

"Promising technologies, regulatory landscape & challenges in scaling up production"

The growing number of health conscious consumers is leading to the demand for sugar reduction. Reducing sugar is currently ranked as the No. 1 health consideration in consumers food and beverage choices.

Breakthrough solutions in bringing new ingredient technologies and innovations in sugar reduction are coming to market at a rapid pace.

Pandemic conditions have seen consumers moving away from artificial sweeteners. Natural-based non-GMO stevia have promising applications in the beverage market with surge of new global drink launches containing stevia on the rise.

Fermentation-derived sweeteners are likely to grow in the coming years but challenges remains on scaling up production for these options to be lucrative.

What are the challenges faced in using low sugar alternatives and how has recent innovations address the issues on retaining the taste and flavour to ensure repeat purchases ?

There isn't a one-size-fits-all solution for reducing sugar in products. The biggest challenge in a product developer's experience in sugar reduction is delivering a consumer preferred product that satisfies everyone along the value chain.

CMT's virtual event - **Sugar Reduction Innovations** has lined up a key panel of speakers that will dive into the opportunities and developments in current sugar reduction technologies.

Over one week of pre-networking opportunities and the chance to set up meeting before the event – this is a useful event NOT to be missed as you network with technology developers, brandowners of food, beverage, dairy, snack, confectionery, bakeries and many more.

Email hafizah@cmtsp.com.sg if you require more information and/or wish to register.



Virtual Networking Interactions



Live Q&A with Speakers

More info on virtual meet

<https://www.cmtevents.com/aboutevent.aspx?ev=WEB210640&>

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SUGAR REDUCTION INNOVATIONS

8 JUNE 2021 16:00 CEST (GMT +2) / 10:00 EDT

SPEAKERS



DR. HARINI VENKATARAMAN
Analyst – Agrifood & Health
Lux Research



DR. ILAN SAMISH
Founder & CEO
Amai Proteins



MICHAEL HALVORSEN
Sr. Director Business Development
Sweegen



ED ROGERS
CEO /Co-Founder
Bonumose



ERAN BLACHINSKY
Founder / CEO
Better Juice



PAUL COURTNEY
Director Global Food
Sweegen



DR. JUSSI LOPONEN
Head of R&D
Fazer Group



KRISTOFFEL MEULEN
Chief Development Officer
The Hershey Company
Hershey Foods Corporation



DARIA NALEWAJEK
Application Technology
Manager EMEA
Sweegen

8 JUNE 2021, TUESDAY

15:00 - 16:00 **PRE-NETWORKING**
(Participants are strongly encouraged to Log on to get acquainted with CMT MEET Platform)

16:00 Welcome Remarks by CMT

16:05 **Key developments & opportunities in the sugar reduction space**
Dr. Harini Venkataraman
Analyst Agrifood and Health
Lux Research Inc

16:30 **Navigating the perfect storm in sugar reduction**
Michael Halvorsen
Sr Director Business Development
Paul Courtney, Director Global Food
Daria Nalewajek, Application
Technology Manager EMEA
Sweegen

16:55 **Sweet Designer Proteins as sugar substitutes & regulatory landscape**
Dr. Ilan Samish, Founder & CEO
Amai Proteins

17:20 **Networking Break**
(Participants are encouraged to visit CMT Connect and Networking Rooms)

17:40 **Commercialisation of enzymatic technology for affordable production of high purity rare sugar - Tagatose**
Ed Rogers, CEO, Bonumose

18:00 **Hershey's directions on reducing sugar for its confectioneries**
Kristoffel Meulen
Chief Development Officer
The Hershey Company /
Hershey Foods Corporation

18:15 **Natural enzymes to reduce sugar from fruit juices without compromising taste**
Eran Blachinsky, Founder / CEO
Better Juice

18:40 **Healthy sugar alternative from circular solutions & Fazer's sugar reduction initiatives**
Dr. Jussi Loponen
Head of Fazer Group R&D
Fazer

19:00 **Networking** (Continued)

19:15 Closing Remarks. End of Watch Live.
CMT Meet will continue to remain open for the next 24 hours to allow participants to enjoy extended networking time.

