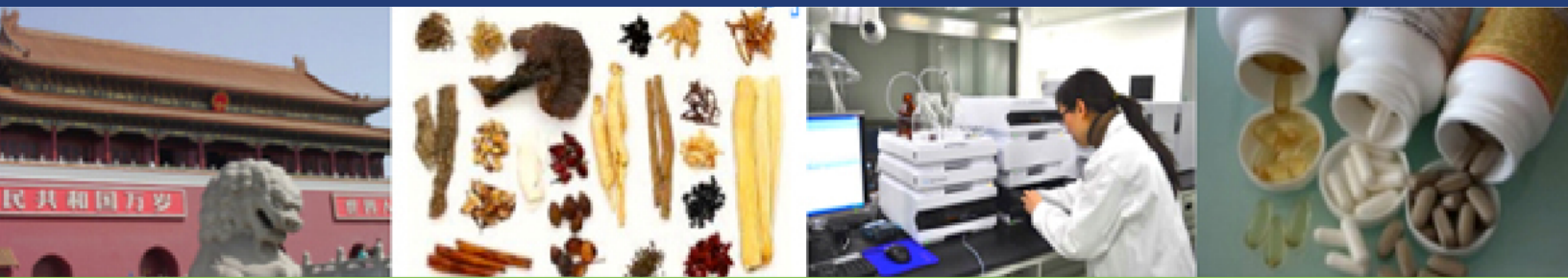


# China International Nutrition and Health Summit 2014

*Bringing the Dietary Supplement and Nutritional Ingredient Industry Together*



## Organizers



U.S. – China Health Products Association



China Council for the Promotion of  
International Trade Chemical Subgroup

**November 3 – 4, 2014**

**Renaissance Beijing Capitol Hotel 61 Dongsanhuan Middle Road – Beijing, China**

## Sponsors



Enzymotec develops and manufactures nutritional ingredients and medical foods, driven by a deep core of cutting-edge, proprietary technologies. Enzymotec's diverse range of products span the entire human life-cycle providing key ingredients for use in infant formula and nutritional supplements, as well as branded medical foods.



TSI is a vertically-integrated manufacturer of proprietary ingredients, intermediates and finished dosage forms for humans and animals. Whether you want to offer the researched benefits of their proprietary raw materials to your customers, or need start-to-finish help launching your next product, TSI is centered on your success.



Founded in 1944, NSF's mission is to protect and improve global human health. Manufacturers, regulators and consumers look to NSF to develop public health standards and certificates that help protect food, water, consumer products and the environment. As an independent, accredited organization, NSF tests, audits and certifies products and systems as well as provides education and risk management.



Lallemand Inc. is a privately held Canadian company, founded at the end of the 19th century, specializing in the development, production, and marketing of yeasts and bacteria. The company is divided into two major groups: Yeast Group (based in Montreal, Canada) and Specialties Group (based in Toulouse, France). Administrative offices for the parent company are in Montreal, Canada.

## Key Note Speakers

### **Zhang Jinjing – Deputy Director General**

China Food and Drug Administration

Department of Health Food and Cosmetics Supervision

### **Professor Yang Yuexin – President**

China Nutrition Society

## Presenting Organizations

Listed Alphabetically

AnKang Consulting

Brassica Protection Products

Capsugel

Cardinal Health

China Gate Consulting

Consumer Labs

Enzymotec

Euromonitor

European Union

Export Now

FDA Imports

Health Canada

Israel Embassy

Keyuan - Shanghai Pharma

NSF International

Tasly Group

Tianjin Free Trade Zone

TSI Group

U.S. Department of Commerce

U.S. Food and Drug Administration

## Attending Companies/Organizations

Listed Alphabetically (as of 2014-09-10)

