

The rapid growth across Asia in the alternative protein space over the last couple of years is reflected in the amount of fundraising and the development of innovative new products – from plant-based mooncakes, dumplings to those tailored to Chinese cuisine – cell based shrimp dimsum to plant-based crayfish.

Existing US food technology players such as Impossible Foods, Beyond Meat are already pursuing Asian market, but can they compete with the many homegrown alternative protein companies that are innovating rapidly?

Asian consumer appetites differs greatly to their Western counterparts. Hence for startups in the Asian alternative protein space- new product development must be mindful to cater to regional tastes.

Apart from the challenge to get these new products mainstream whether it is plant-based or cell based meat, price is another important factor.

Singapore market with its diverse population has been a springboard to help many of these new innovations expand across Southeast Asia. The country is taking the lead to support new protein startups ,developing regulatory frameworks, particularly on the cellular meat front.

Cultivated / Cell based or Plant Based meat – are Asians going to bite ?

Attend this purposely constructed webinar on **ASIA Sustainable Proteins** that lines up 6 powerful speeches to give you an insight on where Alternative protein is heading in the region

**Lux Research** addresses the need to close the sensorial gap between animal meat products and alternative protein products.

**Keller & Heckman** gives an update on the regulatory framework for alternative protein acceptance in Asia.

And an interactive, exciting panel discussion of plant-based and cell based meat innovators – Hear them battle out on the commercial and technical considerations.

### More info on webinar

<https://www.cmtevents.com/aboutevent.aspx?ev=WEB201245&>

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WEBINAR

# SUSTAINABLE PROTEINS ASIA

Regulatory & scientific views on plant vs cell based meat

16 DECEMBER 2020 | 15:00 SGT (GMT +8)

## SPEAKERS



**THOMAS HAYES**  
Analyst  
Lux Research Asia



**DAVID J. ETTINGER**  
Managing Partner  
Keller & Heckman



**DR. MATTHEW ZHAO**  
Food Scientist  
Big Idea Ventures



**STEPHEN CO**  
Founder  
WTH Foods



**ALEJANDRO CANCINO**  
Co-Founder and CEO  
Fenn Foods



**YIN DAI**  
Associate  
- Food & Drug Practice  
Keller & Heckman



**DR. VINAYAKA SRINIVAS**  
Founder  
Gaia Foods



**NICOLAS MORIN-FOREST**  
Co-founder and CEO  
Gourmey

## 16 DEC 2020, WEDNESDAY

## Perspectives of Innovators in Plant and Cell Based Meat

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|---|---|--|
| <p>15:00 <b>Closing the sensorial gap between animal meat products and alternative protein products</b><br/>Thomas Hayes, Analyst<br/>Lux Research</p>          | <p>15:50 <b>Plant Based</b><br/>Stephen Co, Founder<br/>WTH Foods<br/>Alejandro Cancino, CEO<br/>Fenn Foods</p>                                   | <p>16:30 Open Panel Discussion - <b>Battle of Plant Based Vs Cell Based Meat</b><br/><u>Moderator:</u><br/>Dr. Matthew Zhao<br/>Food Scientist<br/>Big Idea Ventures</p> |
| <p>15:20 <b>Regulatory developments on novel proteins in Asia</b><br/>David J Ettinger<br/>Managing Partner<br/>Yin Dai, Associate<br/>Keller &amp; Heckman</p> | <p>16:10 <b>Cell Based</b><br/>Dr. Vinayaka Srinivas<br/>Founder<br/>Gaia Foods<br/>Nicolas Morin-Forest<br/>Co-Founder &amp; CEO<br/>Gourmey</p> | <p>16:45 Closing Remarks</p>   |
| <p>15:40 Q&amp;A</p>  |   | <p>16:50 End of Webinar</p>  |

Time: 15:00 hrs (GMT -8)



Virtual Networking Interactions



Live Q&A with Speakers