ASIA • 2017
PROBIOTA
11-13 OCTOBER • SINGAPORE

CONNECTING THE BUSINESS AND SCIENCE OF PRE AND PROBIOTICS ASIA-WIDE

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The all new must attend event for the pre and probiotics industry across Asia.

**Probiota Asia** brings your industry together and places you at its heart. We invite you to join us in Singapore, where we will welcome you to a community of scientists, technical experts and business leaders from established and emerging markets across Asia and the wider world. This is your opportunity to become part of a group that shares your enthusiasm for scientific discovery and your appetite for commercial success.

**Interested in shaping the future of prebiotic, probiotic and microbiota-focused nutrition industries across Asia? Then this is your event.**

- Comprehensive conference: presenters and speakers drawn from leading academic institutions and businesses share insights, knowledge and practical experience.
- Interactive format: roundtables, debates and discussions that get you involved and make your voice heard.
- Peer-to-peer networking: across the three-day programme informal social networking events encourage the exchange of ideas and the development of new relationships across academia, science and business.

**Applause for Probiota events**

Probiota Asia is part of a global events series that is ten years old this year. Hear what our delegates have to say:

“Extremely useful update from experts in the field and a great chance to meet and mingle”
**Kevin Prudence, Managing Director, DSM**

“An excellent opportunity to catch up with recent developments.”
**Mirjana Curic-Bawden, Principal Scientist, Chr. Hansen**

“A much needed connection between science and industry.”
**Dr Susan Hewlings, Professor, Central Michigan University**

“Cutting edge content is the most compelling draw of Probiota”
**Itaru Dekio, Assistant Professor, Tokyo Women’s Medical University**

“Probiota helps me stay current and to network with leaders in the field.”
**Anthony Thomas, Science Director, Jarrow Formulas**

93% rate Probiota events excellent or good

90% say they successfully connect business and science

94% agree they add value to their business

88% applaud networking opportunities
Every valuable minute

Our itinerary maximises your information and networking opportunities and minimises your time out of the office

- Get to the heart of the event with our welcome reception and poster session
- Enjoy a full conference programme that delivers ground-breaking insight and inspiration
- Go for more in-depth analysis with industry expert at our roundtable lunch discussions
- Use speed networking to get accelerated access to the people you most want to meet
- Experience extended networking opportunities and get access to the people you most want to meet
- Close after lunch on day three for easy return travel

Scientific Frontiers sessions – a showcase of leading edge science

We’re committed to bringing innovative, ground-breaking research to your attention. In the run up to Probiota Asia we’ve invited researchers to submit abstracts of their most innovative and insightful projects. All abstracts will be reviewed by our Scientific Committee, leading experts in the fields of pre and probiotics. Their selection of the best will be invited to take part in our Scientific Frontiers poster session on the first evening of Probiota Asia, or to be presented as a talk on day three.

Our Scientific Committee

Prof Bob Rastall
Professor of Biotechnology and Head of Department of Food & Nutritional Sciences, University of Reading, UK

Dr Siti Abdul Malek
Associate Professor, Singapore Institute of Technology

Dr Iain Brownlee
Director of Operations, Newcastle University, Singapore

Dr Wai Mun Loke
Managing Director, Innovprof and Senior Lecturer, Nanyang University

Rocio Martin
R&D Director, Singapore Hub, Danone Nutricia Research

Prof Luis Vitetta
Professor of Pharmacology, University of Sydney, and Director of Medical Research, Medlab
Day 1: Wednesday 11 October

18.00  Registration, welcome reception and poster viewing

The Scientific Frontiers poster session presents the latest state-of-the-art developments in all aspects of prebiotic, probiotic and microbiome science relevant to health, wellbeing, consumers and industry. Posters will be selected based on abstracts submitted and reviewed by our Scientific Committee.

