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STEVIA WORLD AMERICAS

25-26 FEB 2010 | ATLANTA, USA
W Atlanta Midtown Hotel

Advancing Stevia's Position as Mainstream Sweetener

SPINS Inc
Burdock Group
GLG Life Tech Corporation
GRAS Associates LLC
PureCircle USA Inc.
Cerilliant Corporation
Blue California
Mitzi M. Rettinger
Wixon Inc
Sichuan Feng Gu Agriculture Group

Sun Fruits Ltd
Overseal Natural Ingredients
DSM Nutritional Products Ltd.
LMC International Ltd
Wisdom Natural Brands (SweetLeaf)
Imperio Guarani SA
The State University of Maringa (UEM)
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GLG Life Tech Corporation

Day 1 - Thursday, 25 February 2010

8.00 Registration and Coffee

9.00 Welcome from CMT & Speed Networking

9.10 Chairman's Remarks

Dr. George Burdock, President & Founder, [Burdock Group](#)

9.15 Mainstreaming of Stevia - The Way Forward

- Key success factor
- Overcoming the challenges of using stevia
- Increasing consumer awareness

James Kempland, VP Marketing, [GLG Life Tech Corporation](#)

9.45 The Rise of Stevia: Stevia Sales Sweeten Up the Market

- Market size and forecast for the U.S. stevia market
- Product innovations and trends as monitored by Mintel's GNPD (Global New Products Database)
- How brands are using advertising to introduce stevia to the market, what they're emphasizing and de-emphasizing, as well as how they're distinguishing themselves from their competition
- Consumer usage, behavior, and attitudes towards stevia and other natural and artificial sweeteners, based on Mintel's custom survey conducted in May-June 2009

• Whether or not stevia's all-natural positioning really matters to consumers in a market where taste is king (Presentation is based on Mintel's report "Stevia and Other Natural Sweeteners 2009." The report was developed in collaboration with SPINS.)

Michael Movitz, VP, Business Development, [SPINS Inc](#)

10.15 Health, Safety & Regulatory Advances Accelerate Mainstream Food Uses of Stevia-Derived Sweeteners

- GRAS notifications for steviol glycosides & rebaudioside A and other FDA activity
- Health & safety documentation for steviol glycosides & rebaudioside A
- European health & safety developments for steviol glycosides & rebaudioside A
- Labeling of foods containing steviol glycosides & rebaudioside A

Richard C. Kraska, Ph.D., DBAT, COO, Co-Founder [GRAS Associates LLC](#)

10.45 Discussion followed by Networking Break

11.30 Technical Aspects of Formulating with Stevia

- Challenges of formulating with stevia
 - Pros and cons of direct replacement vs. blending
 - Blending challenges
 - Regulatory status of blending various sweeteners
- Dr. Sidd Purkayastha, Technical Director, [PureCircle USA Inc.](#)*

12.00 Quality Standards to Ensure Highest Purity & Consistency for Reb-A

- High quality, certified Snap-N-Shoot / Snap-N-Spike standards of reb A ensure accuracy and consistency in quantitative applications
- Technical challenges in analyzing steviol glycosides - material properties / methods
- Design, preparation, and certification of reb-A solution standards

Mitzi Rettinger, Vice President, Sales and Marketing [Cerilliant Corporation](#)

12.30 Roundtable Discussion: Stevia Safety & Quality

- Why not all stevia extracts are equal?
- How to avoid substandard quality materials from entering the market?
- Ensuring consistent quality from leaf to final product

Panelists include: David Bishop, Executive VP, International Affairs, [GLG Life Tech Corporation](#)

Cecilia McCollum, Executive Vice President - International Sales, [Blue California](#)

Richard Kraska, Mitzi M. Rettinger

13.00 Networking Lunch

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14.15 Chairman's Remarks

James Kempland, VP Marketing, [GLG Life Tech Corporation](#)

Food Application - Taste & Flavour Solutions

14.20 How to Mask Off-Notes and Enhance Sweetness with Flavor Modifiers for Stevia?

- Taste and sensitivity: stevia vis-à-vis sugar and other high intensity sweeteners
- Flavor modifiers: the silver lining
- Taste the difference: tasting session

Mariano Gascon, Vice President of Research & Development [Wixon Inc](#)

