



9<sup>th</sup> International Fresenius Conference

# Health Claims and Functional Ingredients

4 and 5 June 2019  
in Mainz/Germany

## Highlights

### Update on the Regulatory Background

- Recent jurisdiction
- First experiences with the Novel Food Regulation
- Regulation (EU) 2019/343: Generic descriptors
- Legitimate information vs. prohibition of claims

### Application and Authorisation

- Reports from Member States: Italy and The Netherlands
- Application procedures under the new Novel Food Regulation
- Impact of the new transparency rules on innovation

### Nutrition and Functional Ingredients

- Perspective for health claims: probiotics and microbiome by dietary fiber
- Sports nutrition
- Marketing of Omega-3 and other fatty acids

**Share industry experience and  
get the latest news on  
regulatory issues!**



## The Experts

**Sarah Arayess** Hoogenraad & Haak | **Christian Ballke** Meisterernst Rechtsanwälte (law firm) | **Evelyn Breitweg-Lehmann** German Federal Office of Consumer Protection and Food Safety (BVL) | **Paola Corte** Studio Legale Corte | **Bernd Haber** BASF | **Andreas Kadi** SRA CONSULTING | **Suzane Leser Gelita** | **Stoffer Loman** NutriClaim | **Anne-Marie Orth** RDA Scientific Consultants | **Andreu Palou** University of the Balearic Islands | **Rosanna Pecere** IPA Europe | **Francesco Planchenstainer** Ferrero Group | **Sebastián Romero Melchor** Food Compliance International

**Scientific director:**

**Andreas Meisterernst** Meisterernst Rechtsanwälte (law firm)

# The Programme

 Tuesday, 4 June 2019

**8.30 Registration and coffee**

**9.00 Welcome address by Akademie Fresenius and introduction by the Chair**

**Andreas Meisterernst**, Meisterernst Rechtsanwälte (law firm), Germany

## The Legal Frame

**9.10 Legal news**

- European Court Of Justice: “Schwabe/Queisser”
- German Jurisdiction on Beauty Claims
- Recent changes in the Novel Food Catalogue

**Andreas Meisterernst**, Meisterernst Rechtsanwälte (law firm), Germany

**9.50 First experiences with the new Novel Food Regulation**

- Novel Food Regulation 2019
- Responsibilities and processes
- New monitoring obligations = better surveillance?
- Update on data protection

**Christian Ballke**, Meisterernst Rechtsanwälte (law firm), Germany

**10.20 Panel discussion**

**10.40 Coffee break**

**11.10 Legitimate information vs. prohibition of claims**

- Do communications based on facts that contain objective statements fall under the scope of the Claims Regulation?
- Relevance of the consumer protection objective as laid down in the Claims Regulation
- Role of the freedom of commercial speech in the EU legal system and its interpretation by the EU Courts
- Recommendations – keeping it safe

**Sebastián Romero Melchor**, Food Compliance International, Singapore

**11.50 Chill the gin! Derogations for generic descriptors**

- Why it took 13 years
- Regulation (EU) 2019/343 in detail
- More to come?

**Andreas Kadi**, SRACONSULTING, Austria

**12.20 German list of substances**

- Update
- Conceptual design
- New categories

**Evelyn Breitweg-Lehmann**, German Federal Office of Consumer Protection and Food Safety (BVL)

**12.50 Panel discussion**

**13.15 Lunch**

## Application and Authorisation

**14.30 Claims on Botanicals: the Italian view**

**Paola Corte**, Studio Legale Corte, Italy

**15.00 What’s cooking in The Netherlands? A 30-minute report from a Member State**

- Update selfregulatory decisions / court cases
- NVWA enforcement activities in 2019
- Challenges for Dutch companies

**Sarah Arayess**, Hoogenraad & Haak, The Netherlands

**15.30 Panel discussion**

**15.50 Coffee break**

**16.20 Application procedures under the new Novel Food Regulation**

- Overview about the different procedures
- The e-submission platform
- Timelines

**Anne-Marie Orth**, RDA Scientific Consultants, Germany

**16.50 Impact of the new transparency rules on innovation**

- What’s new and what’s the same under the new regulatory framework
- The impact of disclosure rules on study design and regulatory strategies
- Protecting competitive information and trade secrets
- EU transparency vis-a-vis US: is US home to innovation?

