## Crowne Plaza Le Palace Hotel

Hotel Le Plaza is a splendid setting for weekends and pleasant breaks, but also for conferences and incentives. The airport is at only half an hour and also the Gare du Nord (link to the airport) and the Gare du Midi (Thalys and Eurostar) are easily accessible. The Grand Place, the Théâtre de la Monnaie and the best shopping areas are only at a stone's throw.



Hotel Le Plaza has a car park under 24 hour surveillance. Simply leave your keys with our valets and your car will be parked in all security.

On request, limousine service is available to or from the Brussels Midi station and Brussels International Airport. The reservations department will be happy to handle any requests.

Crowne Plaza Le Palace Hotel, Brussels (on Place Rogier)

Ginestestraat 3 Rue Gineste

1210 Brussels, Belgium

Tel: +32 2 203 6200 Fax +32 2 203 5555

E-mail: [info@cpbxl.be](mailto:info@cpbxl.be)



## Hotels

Brussels has many hotels. Most downtown hotels are walking distance or just a short metro trip away from Le Plaza Brussels

## Health Claims Europe

Health Claims Europe VVZRL is the organizer of International Workshops such as *Nutrition & Health Claims Europe*, *Supplement Claims Europe*, *Pro- and Prebiotics Summit*, and *Omega-3 Summit*.

Mail: [info@healthclaims.eu](mailto:info@healthclaims.eu)

Web: [www.prebiotics-summit.eu](http://www.prebiotics-summit.eu)

Koen Descheemaeker PhD

Tel +32 57 46 64 46

Fax +32 57 46 95 25

Mobile +32 495 23 81 76

Ignace Debruyne PhD

Tel +32 51 31 12 74

Fax +32 51 31 56 75

Mobile +32 476 46 07 98

# Gut Health Summit

## Pre- and Probiotics - Creating Business Value Beyond Claims



**Crowne Plaza Le Palace Hotel - Brussels, Belgium - Tuesday, 4 November 2014**

[www.guthealthsummit.com](http://www.guthealthsummit.com) - [info@guthealthsummit.com](mailto:info@guthealthsummit.com)

First Name	
Surname	
Title	
Company	
Address	
City/State/Province	
Postal Code	
Country	
Business Phone	
Fax Number	
E-mail	
Reduction Code (*)	
VAT registration (**)	
<b>Registration Fees</b> (Includes printed and PDF handouts, coffee & lunch breaks) (***)	
	Total
Early Bird Registration (ON or BEFORE 5 October 2014)	795.00 EUR
Regular Registration (AFTER 5 October 2014)	945.00 EUR
Independent Medical Profession - Academics - Government Representatives	595.00 EUR
<p>(*) 100 EUR off when using a reduction code  (**) VAT: Non-Belgian registrations are exempt from VAT except if registered at private title. 21% VAT has to be charged for private registrations and for all registrations of participants affiliated to Belgium-registered companies or institutions. <b>21% VAT will be charged for registrations made on behalf of EU companies or institutions not mentioning the VAT registration number.</b>  (***) Cancellations have to be sent by fax or e-mail to the organizers; please ask for confirmation.</p> <ul style="list-style-type: none"> <li>- Cancellations received up till 30 days before the event, will be refunded at full price minus bank costs and extra 50 EUR handling cost</li> <li>- Cancellations up till two weeks before the event, will be refunded at full cost minus bank costs and extra 100 EUR 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 indicating the name change</li> </ul>	
<b>Payment Information</b>	
<b>By Credit card:</b> Credit card payment is available on <a href="http://www.guthealthsummit.com">http://www.guthealthsummit.com</a>	
<b>By Bank Transfers:</b> 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)	

V.4.2

VVZRL Health Claims Europe • VAT BE 0881.554.410  
Haverhuisstraat 28 • B-8870 Izegem • Belgium  
[info@healthclaims.eu](mailto:info@healthclaims.eu) • Tel: +32 51 31 12 74 • Fax: +32 51 31 56 75  
[www.healthclaims.eu](http://www.healthclaims.eu) • Mobile: +32 476 46 07 98 or +32 495 23 81 76  
KBC Bank Izegem : IBAN # BE71 7380 1841 5369 • BIC / Swift KRED BEBB