19.30  End of day 1

Day 2: Thursday 12 October

09.00  Welcome from the Chair and scene setting

Gary Scattergood, Editor-in-Chief, NutraIngredients-Asia

Gary leads William Reed’s HQ in Asia and is Editor-in-Chief of its food and nutrition titles FoodNavigator-Asia and NutraIngredients-Asia. He has 14 years’ media and events experience having started his career as a newspaper journalist in UK, where he went on to edit several regional titles. He first joined William Reed in 2011 as an Editor of some of the company’s UK-based food and nutrition titles. Gary then moved on to take over the editorship of several global business titles covering the travel and retail industries, before moving to Asia to lead the region-wide teams for communications and advertising business publications PRWeek and Campaign. He re-joined William Reed in August 2016 to open its first Asia office in Singapore and spearhead the expansion of its content, events and commercial activities across the region. Gary has hosted, presented and moderated at conferences and awards shows around the world, and has regularly appeared on TV and radio to discuss the food and nutrition, travel and tourism, and media and marketing industries.

Michelle Teodoro

Michelle is a Food Science and Nutrition Analyst at Mintel, specialising in food science and ingredients, with a focus on nutrition. As part of her role, she is responsible for analysing and providing insights on health, diet and nutrition trends, regulations, and food science advances. Prior to joining Mintel, Michelle spent most of her career in the field of nutrition and dietetics, concentrating on food service, clinical nutrition, health and wellness programme management, and nutrition research. She previously worked as a nutritionist at Compass Group, a food and support service provide company; science research analyst at Food and Nutrition Research Institute – Department of Science and Technology in the Philippines, where she conducted national clinical research projects, and a therapeutic dietician in a premier hospital in the Philippines.

09.05  Opportunities and developments on Probiotics in Asia

Michelle Teodoro, Food Science and Nutrition Analyst, Mintel

Probiotics are seen as a safe and natural way to improve health, particularly digestive health. As the demand for functional foods across region is rising, consumers put effort in controlling their diet to manage their health using familiar food, drink and vitamins and supplement products. Mintel’s research discovers the opportunities and developments on probiotics in the Asian Market with focus on functionalities, latest probiotic ingredients and category application trends.

Michelle’s presentation will cover

- Global consumer awareness and understanding of probiotic ingredients and their function
- Developments in the Asian probiotic market, including emerging probiotic ingredients and category application trends — focus on food, drink, and vitamins and supplements
Day 2: Thursday 12 October

09.35  **Heritage, innovation and growth: Finding opportunities in Asia’s high-growth probiotics market**

*Cyndy Au, Regional Director for Regulatory & Scientific Affairs, DuPont Nutrition & Health, and Associate Fellow, Institute of Asian Consumer Insights*

Asia’s already well-established probiotic market is entering a high growth phase, as its increasingly affluent consumers gain an appetite for food related innovations that promise to enhance their health. However success in this market demands that companies adapt their probiotics products to complement the region’s rich food heritage, which favours fresh foods prepared daily with health benefits ‘built in’. Cyndy Au, nutritionist, regulatory expert and consumer specialist, outlines the cultural and regulatory trends that shape the Asian market.

- Looking to 2020 – why Asia is set to be the world’s fastest growing probiotics market
- Benefits built in – why Asians favours probiotics embedded in food rather than supplements in tablet form
- What consumers value and why – from affordability to palatability and evidence of efficacy
- Why ‘more means more’ for Asian consumers – from single strains to multiple strains and ‘combo’ probiotics
- Traditional and digital consumer channels – why both matter in a divergent market

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Joy Chong

Joy is active in the development of patient care programmes, advancing the clinical practice of community pharmacists and developing clinical guidelines for Watsons Personal Stores. She is also a past Co-chief Preceptor for its pre-registration pharmacists. She was featured as a Shining Star of community pharmacy by the Pharmaceutical Society of Singapore in 2014 and received the Singapore Retailers Association Excellent Service (EXSA) Gold Award in 2016 and 2017. She has a BA in pharmacy from the University of Science of Malaysia and an MS in community pharmacy from Queen’s University in Belfast, Ireland.