**Francesco Planchenstainer**, Ferrero Group, Luxembourg

**17.30 Panel discussion**

**17.45 End of first conference day**

## 18.45 Departure time for the evening event



After the first conference day Akademie Fresenius would like to invite you to a leisurely evening at the Ingelheimer Winzerkeller in the wine-growing region Rheinhessen. You have the opportunity of better getting to know other participants you met during the day over a relaxed wine tasting and meal.

## Wednesday, 5 June 2019

### 9.00 Welcome address by the Chair

**Andreu Palou**, University of the Balearic Islands, Spain

# Nutrition and Functional Ingredients

### 9.10 Health claims and nutrition information

- Healths claims
- Nutrition labelling
- Nutrient profile
- Precision nutrition

**Andreu Palou**

### 9.50 What sports nutrition teach us about amino acid scoring as a measure of protein quality

- The recommendations of the FAO Report that were not talked about in the last 5 years
- Regulating protein quality in food labels and claims vs. new science in nutrition
- Case-studies: there is more to protein than its amino acid content

**Suzane Leser**, Gelita, Germany

### 10.20 Understanding probiotics in a European context

- Summary of the situation on probiotics in the EU
- How to reshape the strategies of the probiotic food and food supplements industry
- Explanation of the legal context
- Activity undertaken by IPA Europe at global level

**Rosanna Pecere**, IPA Europe, Belgium

### 10.50 Panel discussion

#### 11.10 Coffee break

### 11.40 Modulation of the microbiome by dietary fiber – perspective for health claims

- Dietary recommendations – fiber gap – Implications for the microbiome
- Microbiome-mediated health benefits of dietary fiber
- Microbiome-targeted health claims – EFSA requirements
- Study design – critical issues
- Dietary fiber – perspective for health claim microbiome-mediated health benefit

**Stoffer Loman**, NutriClaim, The Netherlands

### 12.10 Marketing of Omega-3 fatty acids: perspective of an ingredients company

- General and individual needs
- Bioavailability and measurement of omega-3 status
- Value of omega-3 supplementation

**Bernd Haber**, BASF, Germany

### 12.40 Panel discussion and closing remarks

### 13.00 Lunch buffet and end of the conference

## Autumn 2019 in Germany

### International Fresenius Conference „Food Fraud and Food Authenticity“

Date and location to be announced shortly.  
Please request more information now!

[www.akademie-fresenius.com](http://www.akademie-fresenius.com)



Information available online at:  
[www.akademie-fresenius.com/2647](http://www.akademie-fresenius.com/2647)

# The Experts

**Sarah Arayess** is a recognized food and advertising lawyer in The Netherlands. Her activities range from advising to litigation and she is regularly asked to be a speaker or chair for (inter)national food-related conferences.



**Christian Ballke** is a partner of the law firm Meisterernst Rechtsanwälte in Munich, Germany. He advises and represents his clients on food law matters and on issues of intellectual property law, especially trademark and unfair competition law.



**Evelyn Breitweg-Lehmann** works as Head of Unit for General Affairs, Food at the German Federal Office of Consumer Protection and Food Safety (BVL).



**Paola Corte** is a partner of Studio Legale Corte | Foodlaw.it (law firm) in Italy. She advises food business operators on developing new products and verifying the compliance of food composition, labeling and advertising, and is an experienced litigator in cases related to the infringements of food law in Italy.



**Bernd Haber** is a Food Chemist and with BASF since 2005. He held various positions in the food additives and ingredients industry. He is member of several international and national associations and scientific organisations.

