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STEVIAWORLD EUROPE

18 November 2009 | FRANKFURT, GERMANY
Frankfurt Marriott Hotel



**“Emerging Star in the Sweetener Market
– Regulatory, Extraction, Flavor Masking & Supply Issues”**

Wisdom Natural Brands (SweetLeaf)
Blue California
PureCircle
European Commission
Granular AB

EUSTAS
Biofabrica Misiones Argentina
Wild Flavors
Morita Kagaku Kogyo Ltd
Daepyung/Seppic

SunFruits
KU Leuven
GreenSweet SAS
Guilin Layn Natural

Ingredients Corp
Ingredient Marketing International
LMC
Nestle Research Center

Supporting Associations

スチビアの普及と発展を目的として
ステビア工業会
Japan Stevia Association



NASTEVI
ITALIAN NATIONAL STEVIA ASSOCIATION

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8:00 Registration & Morning Coffee

8:30 Chairman's Welcoming Remarks
*Angus Flood, Head of International Marketing
PureCircle*

Markets & Regulations

8:45 **Stevia's Breakthrough and Its Effect on the Global Sweetener Market Outlook**

- Will stevia be able to accelerate the HIS market penetration of the sugar market to any significant extent?
- Stevia vs other high-intensity sweeteners . Development history and outlook of prices and market volumes. What will happen when stevia enters the game?

*Simon Bentley, Head of Grains Research
LMC International Ltd*

9:05 **Current Authorisation Process of Steviol Glycosides in EU**

*Andreas Klepsch, Novel Food Division
European Commission*

9:25 Discussion followed by Coffee Break

Quality

9:55 **27 Years with Sweet, Healing, Stevia**

*James A May, President & CEO
Wisdom Natural Brands (SweetLeaf)*

10:25 **Purity, an Important Factor For Excellent Taste in Reb-A Products**

*Cecilia McCollum, Executive Vice President
- International Sales
Blue California*

10:45 **Stevia Extraction Technologies**

*Dr Joel Perret, General Manager
Greensweet SAS*

11:10 **Importance of A Standardised and Validated Method for Measuring Steviol Glycosides**

*Prof. Dr. Jan M.C. Geuns, President of EUSTAS
Lab. Functional Biology KULeuven*

11:30 **Quality Assurance Label to Ensure Highest Stevia Quality and Product Integrity**

*Carl Horn, Director - Regulatory Affairs
EUSTAS*

12:00 Discussion followed by Lunch
Sponsored by



Cultivation

13:30 Chairman for Afternoon Session

*Robert Jonsson, Partner
Ingredient Marketing International*

13:35 **Cultivation Experience and Supplying to the European Market**

*Senior Representative
Biofabrica Misiones Argentina*

14:00 **Advances in Commercial Cultivation & Tissue Culture Method for Multiplication of Stevia Varieties**

- Agronomy advances to achieve optimum Glucoside in Stevia leaves in tropical climates

- Irrigation ,Post harvest dehydration, temperate region cultivation of Stevia
*Shivraj Bhosle, Managing Director
SunFruits*

Developments in Flavour Masking and Sweetness Enhancement Technologies

14:30 (i) *Dr Greg Horn
Senior Director – Sweetness Technology
WILD Flavors*

Sharing of Asian Experiences

15:30 Discussion followed by Tea Break

16:00 **Stevia characteristics and potential for new applications - Sharing Morita's 30 years of experience**

Author: Toyoshige Morita, President

*Presenter: Konstantinos Karayiannis
Overseas Dept*

Morita Kagaku Kogyo Co Ltd

16:30 **Nutritional Application & Development of Stevia in Asia Including Outlook for the European Food Market - A Korean producer perspective**

*Kevin Park, Business Manager
Daepyeong/Seppic*

17:00 **Formulating Beverage Compositions with Stevia and Another Natural Ingredient**

*Jingjun Liao, CEO
Guilin Layn Natural Ingredients Corp.*

17:30 Panel Discussion – Future of Stevia

- Working together to ensure high quality & integrity
- Bringing down costs of stevia
- Perspective from a major food company on what the industry should do to ensure safety management during production process, improve quality and also communication to consumer

Moderator: **Angus Flood, PureCircle**

Dr Roger Olivier, Research Scientist

Food Science & Technology Dept
Nestle Research Center

Inviting all stevia producers

18:00 Final Discussion & End of Conference

Delegates comments at CMT's Stevia World in Shanghai May 2009

“Marvellous and excellent event”

~ PureCircle

“Stevia World 2009 was a knowledge intensive conference featuring key international stevia players!”