10.05  **Probiotics and pharmacy: The consumer understanding of the benefits of probiotics**

*Joy Chong, Principal Clinical Pharmacist, Department of Pharmacy, Watson’s Personal Care Stores*

Across Asia-Pacific pharmacists are very often on the front line when it comes to engaging consumers around probiotics. As Principal Clinical Pharmacist at Watson’s, the largest health care and beauty care chain store in Asia, Joy is at the front line between consumers and the products they look for.

In this session Joy will explore

- The level of consumer understanding of the benefits of probiotics
- Probiotic trends in Singapore
- How probiotics fare in the broader supplements mix
- How pharmacists themselves contribute to the consumer understanding of probiotics and their health-boosting properties

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10.25  **Refreshments**

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Cyndy Au

Cyndy is an accredited nutritionist with 15 years’ experience in the food regulations arena working with scientific institutions and international companies including Fonterra, Danone and Kraft Foods. She contributes to several food industry committees and is an Associate Member of the South East Asia Public Health and Nutrition Network. In guiding science-based policy making, she researches consumer understanding on issues such as nutrition labelling, health claims and health related behavioural changes. She is a doctorate candidate at Singapore’s Nanyang Technological University and an associate fellow of the Institute of Asian Consumer Insight. She has led DuPont’s regulatory and scientific affairs team in Asia since 2013.

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PROBIOTA ASIA 2017 5
Yuan-Kun Lee

Prof Lee’s research interests include the effect of diet on the cross-talk between the gastrointestinal microbiota and the host, the recycling or removal of carbon dioxide by photosynthetic algae, and microbial fermentation processes in the production of food and pharmaceuticals, and in the treatment of waste products. Prof Lee has published 137 papers in international peer reviewed scientific journals, contributed 29 chapters in books, and authored 5 monographs. In addition, he has 3 patents to his name. He is currently President of the International Union of Microbiological Societies (IUMS). Prof Lee is also President of the Singapore Society of Microbiology and Biotechnology, and the Asian Federation of Societies for Lactic Acid Bacteria. Prof Lee received his PhD from the University of London, UK. He serves on the editorial board of the Critical Reviews in Microbiology (Associate Editor), Scientific Reports, Beneficial Microbes, Bioscience of Microbiota, Food & Health.

Guus Roeselers

Guus has been active in the field of Microbial Ecology for more than 15 years. He received his PhD in Environmental Biotechnology in 2007 at Delft University of Technology, the Dutch cradle of microbiology. Subsequently, he received a grant from Netherlands Organisation for Scientific Research (NWO) and moved to the US for postdoc research at Harvard University. Here he stayed several years conducting research on various host-microbe interaction topics. In 2010 he was appointed as senior scientist at the Dutch Organisation for Applied Scientific Research (TNO). Here, his research shifted to the microbiology & systems biology of the human gut in relation to health and nutrition. In 2015 Guus joined Danone - Nutricia Research to lead the Gut Microbiology research group which studies interactions between health, nutrition and the intestinal microbiome during the very early phases of human life and in patients. Guus is chair of the Microbial Ecology section of the Royal Dutch Society for Microbiology and serves on the editorial boards of several scientific journals. He has (co)authored more than 40 scientific publications.

10.55 Diet drives gut microbiota, health and diseases - an Asian perspective

Prof Yuan-Kun Lee, Asian Microbiome Program, Department of Microbiology & Immunology, Yong Loo Lin School of Medicine, National University of Singapore

We know that a balanced diet takes care of the nutritional requirements of both humans and of the microbiota residing in their gastrointestinal tracts, while scientific and clinical evidence has demonstrated a direct correlation between the health of each. Understanding this correlation is particularly challenging in Asia, thanks to its highly diverse ethnic groups with divergent and fast changing cultures and dietary habits. Professor Lee’s presentation describes the work being done by the Asian Microbiome Project (AMP) to build a basal microbiome database covering the whole Asian region.