14.50 Modifying the Taste Profile of Stevia through Thaumatin

Justine Lord, Market Development Manager [Overseal Natural Ingredients](#)

15.20 Discussion followed by Networking break

Pharmaceutical Application

16.00 New Health Functions for Stevia as a Cognitive Enhancer

- DSM discovered that steviol or steviol glycosides may enhance cognitive function via their interaction with a specific receptor (NMDA receptor) in the brain that boosts synaptic transmission, or chemical signaling in the brain. Results in vitro and in vivo animal studies will be presented

Dr. Regina Goralczyk, Senior Project Manager, R&D [DSM Nutritional Products Ltd.](#)

16.30 High Efficiency Stevia Cultivation and Extraction Process

Jiang Shu Hong, Executive Vice President [Sichuan Feng Gu Agriculture Group](#)

17.00 Discussion followed by End of Day one

1715 -1815 hrs. *Networking Reception*
for Speakers & Delegates
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Day 2 - Friday, 26 February 2010

9.00 Chairman's Remarks

Jason Hecker, Director of Marketing [PureCircle USA Inc.](#)

9.05 Potential for Stevia in North American Market

Nicholas Fereday, Senior Economist [LMC International Ltd](#)

Stevia Cultivation & Production

9.35 Scaling Up Stevia Availability & Increasing Market Penetration

- Ensuring reliability of supply
- Supply chain management
- Bringing down the price of stevia

James A May, President & CEO [Wisdom Natural Brands \(SweetLeaf\)](#)

- 10.05 **Advances in Commercial Cultivation of Stevia as Perennial Plant**
 - Optimizing reb-A content in commercially cultivated stevia
 - Effect of different growing conditions on reb-A content
 - Economics of stevia cultivation in semi tropics and tropics
 - Propagation by tissue culture*Shivraj Bhosle, Managing Director, Sun Fruits Ltd.*
- 10.35 Discussion followed by Networking Break
- 11.15 **Contract Farming and Stevia Growing in Paraguay**
Sergio Chase, Director General, Imperio Guarani SA
- 11.45 **Experience of Mechanical Planting and Harvesting in Brazil**
Roberto Campos
- 12.15 **Roundtable Discussion: Production Model**
 - Evaluation of centralized large - scale plantation versus contract farming
 - How to effectively manage centralized plantation?
 - How to manage outgrowers / small holders- contract farming terms, setting buy-back price of leaves*Panelists include: Sergio Chase, Shivraj Bhosle*
David Bishop, Executive VP, International Affairs, GLG Life Tech Corporation
- 12.45 Discussion followed by Networking Lunch
- 14.00 Chairman's Remarks
- 14.05 **Selection of Stevia with High Content of Rebaudioside A in Brazil**
 - Methods of selection
 - Characteristics of selected plants
 - Experimental yield of selected plant*Prof. Dr. Silvio Claudio da Costa, Universidade Estadual de Maringá (The State University of Maringá)*
- 14.35 **Stevia Extraction – Mechanical Technology**
Javier Sáinz, Director, Prodalya Ltda.
- 15.05 **Extraction & Purification Technologies for High Purity Reb-A**
John Bhatt, VP Industrial Biotech, Novasep Process
- 15.35 Final Discussion followed by Closing Tea
- 16.15 End of Conference

Stevia hit the big stage when it was granted no-objection by FDA regarding safety of certain rebaudioside-A as food ingredient at the end of 2008. Once solely a supplement ingredient, stevia has since entered the big playing field of large consumer packaged goods (CPG) applications.

By middle of 2009, US stevia sales topped US\$95 million, a near 5-fold increase over the US\$21 million in the entire 2008. Mintel forecasts that **the growth will soar to more than US\$2 billion by end of 2011.**

Stevia's USPs of guilt-free, all natural sweetness were seen as the holy grail of sweetener. **But are CPG companies rushing to embrace the new sweetener? What are their concerns regarding safety, quality and formulation? What can the industry do to scale up the availability of stevia and ensure reliability of quality and supply?**

Popularity of stevia has not gathered steam in the consumer sector. Mintel's consumer survey reveals nearly 70% of Americans have no idea what is stevia and 11% even say they think stevia is unsafe and don't intend to try it. The research by Rabo bank echoes the same sentiment, with only 11% saying they have tried stevia and will continue using it, and 25% saying they may be interested in trying it.

