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STEVIAWORLD

14-15 May 2009

Intercontinental Shanghai Pudong Hotel, China

“Stevia set to change fundamentals of sweetener and possibly sugar industry: Explore Markets and Tap Opportunities”

- Supply Chain & Delivery of Leaves & Extracts
- Best Practices of Stevia Cultivation
- Latest Extraction & Refining Process
- Ensure High Purity Steviol Glycoside
- Establish Strategic Alliances, JVs & Trade Contracts

a meeting recognized by



International Society for Horticultural Science

supporting associations



European Stevia Association

ステビアの普及と発展を目指して
ステビア工業会
Japan Stevia Association



Paraguay Chamber
of Stevia

platinum sponsor



PureCircle™

CMT's Stevia World - From Cultivation to Refining & Trading of Leaves & Extracts

Day 1 - Thursday, 14 May 2009

8.00 Registration & Coffee

9.00 Chairman's Welcome & Introductions

9.10 **Market Trends & Outlook for Sweeteners & Sugar**

- Prospects of stevia vis a vis other sweeteners

9.40 **Global Supply Chain: Key Success of Reb A to Multinational F&B Companies**

Dorn Wenninger
Corporate VP Supply Chain
PureCircle



10.10 **Development, Market Outlook & Applications of Stevia in Japan/ Stevia Species Development and New Variety**

Toyoshige Morita, President
Morita Kagaku Kogyo Co., Ltd.

10.40 Discussion followed by Refreshments

11.10 **Attaining Regulatory Authorizations for Stevia-Derived Sweetener Food Uses in the United States**

Dr. Robert S. McQuate, CEO & Co-Founder
GRAS Associates, LLC

11.40 **Europe: Regulatory Update**

Carl Horn af Rantzien, Director, Regulatory Affairs
European Stevia Association (EUSTAS)

In-Depth Focus on Propagation, Agronomy & Post Harvest Management

- Propagation: vegetative vs. tissue culture
- Soil & climatic requirements
- Cultivation techniques
- Irrigation
- Pest & disease management
- Fertilisation
- Best agronomic practices
- Silviculture to enhance rebaudioside content
- Harvesting
- Proper storage of leaves
- Dehydration process

12.00 **GLG Life Tech Corporation**

Speaker to be advised

- China (Temperate climate)



with contribution from



12.30 Discussion followed by Lunch

14.00 **Growmore Biotech Ltd**

Dr. N. Barathi, Director

- India's experience (Tropical / subtropical climate)

15.30 Discussion followed by Refreshments

16.00 **Waterland Bioscience LLC**

- Vietnam's experience (Tropical climate, perennial plant)

16.45 **Egypt Agriculture Research Center**

Dr. Ahmed El-Sayed Attia, Researcher

- Egypt's experience (Desert climate)

17.30 **Mianzhu Gold Tree Agrotech**

Murali Dharan, CEO

- Hi-tech, computerized propagation

18.00 Discussion followed by End of Day 1

1815 -1915 hrs. *Networking Reception*
for participants to have closer discussion

Day 2 - Friday, 15 May 2009

9.00 Chairman's Remarks

9.05 **Latest Extraction & Refining Technology**

GLG Life Tech Corporation
with contribution from Cargill

9.35 **Production of Steviol Glycosides/ Usage in Australia**

- Physiological reasons for production of steviol glycosides,
- Factors influencing the amount and concentration of steviol glycosides
- Management of such factors to increase production of steviol glycosides
- Industry overview in Australia
- Supply issues

Prof. David Midmore
Director – Centre for Plant and Water Science
Central Queensland University

10.05 **Quality Standards for the Stevia Constituent, Rebaudioside**

Dr. John Hu, Vice President / General Manager (China)
US Pharmacopeia (USP)

10.35 Discussion followed by Refreshments

11.05 **Towards Sustainable, Environmental Friendly Stevia Processing**

- Self contained, Carbon Neutral technology
- Impact of new technology on cost economics
- Why Stevia industry should work towards the goal of zero-impact on environment
- Environmental challenge: too serious to leave to politicians, a call for active entrepreneurs to accept the challenge
- Why consumers will punish polluting and non CSR-complying companies and put them out of business

- Chinese Sikejan initiative: A challenge to the rest of China, Asia and the rest of the world