- Traditional staples and emerging Oriental and Western diets – their impact on health and lifestyle
- The aims of the AMP – highlighting the link between diet, lifestyle, health and the gut microbiota
- Across the region, every age group and including microbiome heritage – why AMP's findings will be conclusive
- Enterotype-like variations – their potential links to carbohydrate and fat consumption, and their impacts for physical and mental health

11.25 Synbiotics to target compromised microbiota development and their potential in the dietary management of cows’ milk allergy

Dr Guus Roeselers, Senior gut microbiologist, Danone Nutricia Research

The development of the gut microbiota during the first years of life occurs concomitantly to the development of our cognitive, metabolic and immune systems, and form an interactive signalling network. The gradual diversification towards a relatively stable adult-like community composition is a dynamic process influenced by environmental factors such as birth mode, gestational age at birth and early life nutrition. It has been demonstrated that synbiotics can restore the compromised microbial colonization in infant born by C-section. Food allergies affect up to 5% of infants and young children and are showing trends of increasing incidence, persistence, complexity and severity. Eczema is typically the first allergic manifestation to appear, and its incidence is still increasing in many countries around the world. In infants, cow’s milk allergy, resulting from an immunological reaction to one or more milk proteins, is associated with a range of distressing clinical symptoms affecting the skin, gastrointestinal tract and respiratory tract. A clear association has been shown between an aberrant gut microbiota and cow’s milk allergy in early life, which strongly suggests that compromised early life gut microbiota development may hamper immune system development and plays a role in the progression of allergies. Recent studies have demonstrated benefits of using pre-, pro-, and synbiotics in allergic infants or children.

This presentation will show
- Environmental factors, such as birth mode and early life nutrition, are associated with later life health and disease
- Development of the gut microbiota acts as a potential modifiable risk factor for later life disease
- The potential of using synbiotics for restoring compromised microbiota development
- The potential of using synbiotics in allergy management
The American Gut Project: the power of citizen science to identify geographical and lifestyle factors affecting the human microbiome

Dr Embriette Hyde, Project Manager, American Gut Project

The American Gut Project is the world’s largest crowd-funded citizen science research project in existence, with over 10,000 samples collected from over 14,000 individuals living in over different countries. Using this cohort, we have learned that country is one of the strongest factors affecting microbiome diversity, with significant differences noted even among different Western populations. We also note that the diversity of plants in an individual’s diet strongly affects the microbiome, irrespective of whether the individual consumes meat products, and ongoing studies are exploring the effects of fermented food consumption on the microbiome. Aggregation sites in the UK, Australia, and Singapore are enabling researchers to gain a finer picture of the microbiome and the various health, lifestyle, and geographical factors that must be accounted for when building the human microbiome map.

In this presentation Embriette will explore findings from the project so far including:

- The stool microbiome is significantly different between individuals living in Western and non-Western societies; yet significant microbiome differences are observed even among Western populations in different countries.
- Due to the association between diet and microbiome, much investigative focus is placed on adjusting diet to optimize the microbiome.
- Within the American Gut cohort, the strongest dietary factor associated with microbiome diversity is the diversity of plants in the diet.
- Using mass spectrometry, we can identify specific metabolites associated with high plant consumption and that may partially explain microbiome differences observed with different levels of plant consumption.
- We need more samples from individuals living in other countries to fully examine the effects of diet and geography (and other factors) on the human microbiome, particularly as we seek to utilize the microbiome to improve human health.
Day 2: Thursday 12 October

14.40 Cancer treatments, the intestinal microbiome and probiotics
Prof Luis Vitetta, Director of Medical Research, Medlab Clinical & Professor, University of Sydney Medical School