AB Biotics

Aker BioMarine

Ankang Consulting

A & Z Pharmaceutical

Brassica Protection Products

Bioriginal

Blackmore's

Capsugel

Cardinal Health

CCPIT CHEM

China Food and Drug Admin

China Gate Consulting

China Nutrition Society

Dupont

Enzymotec

EU Delegation

Euromonitor

ExportNOW

FDA Imports

Ganeden Biotech

GNC

Gnosis

Health Canada

Hebei Jiafeng Plant Oils

Holistic Life

Interhealth Nutraceuticals

Israel Embassy

Jarrow Formulas

Kaneka

Lallemand

MaryKay

Nature's Only

Nestle

NSF

Pfizer

Reckitt Benckiser

Sanofi

Shanghai Pharma

Sirio Pharma

Tasly

Tianjin Free Trade Zone

TSI Group

Unigen

US DOC

US FDA

Usana

---

Besides the great line up of speakers, the “Nutrition and Health Summit” will be a great networking experience as both global and domestic industry leaders will be in attendance. Furthermore, U.S. – China Health Products Association and their organizing partner China Council for the Promotion of International Trade are more than conference organizers; they represent the dietary supplement and nutritional ingredient industry. Long after the conference concludes, they will be available to all attendees to ensure questions are answered or to make introductions to people they didn’t get a chance to talk with during the event.

In front of the conference room area, the organizers will set up approximately 8 tables that are reserved for government attendees to use to promote their services. Some tables will also be used by sponsors and guest speakers to promote their products / services.

### Agenda - Day One November 3, 2014

- |              |                                                                                                                                                                                  |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:00 – 9:10  | <b>Welcoming Comments</b><br><i>Jeff Crowther – Executive Director</i><br><i>U.S. – China Health Products Association</i>                                                        |
| 9:10 – 9:30  | <b>Dietary Supplement Regulatory Update</b><br><i>Zhang Jinjing - Deputy Director General</i><br><i>China Food and Drug Administration Department of Health Food Supervision</i> |
| 9:30 – 10:00 | <b>Medical Food / Functional Food in China</b><br><i>Professor Yang Yuexin – President</i><br><i>China Nutrition Society</i>                                                     |

### Global Regulatory and Trends

- |               |                                                                                                                                                                                         |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10:00 – 10:30 | <b>U.S. Dietary Supplement Regulatory Environment</b><br><i>Dr. Tracy DuVernoy – International Program and Policy Analyst (Foods/Feeds)</i><br><i>U.S. Food and Drug Administration</i> |
| 10:30 – 11:00 | <b>Coffee Break</b>                                                                                                                                                                     |

|               |                                                                                                                                                                                      |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:00 – 11:30 | <p>EU Dietary Supplement Regulatory Environment</p> <p><i>Jerome Lepeintre - First Counsellor Food Safety, Health and Consumers<br/>Delegation of the European Union – China</i></p> |
| 11:30 – 12:00 | <p>Canada Dietary Supplement Regulatory Environment</p> <p><i>To be Announced – Health Canada</i></p>                                                                                |
| 12:00 – 12:30 | <p>Israel Dietary Supplement Regulatory Environment</p> <p><i>Mr. Eliran Elimelech – Commercial Attache<br/>The Israeli Embassy in Beijing</i></p>                                   |
| 12:30 – 1:30  | Lunch                                                                                                                                                                                |

**After Lunch attendees will split into two groups: Foreign and Domestic**

### Foreign Group Agenda

|             |                                                                                                                                     |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------|
| 1:30 – 2:00 | <p>China's Dietary Supplement Registration Procedures (Blue Hat)</p> <p><i>Gao Peng – General Manager<br/>Ankang Consulting</i></p> |
| 2:00 – 2:30 | <p>China's New Raw Food Material Registration Procedures</p> <p><i>Wendell Wei – Director<br/>China Gate Consulting</i></p>         |
| 2:30 – 3:00 | <p>Investment in China's Free Trade Zones</p> <p><i>Allen Chen – Vice President<br/>Tianjin Free Trade Zone</i></p>                 |
| 3:00 – 3:30 | Coffee Break                                                                                                                        |
| 3:30 – 4:00 | <p>Distribution Solutions for Health Products</p> <p><i>Tina Yan – Marketing Manager<br/>Ke Yuan (Shanghai Pharma)</i></p>          |
| 4:00 – 4:30 | <p>China's E-Commerce Explosion</p> <p><i>Ron Wardle – CEO China<br/>Export Now</i></p>                                             |

