

# STEVIAWORLD EUROPE

18 November 2009  
FRANKFURT

## What is Stevia?

Stevia - an Alternative Sweetener, having up to 300 times the sweetness of sugar without any calories. Current consumer focus on low-glycemic index sweeteners and concerns over the health effects of artificially derived sweeteners are driving growth for natural sweeteners like stevia.

## About SteviaWorld Europe

SteviaWorld Europe will convene in Frankfurt on **18 November 2009**, along side Food Ingredients Europe 2009.

## Key issues to be addressed at SteviaWorld Europe:

- Regulatory update on Stevia approval
- Stevia vs other high-intensity sweeteners - What will happen when stevia enters the game ?
- Flavour masking solutions & sweetness enhancement technologies
- Harmonisation of standards to ensure highest Stevia quality
- Stevia cultivation experiences

Stevia World 2009, the world's first international Stevia Industry conference held in May 2009, welcomed participation from over 150 key Stevia stakeholders from 31 countries. Supported and sponsored by leading Stevia producers including Pure Circle, GLG Life Tech Corporation, EUSTAS, the conference was a landmark event in the global stevia industry.

Organised in anticipation of EFSA's approval of stevia in France & rest of Europe

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Visit [www.steviaforum.com](http://www.steviaforum.com) for more information or contact [jaime@cmtsp.com.sg](mailto:jaime@cmtsp.com.sg)

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