Taste profile remains a big obstacle to stevia's growth. Various flavouring companies have introduced flavor masking/modification and sweetness enhancement solutions without detracting from the perceived benefits of its natural status.

From finance to cultivation to varietal development to flavours and formulation, CMT's **Stevia World Americas** will bring you up to speed with the latest market developments and technological innovations.

Hot Issues to be discussed at CMT's STEVIAWORLD AMERICAS

- What is Consumers' Perception of Stevia? Does All Natural Really Matter to Consumers or Taste is King?
- How to increase Consumer Awareness and Acceptance of Stevia?
- Market Penetration of Stevia vis-à-vis Sugar and other High Intensity Sweeteners
- New Variety with Higher Reb-A Content
- Evaluation of Extraction & Purification Technologies
- Improving Economics of Stevia Usage
- Challenges of Formulating Stevia in Food & Beverage
- Enhancing Stevia Taste Profile through Flavour Masking / Modification
- Stevia in Pharmaceutical Applications
- Experience of Stevia Cultivation & Production – Asia vs. South America
- Quality Standards to Ensure Highest Purity & Consistency for Reb-A
- End-users' Perspectives of Formulating with Stevia

Come to CMT's **Stevia World Americas** to gather latest information and establish new links and relationships. Regular updates of the event and other interesting industry news and reports will be available on www.steviaforum.com.

You will network with

- Stevia Growers/Producers/Refiners • F&B companies
- Pharmaceutical companies • Food ingredient companies
 - Flavour & fragrance companies
- Sugar and sweetener companies • Horticulture companies
 - Biotech Research Institutions
- Equipment suppliers • Institutional Investors



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About GLG Life Tech Corporation

GLG Life Tech Corporation is a global leader in the supply of high purity stevia, an all natural, zero-calorie sweetener used in food and beverages. The Company's vertically integrated operations cover each step in the stevia supply chain including non-GMO stevia seed breeding, natural propagation, exclusive stevia leaf growth and harvest areas, proprietary extraction and refining technique, marketing and distribution of finished product. GLG's advanced technology and innovation in extraction make it one of the world's leading producers of high purity stevia extracts.

Offering a number of stevia based sweetening systems, GLG's premier, high quality Rebaudioside A product line includes Rebpure™ RA97, Rebsweet™ RA80 and Anysweet™ RA60. GLG has also recently launched its newest product line *Sweet Success (SM)*, which provides food and beverage manufacturers greater flexibility in formulating with high purity stevia sweeteners while still maintaining a smooth, clean, sucrose-like taste profile. In addition, GLG also has capabilities to formulate and granulate any of its stevia extracts to provide a tabletop ready consumer product.

With ample capacity to meet demand, GLG stevia leaf processing capabilities include 41,000 metric tons of raw stevia leaf and annual production of 3,000 metric tons of high quality stevia extract. Facilities are GMP and ISO9001:2000 and meet the strictest quality and safety requirements. GLG is unique in that the stevia leaf processed and used in production is the company's own special strain, rich in Rebaudioside A and reaching a much higher level of quality and taste in the raw leaf than that of common market leaf. GLG's patented stevia strains enable the company to produce great tasting stevia extracts more efficiently and with a secure leaf supply.

From seed to shelf, GLG utilizes its technology, innovation and focus on customizable solutions to provide great tasting stevia sweetening systems to companies around the globe.

The Company's headquarters are located in Vancouver, British Columbia, Canada.

NASDAQ: GLGL
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STEVIAWORLD AMERICAS

25-26 FEB 2010 | ATLANTA, USA

Please fax us the completed registration form

Name (Dr/Mr/Mrs/Ms) _____

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- Food Ingredients / Flavours Company
- Food / Beverage Company
- Investor / Analyst
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- Bio-Technology / Equipment supplier
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FEES

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

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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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2ND STEVIWORLD ASIA

CHINA | 20-21 April 2010

Optimising Stevia Supply Chain and Quality

Main discussion topics:

- Cultivation – from Breeding to Propagation to Crop Management and Harvesting
- Managing Stevia Production through Contract Farming
- Cost/Benefit Analysis of Stevia Production
- Stevia Application in Food & Beverage
- Market Outlook and Regulatory Updates

Held prior to a major food ingredient show