**Andreas Kadi** is a Food Chemist and Founder of SRA CONSULTING. He advises companies, associations and authorities in Europe and worldwide on scientific and regulatory aspects of food safety and information. He has over 20 years of experience in global FMCG companies including the efficacy and safety of functional ingredients, food labelling and claims.



**Suzane Leser** is the Director of Nutrition Communication for the Business Unit Health & Nutrition at Gelita. She is an accredited Nutritionist with nearly 20 years of experience in the food industry. She joined Gelita in January 2018 bringing expertise in sports nutrition and proteins from previous roles.



**Stoffer Loman** is a Senior Consultant at Nutriclaim. Recently, the EU FP7-funded MyNewGut-project (2013 - 2018) has been concluded. In this project consortium of over 30 parties, he was allocated the task of Work Package (WP) Leader of the WP specifically devoted to, amongst other tasks, provide technical guidance for microbiome-related health claims.



**Andreas Meisterernst** is a Lawyer at Meisterernst Rechtsanwälte (law firm) in Munich, Germany. He is visiting lecturer at the Technical University of Munich as well as author and editor of a large number of publications.



**Anne-Marie Orth** is a state certified food chemist working for RDA Scientific Consultants GmbH since 2014. Her doctoral thesis was embedded in an EU funded project (FACET). She regularly works on various authorisation procedures.



**Andreu Palou** is Professor of Biochemistry and Molecular Biology at the University of the Balearic Islands in Spain. His main research is in the field of Molecular Nutrition and Food Science.



**Rosanna Pecere**, lawyer by education, has more than 20 years of experience in European Public Affairs, advocacy and networking activities with high-level EU and national stakeholders. Prior to joining IPA Europe, she worked for the Italian Dairy Association, Assolatte, where she was Head of the Brussels Office.



**Francesco Planchenstainer** is a Senior Regulatory Counsel at Ferrero Group, a global leader in confectionery and chocolate manufacturing. After an experience in the US special nutrition industry, he currently supports Ferrero's regulatory strategy for innovation at the global level.



**Sebastian Romero Melchor** is the Founder of Food Compliance International. He has a substantial experience in EU food regulatory matters, after serving in the European Commission and top-tier international law firms in Brussels. He is widely known in the industry as one of the leading professionals in the food and nutrition regulation and recognised as top tier food lawyer by LEGAL 500.

# About

## Who do you meet?

### Sectors taking part

- Food industry: manufacturers of food products, functional foods, dietetic food, nutraceuticals, food ingredients, food supplements, food additives
- Food retailers
- Pharmaceutical industry
- Medicinal industry
- Regulatory authorities
- Research institutes

### Groups that should take part

Managing Directors, Boards of Directors, Members of Supervisory Boards, Managers and Scientists in the fields of:

- Food law
- Legal and regulatory affairs
- Regulatory support
- Registration / authorisation
- Business development
- Product management
- Marketing and sales

## Trade Exhibition

Our conference provides you with the opportunity of presenting your company in a trade display. Present your products and services and reach out to your specific target groups. We would be happy to provide you with information on all the various options available – from displaying product information to an exhibition stand – with no further obligation on your part.

Use the attached fax reply sheet to request our information material. Or simply call us. We would be more than pleased to assist you personally.

**Dominique Perry**  
phone: +49 231 75896-64  
dperry@akademie-fresenius.de

## The Organiser

For 25 years, Akademie Fresenius has been your partner for practice-orientated training on all the latest topics surrounding the safety and quality of food, consumer goods and chemical products along the whole production chain. Our portfolio not only includes international conferences but also offers national trade meetings, intensive practical seminars and training in small work groups.

Our events are designed to promote an active exchange amongst our participants and offer the perfect platform for bringing the industry, the scientific sector, the authorities and the consulting field together. Excellent service, all-inclusive. Our wide-ranging advanced training opportunities contribute to giving our customers the competitive edge in all quality assurance, risk assessment, legal, production and technical questions.