- 4:30 – 5:00      **Quality Assurance in China**  
*Laura Liu – Manager Health Science and Food Safety*  
*NSF International*
- 5:00 – 5:30      **Navigating the China Market**  
*Joe Zhou – CEO*  
*TSI Group*
- 5:30 – 6:30      **Networking Party**  
*Appetizers, Drinks and Good Times*

## Domestic Group Agenda

- 1:30 – 3:00      **U.S. Regulatory Overview**  
*Rick Quinn – Lead Attorney*  
*FDA Imports LLC*
- 3:00 – 3:30      **GMP and Quality Assurance**  
*Allen Chen – Certification Project Manager*  
*NSF International*
- 3:30 – 4:00      **Coffee Break**
- 4:00 – 4:30      **Gaining Attention in the Market**  
*TBA*
- 4:30 – 5:00      **U.S. Distribution Networks**  
*Eric Zwisler – CEO China*  
*Cardinal Health*
- 5:00 – 5:30      **International Entry and Registration Strategies**  
*Dr. Deng Hua*  
*Davidia Healthtech*
- 5:30 – 7:30      **Networking Party**  
*Appetizers, Drinks and Good Times*

## Agenda - Day Two November 4, 2014

**On this day both the foreign and domestic attendees will move into one room.**

|               |                                                                                                                                                                  |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:00 – 9:30   | Connecting with U.S. Brands<br><i>U.S. Department of Commerce</i><br><i>Nathan Seifert – International Trade Officer</i>                                         |
| 9:30 – 10:00  | Global Dietary Supplement Trends<br><i>Monica Feldman – Global Head of Consumer Health</i><br><i>Euromonitor International</i>                                   |
| 10:00 – 10:30 | Krill Oil – A Glimpse into the Future<br><i>Avner Avissara – Asia Pacific Regional Manager</i><br><i>Enzymotec</i>                                               |
| 10:30 – 11:00 | Coffee Break                                                                                                                                                     |
| 11:00 – 11:30 | Probiotics: Global Trends, Applications and Market Opportunities<br><i>Morgane Maillard – International Product Manager</i><br><i>Lallemand Health Solutions</i> |
| 11:30 – 12:00 | Protecting Consumers: Keeping Labels Honest Through Independent Reviews<br><i>Dr. Li Yongchao</i><br><i>ConsumerLab</i>                                          |
| 12:00 – 1:30  | LUNCH                                                                                                                                                            |
| 1:30 – 2:00   | Latest in Encapsulation Technology<br><i>Speaker to be announced</i><br><i>Capsugel</i>                                                                          |
| 2:00 – 2:30   | Herbal Extracts in Dietary Supplements<br><i>Speaker to be announced</i><br><i>Unigen</i>                                                                        |
| 2:30 – 3:00   | Bringing TCM to the World<br><i>Professor Su Xia</i><br><i>Tasly Group</i>                                                                                       |
| 3:00 – 3:30   | Coffee Break                                                                                                                                                     |

|             |                                                                                                                                                   |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 3:30 – 4:00 | SGS Broccoli Extract<br><i>Antony Talalay - CEO</i><br><i>Brassica Protection Products</i>                                                        |
| 4:00 – 4:30 | Panel Discussion on Dietary Supplements in China<br><i>Chaired by Jeff Crowther Executive Director USCHPA</i><br><i>Panelists to be announced</i> |
| 4:30 – 4:45 | Closing Remarks                                                                                                                                   |

## Costs and Contact Information

### Entrance Fees

|                            |               |
|----------------------------|---------------|
| BEFORE September 22, 2014: | ¥3800 (\$616) |
| AFTER September 22, 2014:  | ¥4600 (\$746) |
| At the door:               | ¥5000 (\$810) |

Entrance fees can be paid to U.S. – China Health Products Association in U.S. dollars or paid to China Council for the Promotion of International Trade in Renminbi.

Please contact us for payment information

### Contact Information

U.S. – China Health Products Association

Carrie Wang – 王多  
[wangduo@uschinahpa.org](mailto:wangduo@uschinahpa.org)  
 China Cell: (+86) 13658313225