Carl Horn of Rantzien, Managing Director
Granular AB

11.35 **India: Next Big Cultivation Centre**

Sourabh Agarwal, Managing Director
Stevia Biotech Pvt Ltd

12.05 **Stevia Rebaudiana: New Crop Candidate & Utilization Prospects for Europe**

Dr. Mathe Akos, Chair, Medicinal and Aromatic Plants
International Society for Horticultural Science

12.35 **Roundtable Discussion: Stevia Applications & Product Development in Food & Beverage / Personal Care / Pharmaceutical / Fertiliser / Animal Feed**

13.05 Final Discussion followed by Lunch

14.30 End of Conference

You will network with

- Stevia Growers • Steviol Glycoside Producers
- Stevia Extraction and Refining Technology Licensors
- Sweetener producers • Sugar manufacturers and traders
 - Food & Beverage Manufacturers
- Food Ingredient & Additive companies
 - Flavor and Fragrance company
- Pharmaceutical companies • Nutraceutical companies
 - Commodity Investors/Traders
 - Herbal and Tea plantations
- Horticulture/Botany companies • Seedling suppliers
 - Plant Breeders/Tissue culture lab • Regulators
- Entrepreneurs/Planters & Investors keen to assess potential of this new lucrative business

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www.purecircle.com



PureCircle (LSE:PURE) is the world's leading producer of high-purity Rebaudioside A (Reb A), with a vertically integrated supply chain operating in three continents. PureCircle markets a range of natural

sweeteners internationally. Activities range from the sourcing of dry stevia leaves and extraction, refining of high-purity Reb A into sweeteners and marketing of these sweeteners to food and beverage manufacturers worldwide.

PureCircle's extraction plant can produce 4,000MT of stevia extract annually which is currently the world's largest extraction facility. The Company has built the world's largest state-of-the-art refining plant in Malaysia. This currently produces 1,000MT of high purity Reb A and will shortly double the capacity to 2,000MT. The Company's production facilities operate in compliance with cGMP, HACCP and ISO standards.

During 2008, PureCircle announced contract extensions with Cargill and major new contracts with PepsiCo and Whole Earth Sweetener Company for the supply of high purity Reb A in beverages, foods and tabletop sweeteners worldwide including the exclusive license to market PureVia™ Reb A as an ingredient (PureVia™ is a trademark of PepsiCo Inc and Whole Earth Sweetener Company LLC: see www.reb-a.com and www.purevia.com).

PureCircle's investment in research and development has given it a leadership position in the manufacture of high-purity Reb A, and their scientists are globally recognized experts in their field.

The Company works with independent farmers in Thailand, Vietnam, Indonesia, Laos, China, Paraguay, and Kenya to grow the best quality stevia leaf. PureCircle works closely with communities in each of these countries and endeavours to maximise the social, economic and environmental benefits of its operations.

PureCircle's corporate offices are located in New Jersey USA; Geneva, Switzerland; Asuncion, Paraguay; Kuala Lumpur, Malaysia; Ganzhou, China and Kericho, Kenya.

The FACTS

- June '08: Joint FAO/WHO Expert Committee on Food Additives (JECFA) concluded that stevia extracts containing 95 percent steviol glycosides are safe for human use in the range of four milligrams per kilogram of body weight per day.
- October '08: Australian and New Zealand food and safety regulatory body FSANZ has approved stevia for use as food & beverage ingredient.
- Late last December, two major international corporations were the first to obtain generally recognized as safe (GRAS) status from the U.S. FDA for their Rebaudioside-A at 95% purity or above. Expect to see more GRAS determinations for stevia-derived sweeteners, many of which will be submitted to FDA. Submission of GRAS determinations to FDA is voluntary.
- Japan and Korea are currently the largest markets for stevia.
- China is the largest stevia grower in the world, about 80% of their production is exported.

promotion partners



STEVIAWORLD

14-15 May 09 | Shanghai, China



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Why **STEVIAWORLD** at Shanghai, China?

Shanghai is the finance and trade centre of China and has one of the world's busiest ports.

Shanghai is located on the eastern coast of China, close to the **4 major stevia cultivation centres of Jiangsu, Anhui, Shandong and Heilongjiang**. Their combine cultivation area is around 200,000 mu (13,400 ha), producing about 40,000 tons of stevia leaves every year.