Akademie Fresenius is a joint venture between Cognos, one of the largest private and independent education groups in Germany, and SGS Institut Fresenius, one of the leading German providers of chemical laboratory analysis.

You can find details on upcoming and new events at [www.akademie-fresenius.com](http://www.akademie-fresenius.com)

## Do you have any questions?



Programme and conceptual design

**Sophie Witzleben**  
phone: +49 231 75896-78  
switzleben@akademie-fresenius.de



Organisation and participant management

**Analisa Mills**  
phone: +49 231 75896-77  
amills@akademie-fresenius.de



By web [www.akademie-fresenius.com/2647](http://www.akademie-fresenius.com/2647)  
By email [registration@akademie-fresenius.com](mailto:registration@akademie-fresenius.com)  
By fax +49 231 75896-53

Hotline +49 231 75896-50  
Die Akademie Fresenius GmbH  
Alter Hellweg 46, 44379 Dortmund

## Participation

- I would like to take part in the 9<sup>th</sup> International Fresenius Conference “**Health Claims and Functional Ingredients**”, **4 and 5 June 2019 in Mainz/Germany**.  
Fee: € 1,795.00 plus VAT.
- I am a **representative of an authority or a public university** and therefore eligible for a reduced fee of € 795.00 plus VAT (please provide evidence).  
The reduced fee cannot be combined with other rebates.
- I would like to take part in the **evening event on 4 June 2019** (included in the above price).

## Event Documentation

- Unfortunately, I am unable to attend. Please send me the complete documentation for € 295.00 plus VAT.

## Trade Exhibition

- Please send me information on available options for trade exhibition and presenting product information.

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### Terms of Participation and Purchase

The registration fee includes the event participation, event documentation, lunch, coffee breaks, beverages as well as the evening event. You will receive written confirmation of your registration. Upon receiving our invoice, please transfer the amount due without further deductions before the event begins.

The price of the event documentation includes a hard copy of the documentation as well as an access code to the secure Akademie Fresenius download area. Both the documents and the secure access code will be dispatched around two weeks after the event and as soon as advance payment has been received.

### Group Reductions

For joint bookings received from one company we grant a 15% discount from the third participant onwards.

### Terms of Cancellation

Written cancellations or transfers will be accepted free of charge up to four weeks prior to the start of the event. After this date and up to a week prior to the start of the event we will reimburse 50% of the registration fee. We cannot, unfortunately, provide refunds for later cancellations. Please note that you can name a substitute free of charge at any time.

### General Terms and Conditions

By registering, you agree to our General Terms and Conditions as well as to our Privacy Policy. You can find our GTC on the internet ([www.akademie-fresenius.com/general-terms](http://www.akademie-fresenius.com/general-terms)) or receive them on request.

### Personal Data

The Akademie Fresenius will keep your data for the purpose of organising this event. We will under no circumstances use your data for commercial trade purposes. In signing this form you consent to our occasionally contacting you by mail, email, fax or phone (please strike through if unwanted) in order to provide you with further information from our company. You can, of course, withdraw your consent whenever you wish. Occasionally we go around taking photos and videos at our events. These are then published anonymously on our website. Further information can be found at: [www.akademie-fresenius.com/dataprotection](http://www.akademie-fresenius.com/dataprotection).

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## Venue

**Atrium Hotel Mainz**  
Flugplatzstraße 44, 55126 Mainz/Germany  
phone: +49 6131 491-0  
[info@atrium-mainz.de](mailto:info@atrium-mainz.de), [www.atrium-mainz.de](http://www.atrium-mainz.de)

We have reserved a limited number of rooms for our participants at reduced rates at the hotel. These rooms can be booked up to four weeks prior to the start of the event. Please book early and directly through the hotel quoting “Fresenius” as reference.