The Human Microbiome Project has redefined the scientific view of the intestinal contents of vertebrates from mostly a collection of toxic compounds toward complex activities and inter-relationships that bacteria have with the environment as well as the human host, a major contribution to modern medicine. That is, systems biology has rediscovered the fundamental importance of the intestinal microbiome to perhaps all aspects of human health. Drug metabolism by the intestinal cohort has been recognized for decades, with bacterial driven activation of drugs a prerequisite for drug metabolism and efficacy. It is also well recognized that pathological disease states can adversely affect the intestinal microbiome supporting dysbiosis. Chemotherapy and radiotherapy treatment regimens for abdominal peritoneal and pelvic tumours for example can disrupt the intestinal microbiome, the intestinal epithelia and subsequently, mucosal immunity. Yet, recent evidence tends to strongly suggest that an abundant and rich intestinal microbiota could beneficially modulate cancer treatment regimens. Developing multi-species probiotics that target, encourage and protect the intestinal microbiome may constitute a precision adjuvant strategy for enhanced cancer treatments. Furthermore, probiotics could help ameliorate enteropathies such as diarrhoea resulting from chemotherapy or radiotherapy treatments by restoring homeostasis of the intestinal epithelia–macrophage axis by preventing macrophage assisted translocation of pathogens, which is known to promote a leaky gut.

- Understanding of the overarching role of the intestinal microbiome in maintaining homeostasis of end organ (e.g., liver, skeletal muscle function, adipose tissue, kidneys) physiological functions
- Commensal and pathobiont bacteria teach the human host the fundamental language of molecular biology that is vital for appropriate immune functions and adaptations
- The accumulation of evidence that the intestinal microbiome can beneficially modulate and enhance the actions of chemotherapeutic modalities

15.10 From gut health to cancer prevention – the 80-year evolution of key probiotic strains
Dr Toshihisa Ota, Senior researcher, Yakult Central Institute

In 1930 Dr Minoru Shirota became the first person to successfully culture a fortified strain of lactic acid bacteria when he found the Lactobacillus casei Shirota (LcS). Believed by many to be the first commercial probiotic, LcS is now consumed in Yakult drinks by more than 40 million people worldwide. In this presentation Toshihisa will recap on the history of this dominant strain and the accelerated evolution of probiotics since its discovery. In particular, he’ll assess clinical evidence for the efficacy of probiotics in the prevention of common cancers, including those of the bladder, breast and colon.

- A milestone discovery – the selection of LcS and the evolution of probiotics
- From ‘gut health’ to cancer prevention – the clinical evidence and its implications for health and longevity
- Looking ahead – future applications for LcS and other popular probiotic strains

15.40 Refreshments
Day 2: Thursday 12 October

16.10  Microbiota – an inside-out solution for skin problems

Dr Bejit Ideas, President, Japanese Society of Anti-Ageing Nutrition

Skin problems of all kinds are a major issue across Asia, caused by a multiplicity of factors and lifestyle issues. A growing recognition of the relationship between gut health and skin health is creating a breakthrough opportunity for probiotic treatments. Bejit’s presentation makes it clear that, if the gut is the gateway to skin health, then probiotics is the bridge. He’ll focus in on several common and seemingly intractable skin conditions and describe how innovative probiotic treatments can accelerate a cure.

- How lactose intolerant generated acne can be modulated by probiotics
- How targeting the gut microbiota can modulate skin bacteria
- How fermentation metabolites can be used to target skin problems

Bejit Ideas
As a microbiota specialist with a PhD in Biochemistry, Bejit has extensive experience in the development of active ingredients and medical formulas with proven efficacy in food, cosmetics, health and pharmaceuticals. He focuses on the efficacy of bioactives using a gene expression platform that is allowing to express the importance of the microbiota ecosystem. After studying centenarians microbiota for several years, Bejit has developed a fermentation process using Japanese technology which allows to unlock the potential of metabolites as nutritional tool to reach positive longevity.

16.40  Building the evidence base for probiotic Streptococcus salivarius in the promotion of oral health

Dr John Hale, Chief Technology Officer, Blis Technologies

The oral cavity provides a variety of habitats for the development of complex microbial communities. Each of these habitats is potentially vulnerable to microbial disequilibria resulting in a variety of diseases that can occur at various stages of life. Two key oral cavity diseases that can have substantial social, physical and economic consequences for the host are chronic bad breath (halitosis) and dental disease. Both result from a disturbance to the natural microflora and their progression is accentuated by other factors such as the host diet and genetics. While this is a highly diverse and dynamic environment some microbial members remain a constant friend throughout our life span. One such example is Streptococcus salivarius, a commonly-occurring commensal bacterium found both exclusively and ubiquitously in the human oral cavity. Blis Technologies is pioneering the development of this species as oral probiotic products supporting human oral health applications via the restoring of oral microbial equilibria. The objective of this presentation is to present an update of clinical data demonstrating how the daily application of Streptococcus salivarius probiotic products can help promote oral health, especially for the treatment of halitosis and the improvement of dental health.

