

# 2ND STEVIAWORLD EUROPE

18-19 May 2010, Geneva

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Program topics, speakers and schedule are confirmed as at printing time. Please refer to event page at [www.cmtevents.com](http://www.cmtevents.com) for updated program agenda.

## DAY 1 - 18 May 2010, Tuesday

08:00 Registration for conference

09:00 Chairman's Introduction & Welcome Remarks  
*David Bishop, Executive VP, International Affairs  
GLG Life Tech Corporation*

### European Developments - Market Launches, Regulations, Quality & Industry concerns

09:10 **World's First Chocolate Sweetened with Stevia - Villars Chocolat. Challenges Faced & How We Got There**

- Challenges in getting the right formulation
- Target consumers, regulations and permissions
- Launching the product & future developments
- Tasting samples

*Alexandre Sacerdoti, Director General, Villars Maitre Chocolatier*

09:50 **Steviol Glycosides from Stevia - Technical Challenges & Quality Issues**

- Quality standards, controls, regulations, labels
- Commercial and industrial concerns

*Dr. Joel Perret, CEO, Greensweet Sas*

10:20 Discussion followed by Coffee

### Innovations & Market Trends, Retail Successes & Consumer Perspective

10:50 **Trends & Innovations Surrounding Stevia's Application in Food & Beverage**

- New products and consumer acceptance
- Ingredients combination

*David Jago, Director-Custom Solutions, Mintel International Group Ltd*

11:20 **Zevia - The First Stevia Sweetened Soda in the United States, and the First Zero Calorie Natural Soda**

*In the United States natural channel, Zevia Cola is the #1 selling beverage item nationwide Launched just three years ago, Zevia's founder will share how they have gone from worst to first -- now with the #1 selling item, and with revenue in January 2010 that is 6x revenue from January 2009.*

*Derek A. Newman, Principal / Director, Zevia LLC*

### Producer's Perspective

12:20 **Lower Cost - The Key to Mainstreaming of Stevia**

*David Bishop, Executive VP, International Affairs  
GLG Life Tech Corporation*

13:00 Discussion followed by Lunch. Luncheon Sponsored by



### Sensory Optimisation Technologies

14:00 **Talin® and Stevia - a Natural Synergy**

*Formulating with Steviol Glycosides and Reb A presents some unique flavour challenges. Talin (natural Thaumatin) is well known for its flavour modification and enhancement properties. A combination of Stevia and Talin® offers the product developer a natural and cost effective building block to create a sweet clean tasting final product.*



*Justine Lord, Talin® Business Manager, Overseal Natural Ingredients*

14:30 **Flavour Formulations Adapted to Stevia Extract Combining High Content of Reb A and Stevioside**

*Focus will be made on flavours systems for this specific Stevia extract issued from simple processing of a unique Stevia plant hybrid cultivated in South America*  
*Stephane PELLETIER, Category manager-Dairy/Beverage, MANE*

15:00 **Enzymatic Treatment is a Viable Technology for the Modification and Improvement in the Sensory Characteristics of Stevia Extract**

*Enzymatic glycosylation improves the sensory characteristics of Stevia extract and reduces the bitter aftertaste. Enzymatic treatment results in the glyco sylation of steviosides. In this presentation we will discuss the enzymatic technology, chemical characterization of the glycosylated steviosides, and how the changes in chemistry affect taste characteristics.*  
*Dr. Michael Leleh, Technical Director, Now Foods*

15:30 Discussion followed by Tea

### Product Formulation

16:00 **Formulating with Stevia for Food & Beverage Applications**

- Stability of stevia in food ingredients
- Interaction of stevia with other ingredients
- Molecular behaviour of stevia

*Challenges working with stevia and the tools to overcome these challenges. Samples would be provided for audience to taste that highlights some of the basic tools to make stevia taste better.*  
*Greg Horn, Senior Director Technical Services, WILD Flavors Inc*

17:00 Discussion followed by End of Day 1

17:30 Networking Reception for Speakers & Delegates (ends at 18:30hr)

## DAY 2 - 19 May 2010, Wednesday

08:50 Chairman's Remarks

### Intellectual Property Protection of Stevia Varieties

09:00 **Plant Variety Protection According to the International Convention for the Protection of New Varieties of Plants (UPOV Convention)**

*Raimundo Lavignolle, Senior Counsellor, UPOV (Intl Union the Protection of New Varieties of Plants)*

09:30 **Wonder from Down Under**

*Insights on what is going on in Australasia and what food companies are seeking in terms of sweetening alternatives and current issues*  
*Dr. Andrew Saunders, Senior Research Technologist, Fonterra Brands*

10:00 Discussion followed by Coffee

### Nutritional & Health Benefits

10:30 **Stevia as a Cognitive Health Ingredient**

*DSM has discovered that steviol or steviol glycosides boosts synaptic transmission, or chemical signaling in the brain and thereby enhance various types of cognitive function via their interaction with glutamates receptors (NMDA, AMPA receptors). Results in vitro and in vivo animal studies will be presented and discussed.*  
*Dr. Hasan Mohajeri, Senior Scientist - R&D Human Nutrition and Health, DSM Nutritional Products Ltd.*

11:00 **Multifunctional Use of Stevia Compounds: A New Sweetener and a Potential Anti-Diabetic Drug**

*Prof.Dr. Per Bendix Jeppesen, Associate Professor  
University of Aarhus*

11:30 **Nutritional Profile & Potential of Stevia as Animal Feed Supplement**

*Prof. J. O. Alteh, Professor of Animal Nutrition, University of Ilorin*

12:10 Final Discussion

12:30 Lunch. Close of Conference

Registration for Workshop  
**SEPARATELY BOOKABLE - Post Conference Workshop**  
From Agronomy to Extraction  
"AGRONOMY ADVANCEMENTS & PROCESS OPTIMISATION FOR INCREASING GLYCOSIDES YIELD"  
19 May \* 1:30 - 5:00 pm

13:30 **Plant Breeding for New Varieties using Tissue Culture Methods and Seed Production**

- Ideal Propagation methods
- Crop & Irrigation management
- Harvesting & post harvest parameters
- Influence of post harvest technology on content of Stevia glycosides & specifically Reb-A

*Dr. Suma Krishnaswamy, President, Cambium Biotechnologies*

14:30 Discussion followed by Tea

14:45 **Commercial Organic Cultivation of Stevia Plants in Southern Europe**

*Dr. Damir Kovacek, Sales Director, Bio Stevia d.o.o.*

15:20 **Utilization of Stevia Rebaudiana from Cultivation to Process Optimisation: A perspective from Turkey**

*We optimized the conditions in supercritical fluid extraction (SFE), using response surface methodology (RSM) and compared the glycoside contents with that of traditional water and ethanol extractions of S. rebaudiana grown for the first time in Turkey. SFE is a green process, therefore the yields obtained through this process is of pharma and food grade*

*Dr. Ozlem YESIL CELIKTAS, Ass.Prof.Dr. of Bioengineering  
Ege University*

16:00 **Stevia Cultivation project in Colombia**

- Propagation techniques
- Plant protection
- Watering system and nutrient application
- Harvesting technique
- Post Harvest dehydration
- Pre-processing of the dry leaves

*Peter J. Zwaneveld, Owner, EQ International Holding BV*

16:40 Final Discussion

17:00 End of Workshop