~ Nestle

“Speakers were open and friendly in sharing and I gained a lot of information”

~ KWS Saat Ag

“Great occasion for the global industry to get together”

~ Central Queensland University

“I heard many new things here. Stevia World 2009 was a wonderful experience for me!”

~ Dole Asia Co.

“A good networking, mind enriching & educational event”

~ Chemillennium International HK.

Gearing Up for EU Approval - Adding Stevia to Your Product Portfolio

European- wide approval on high purity stevia extract Reb A is anticipated *the next 12-16 months*. Even so, many companies from food, beverage, pharmaceutical to confectionery across Europe are showing much interest in this natural sweetener with zero calories.

France is gearing ahead with product development programs and securing supply agreements as ministerial authorisation is anticipated this summer. In **Switzerland**, steviol glycosides at 95 per cent purity was approved last year, following the JECFA positive safety view while Turkey has already approved stevia extract last year.

In the USA, newer alternative sweetener demand is expected to exceed US\$1.3 Billion in 2013. The most buzzworthy new product among F&B processors and consumers has been Reb-A Stevia. Interest in this sweetener has been intense, particularly since the FDA issued its non-objection last December that the stevia-derived sweetener Reb A is generally recognized as safe (GRAS) as a food additive.

In a market dominated by high intensity artificial sweeteners, differentiating your product today with natural claims seems to be the key in boosting sales and product profile. Stevia's entrance is said to be the big change for the sweetener market with impact on not only other high intensity sweeteners but also the sugar market.

Comprehensive coverage of key issues at this briefing coinciding with a major Food Ingredient show. Meet speakers and delegates from across the globe.

You will network with

Stevia Players - Agronomists, Growers, Extraction & Refining Technology Licensors, Sugar & Sweetener Producers, Regulators, Product Developers, Marketing Managers & Food Science Researchers/ Technologists from F & B, Flavor & Fragrance, Food Ingredients & Additives, Nutraceutical, Health Products, Functional Food, Quality Testing Cos

KEY issues at CMT's Stevia World Europe

- Preparing for the go ahead. The status of regulatory approval
- To date, there are no growers in Europe as scarce landbanks and the climate does not make economic sense for stevia cultivation in the region. Once full EU approval is given, **where will supply come from ?**
- Flavouring companies are scrambling to find ways to mask the bitter taste with **new flavour masking & sweetness enhancement solutions**
- **Morita Kagaku Kogyo Co., Ltd.** was the first in the world to **commercialize the Stevia sweetener**. Whether you are a food & beverage or an ingredient company, you will gain useful knowledge from President Morita's 30 years of experience . He will share extensively how to **incorporate this low calorie sweetener into your product portfolio**
- As the stevia industry prepares for wide take-up, it is important for producers to safeguard their products to demonstrate the quality of their ingredients to their customers. Recognition of the need for standards is crucial to **ensure product quality and integrity**. What are the recent developments so far ?
- **Tissue culture cultivation method and recent agronomy advances** for multiplication of stevia varieties
- Can stevia meet the demands of today's health conscious consumers ? or will the future of sweeteners **be a blend of artificial and natural sweeteners** ? There is also significant interest in blending sweetness enhancers in the form of natural fruit extracts in combination with sweeteners. What are the recent formulations so far?

All these issues and more will be shared at the **Stevia World Europe** by leading industry players. Do not miss our this opportunity. Register early to secure your seats now.

STEVIAWORLD EUROPE

18 Nov 2009 | Frankfurt, Germany

Photocopy Registration Form to Preserve Brochure Copy. Nov 2009

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CMT'S UPCOMING EVENTS

7th WORLD SugarTrade

SINGAPORE | 29-30 September 2009

*"Will Sugar Fundamentals Remain Bullish?"
"Sourcing for finance in current liquidity crunch"*

CMT'S Global Stevia

STEVIAWORLD AMERICAS 2010

ATLANTA, USA | 23-24 February

2nd STEVIAWORLD ASIA 2010

SHANGHAI, CHINA | 22-23 March

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* Terms and conditions apply.

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