

EAS WORKSHOP

2 April 2009, 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



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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 practicalities of launching food supplement products in Europe. Companies will get a clear picture of the different legislations and practices in Europe's markets, from notification requirements 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:

- Strategies for notification of food supplements
- Clarification of how mutual recognition really works in the EU
- Vitamin and mineral levels today and future harmonisation
- Opportunities and challenges for herbal and other bioactive substances
- Understanding the Novel Foods Regulation
- Labelling compliance
- Update on rules for nutrition and health claims

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09.00-09.30 **Registration**

09.30-09.45 **Welcome address and introduction**

09.45-10.10 **Notification strategies: an entrance ticket into Europe?**

Scientific and Regulatory Affairs Manager Efi Leontopoulou will explain the first step in the process – notification procedures across different EU Member States. She will show the benefits of a solid notification strategy towards launching a product in and across the EU, highlighting:

- Basic requirements for notifying your food supplement product in the EU
- Most demanding versus least demanding Member States
- Advantages and disadvantages of notifying your product in specific countries

10.10-10.35 **Mutual recognition in practice: reality or fiction**

Does the principle of mutual recognition exist in practice across Member States when marketing food supplements? EAS food law adviser, Elodie Lebastard, will explain how mutual recognition works in the European Union (EU) and where it may offer a practical solution to marketing your supplements across national borders, clarifying:

- How Member States apply the mutual recognition principle
- Where the main opportunities and pitfalls lie
- Current and future trends to be aware of when planning a business strategy

10.35-11.00 **Vitamins and minerals: towards one product formula across Europe**

An outline of the permitted vitamin and mineral substances and their levels across Europe, with EAS Regulatory Adviser Pieter Lagae explaining how national derogations work and the future impact of steps towards EU harmonisation on businesses.

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11.00-11.30 **Question and Answer Session**

11.30-11.45 **COFFEE BREAK**

11.45-12.10 **Herbs and other bioactive substances: diversity in national approaches**

Which herbs and bioactive substances can be used in food supplements in Europe? Katarina Wagner will give an explanation of the national rules surrounding these ingredients, outlining key areas of opportunity and concern.

12.10-12.35 **Novel foods: Current challenges and future changes**

Overcoming the EU Novel Foods Regulation is already a major challenge for the food industry, and in January this year the Commission put forward a proposal to amend the current Regulation – for better or for worse? Efi Leontopoulou, will explain and analyse:

- The definition and scope of the current EU Novel Foods Regulation
- Procedures that currently apply
- The Commission's proposal to amend the legislation: changes, implications and potential interpretations

12.35-13.00 **Question and Answer Session**

13.00-14.00 **LUNCH**

14.00-14.30 **Labelling compliance: do's and don'ts**

A common stumbling point for companies is product labelling. Pieter Lagae will explain the EU requirements for a food supplement label, and give practical examples of the do's and don'ts in food supplement labelling.

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14.30-15.15

EU Claims Regulation: the practical impact for product marketing

EAS Nutritional Product Regulatory Affairs Manager Stefanie Geiser will clarify what the recently introduced EU Claims Regulation means in practical terms for companies looking to launch products in the EU. She will cover:

- Status of work towards the draft 'Community list' on Article 13 health claims, including latest Commission/Member States' discussions and timings for EFSA evaluation
- Proprietary data protection and Reduction of Disease Risk Claims approval procedure
- Transition periods for the various types of claims

15.15-15.45

Question and Answer Session

15.45-16.00

END OF WORKSHOP

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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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Pieter Lagae is a Regulatory Adviser at EAS, also based at the Brussels office. He advises clients on how to launch their nutritional products into different markets, specialising in product formula and label compliance, as well as notification dossiers. Pieter has a masters in Biomedical Sciences (KU Leuven - Belgium) and Intellectual Rights (KU Brussels - Belgium). Before joining EAS he has worked in the field of Regulatory Affairs for pharmaceuticals.



Efi Leontopoulou is Scientific and Regulatory Affairs Manager at EAS. Efi advises clients on gaining approval for their foods and ingredients and on developing regulatory strategies to run along-side their marketing programmes. Efi is a food bioengineer (University of Athens - Greece), has a Masters Degree in Marketing and an MBA from the Free University of Brussels (VUB), Belgium.



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.

The EAS team has co-authored a number of publications including the recent guide to 'Marketing food supplements, fortified and functional foods in Europe - Legislation and Practice 2008' and a recent European Commission study on the use of herbs and other bioactive substances.

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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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