

2ND STEVIAWORLD ASIA

20-21 April 2010
Shanghai, China

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Program topics, speakers and schedule are confirmed as at printing time. Please refer to event page at www.cmtevents.com for updated program agenda.

DAY 1 - 20 April, Tuesday

- 8:00 Registration and Coffee
9:00 Chairman's Opening Remarks
9:10 **Stevia's Competitiveness & Prospects in China**
*HongXiang Du, Senior researcher
CCM International Ltd.*

- 9:45 **Stevia Product Development**
*Jeff Reynolds, President & CEO
Sunwin USA, LLC*

- 10:25 Discussion followed by Refreshments

Stevia Supply Chain Development

- 11:00 **Ensuring Sustainability in the Stevia Supply Chain**
*Dr. Alan Jingjun Liao, CEO
Guilin Layn Natural Ingredients Corp*

- 11:35 **Developmental Direction of Stevia Industry**
*Zuoren Zhou, Chairman
Wuxi Jinbo Stevia International Trade Co., Ltd.*

- 12:10 Discussion

- 12:20 Networking Lunch
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- 13:30 Chairman's Remarks

Reb-A Application in Food & Beverage - Flavor Solutions

- 13:35 **Flavor Masking/Modification and Sweetness Enhancement Technology for Stevia**
• Taste and Flavor Profile of Stevia
• Exclusive flavor system for stevia products
*Toshio Miyazawa, Researcher
Ogawa & Co. Ltd.*

- 14:10 **Overcoming Stevia Taste Challenges - New Flavor Solutions**
*Dr. Shaohui Zhang, R&D Director
Doehler Food & Beverage
Ingredients Shanghai Co Ltd*

- 14:45 Discussion followed by Refreshment

Stevia Quality

- 15:15 **Quality Standards to Ensure Highest Purity & Consistency for Reb-A**
*Jie Liu, Manager of Standard and Monograph
United States Pharmacopeia R&D (Shanghai) Co., Ltd*

- 15:50 **On Stream Quality Control and Cost Budgeting of Steviol Glycoside Production**
*Prof. Dr. ZaiBin Hao, Advisor
Jining Aoxing Stevia Products Co Ltd*

- 16:25 Discussion followed by End of Day 1

DAY 2 - 21 April, Wednesday

- 9:00 Chairman's Remarks

- 9:05 **Application of Stevia Rebaudiana in Agriculture, Stockbreeding and Human Nutrition**
*Shintaro Kimura, Managing Director
JBB Stevia Laboratory, Ltd.*

- 9:35 **Extraction & Purification Technologies for High Purity Reb-A**
*HB Wang, General Manager
HB International Laboratories Limited*

- 10:05 Discussion followed by Refreshments

Breeding & Cultivation

- 10:45 **Overview of Stevia Cultivation in China and Experience in Managing Contract Farming**
*Dr. Bo Fu, CEO
Shanghai Prince Biotech Co Ltd*

- 11:15 **New Steviol Glycosides in Morita Variety**
*Toyoshige Morita, President
Morita Chemical Industries Co., Ltd.
(Morita Kagaku Kogyu)
Konstantinos Karayiannis,
Overseas Department Manager
Morita Kagaku Kogyo Co., Ltd*

- 11:45 **High Productivity Cultivation Techniques for Stevia**
*QingHai Long, Deputy Head of Farming Technique Guidance Station
Jiangsu Dongtai Agriculture Technique Promotion Centre*

- 12:30 Discussion followed by Networking Lunch

- 13:45 End of Conference