China is currently the largest stevia extract exporter in the world. Other provinces like Sichuan, Xinjiang, Hainan, Guangdong are also budding to mass produce this lucrative crop.

HOW TO REGISTER

By Internet: www.cmtevents.com
By Email: cynthia@cmtsp.com.sg
By Fax: 65-6345 5928
By Tel: 65-6346 9132

FEES

The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

Conference Fee for 1 Person	Conference Fee for 3 or more* (from the same company)
USD1,395	USD1,095 (MIN SAVINGS OF USD900)

* Terms and conditions apply.

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

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By Telegraphic Transfer

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TT must include additional USD21 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.

CONFERENCE VENUE

CMT has arranged special discounted room rate for delegates at **Intercontinental Shanghai Pudong**. Please reserve your room with the hotel directly, quoting CMTEVENT and providing full credit card number and expiry date to:

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 Shanghai - 200120
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 Tel: 86 21 5835 6666 ext 3871
 Fax: 86 21 5835 8665
 Email: Elle_xu@interconti.com
 Cut-off date: 13-04-2009

Photocopy Registration Form to Preserve Brochure Copy, May 2009

CMT'S 2009 EVENTS

3rd Bioplastics MARKETS

GUANGZHOU, CHINA | 21-22 May

"Working towards a sustainable solution with material innovations"

10th CEE PET

VIENNA, AUSTRIA | 28-29 May

"Have we reached the end of the downturn or is the worse still to come?"

JATROPHAWORLD AMERICAS

MIAMI, USA | 10-11 June

"Strategies to Accelerate the Commercialization of Jatropha Business"

CUSTOMISED SPONSORSHIP PACKAGES AVAILABLE - This event is an excellent platform to promote your organisation to influential players and investors in the industry. Sponsorship opportunities available include Corporate, Exclusive Luncheon, Cocktail & Documentation sponsor. Exhibition / catalogue display can be arranged upon request. Contact nisha@cmtsp.com.sg or (65) 6346 9130.

Key Reasons to Attend STEVIAWORLD

- Assess the real potential of Stevia and the business, cultivation and trading opportunities it presents
- Present regulatory environment for new entrants into the US and Europe markets
- Obtain updates on Stevia development in major markets – USA, China, Japan, India, Europe, Australia/New Zealand
- In-depth focus on cultivation for different climate – Temperate (China), Subtropical/Tropical (India, Vietnam) & Desert (Egypt)
- Best agronomic practices and techniques to increase yields
- Ensure proper post-harvest management, storage and dehydration (vital for transportation)
- Compare and evaluate different extraction methods
- Meeting standards and qualities for steviol glycoside / rebaudioside-A
- Identify Stevia applications and formulations in Food & Beverage, Pharmaceutical, Agriculture, Animal Feed, Personal Care / Skin Care
- Attract and Secure partners for your projects
- Extensive networking sessions to seek tie-ups, alliances, JVs & trading deals

Register for **Stevia World 2009** now and be connected to the Stevia industry. Visit www.steviaforum.com for more information.

With huge consumer interest in zero-calorie Stevia sweetener in the USA and elsewhere around the world, cultivation of the natural sweetener is expected to scale up extensively from China to Vietnam, India and South America where it is traditionally grown.

Companies like Pure Circle, GLG Life Tech Corp., Cargill, Merisant and a growing list of others are positioning themselves to supply stevia extracts to the food and beverage, pharmaceutical, animal feed and other end-use markets. Stevia extract has the potential of being used in mainstream foods as a part-replacer of sugar content, so to what extent will it also affect the sugar market?

PepsiCo Chief Executive Ms. Indra Nooyi said that she believes the decline in U.S. carbonated soft-drink sales can be halted with new sodas containing a natural, zero-calorie sweetener (extracted from Wall Street Journal online dated 18 Dec 2008).

Stevia market though promising is constrained by regulatory and economic issues. How are the stakeholders tackling these challenges? What is the present regulatory status and implications for the new entrants? Where are ideal places to cultivate stevia and how to effectively scale-up production? What are the other applications of stevia?

Find out these and other commercial issues at CMT's **STEVIAWORLD**