- Many oral diseases result from the disequilibria of the microflora
- Reapplication (restoration) of commensal bacteria through probiotics can even out this balance
- Streptococcus salivarius has been developed as an oral probiotic
- S. salivarius K12 have been developed to promote improving oral health
- S. salivarius M18 has been developed to promote dental and gum health

John Hale
John works as the Chief Technology Officer for Blis Technologies. He joined the company in 2011 having previously carried out graduate studies with its founder, Professor John Tagg at the Department of Microbiology and Immunology at the University of Otago in New Zealand. He also carried out post-doctoral research at the University of British Columbia, Canada, and the Monash University School of Pharmacy in Melbourne, Australia studying the mode of action of antimicrobial peptides. John also holds an adjunct Senior Lecturer position at the Department of Microbiology and Immunology at the University of Otago.

17.10  Chair’s closing remarks

Gary Scattergood, Editor-in-Chief, NutraIngredients-Asia

17.50  Meet for departures to Probiota Asia reception

Probiota Asia reception

Join Probiota Asia for drinks and canapés whilst enjoying the sunset from CE LA VI Club Lounge at the top of the famous Marina Bay Sands.

Network with the sparkling view of the Singapore cityscape and Marina Bay view below, soaking up the laid back atmosphere. After canapés you are free to explore Singapore and take advantage of the many dining opportunities.
Day 3: Friday 13 October

09.15  Chair’s re-cap of Day 2 and welcome back
       Gary Scattergood, Editor-in-Chief, NutraIngredients-Asia

09.20  Efficacy of single or multi-strain probiotic mixtures: more or less?
       Dr Lynne McFarland, Associate Professor, Department Medicinal Chemistry, University of Seattle

As research unravels the complexity of the intestinal microbiome, the question of whether a single strain probiotic or multi-strain probiotic mixtures might be more effective has arisen. In her presentation, she will present an exploration of several examples of probiotic mixtures and compare their efficacies to studies using the same single strains contained within the mixtures. Meta-analysis results may provide clinical guidance as to the best use of probiotics, balanced with efficacy and risks.

- What is the role of probiotic strain-specificity and disease-specificity?
- What evidence is there for single versus multi-strain probiotics?
- Examples of mechanisms of action for several probiotic strains contained in mixtures.
- Meta-analysis of single versus multi-strain mixtures for AAD (Antibiotic-Associated Diarrhea)
- Meta-analysis of single versus multi-strain mixtures for the treatment of pediatric diarrhea

Lynne McFarland
Lynne is an infectious disease epidemiologist who has been involved in the past 30 years in the study of the therapeutic role of probiotics in clinical diseases and is an international expert on Clostridium difficile infections. She has over 150 peer-reviewed articles and has co-authored several books on probiotics.

09.50  Use of Probiotics to reduce the prevalence of diabetes and related non-communicable diseases
       Dr Anders Henriksson, Principal Application Specialist, DuPont Nutrition & Health

Probiotics have traditionally been used in food and dietary supplements to boost immunity and enhance digestive health. In recent years, the possibility of using probiotics to reduce the prevalence and severity of non-communicable disease has also been explored. This presentation will give an overview of the outcome of recently completed clinical studies that indicate that probiotics have a role in reducing the risk of conditions associated with the metabolic syndrome.

- The prevalence of diabetes is on the rise and currently affecting more than 420 million people globally
- Certain probiotic strains may have role in improving insulin sensitivity and reducing the prevalence of diabetes, including gestational diabetes
- Benefits may extend to improve other conditions that are related to the metabolic syndrome

Anders Henriksson
Anders graduated with a PhD in microbiology at the University of Gothenburg, Sweden in 1993. He then proceeded with post-doctoral research at the University of New South Wales, Sydney, in the field of gastrointestinal microbiology, probiotics and prebiotics. Anders joined Danisco in 2008, as a Senior Scientist based in Singapore, where he led several development projects related to culture formulations for dairy and dietary supplement products. Prior to that, Anders held positions as scientist and senior scientist in Australia, where he was involved in culture development and pre-clinical and clinical studies on probiotics and prebiotics.

10.20  Scientific Frontiers session

The author of our highest rated Scientific Frontiers abstract – selected by our Scientific Committee – presents key findings and impacts of their research.

Allergy control with probiotics - L. paracasei LP-33 alleviate symptoms of perennial and seasonal allergic rhinitis in children and adults
       Dr Karsten Brandt, Bluestone Pharma

10.35  Refreshments
Day 3: Friday 13 October

11.05  Asian probiotic regulatory environment overview – a China focus

Sandy Lin, Director China, Food & Nutrition Group, Health, Environmental & Regulatory Services, Intertek

According to “Administrative Measures of Safety Evaluation for Novel Food Ingredient”, effective from October 1st, 2013, and “Application and Acceptance of Novel Food Ingredients” issued on November 12th, 2013, probiotics fall the scope of novel food ingredient in China, as the category 1 of “Animals, plants and microorganisms”.

The production and importation of probiotics in China are subject to pre-market approval by the National Health & Family Planning Commission (NHFPC), with the Chinese National Centre for Food Safety Risk Assessment (CFSA) taking responsibility for the overall safety evaluation. The CSFA meet every two months to undertake technical evaluations of such regulatory submissions through a panel meeting which is followed by a public hearing and final administrative approval. In general, the regulatory process for a probiotic application will take in the region of 1-2 years, as was evident recently for the examples of Bacillus coagulans and Lactobacillus fermentum CECT5716.

The technical safety assessment dossier must include the following key sections:

- Research and Development report
- Safety Assessment report
- Production process
- Product related standards (including safety requirements, quality specification, testing methods, etc.)
- Status of application in domestic and aboard and related safety assessment documents

To date, 31 species have been approved for use in general food while 9 strains have been permitted for use in food for infants and young children in China.

11.35  Applying R&D way beyond the product: Evolution Health’s pathway to solid and sustainable success in China

Ben McHarg, Managing Director, Evolution Health

Product quality and performance must form the foundation of any new enterprise seeking to successfully operate in the Chinese market – they are non-negotiable. However, increasing sophistication in how consumers choose products and what influences their loyalty require evidence-based approaches to every aspect of operations: supply, distribution, marketing, sales, reputation management and stakeholder relationships.

While the scale of China’s market is perhaps its most often cited characteristic, it is a detailed understanding of the cultural influences and consumer expectations that are at the heart of successful market participation.

Evolution Health’s snapshot of key factors to support effective entry and sustainable operations in China:

- Prove and continue demonstrating your product quality and performance
- Invest in ongoing development of insights into key influencers of consumer decision-making
- Employ, develop relationships and partner with local individuals and organisations that share your corporate values and vision.
Day 3: Friday 13 October

12.05 Enabling survival of probiotics in beer – Overcoming three key hurdles
Assoc Prof Liu Shao Quan, Food Science and Technology Programme, National University of Singapore

Probiotics as beneficial microbes are traditionally delivered to consumers through consumption of fermented milks such as yoghurt and related milk drinks. There is a demand for delivery of probiotics through non-dairy foods, especially for consumers who shun dairy products for various reasons such as lactose intolerance. Currently there are no authentic probiotics-containing alcoholic beverages available in the market (namely, scientifically proven probiotics in sufficiently high cell counts, stable over an acceptable period of time).

- Probiotics must overcome three key hurdles to survive in beer: hop acids, ethanol and acidity, just like traditional sour beer lactic acid bacteria.
- It is possible to enable significant survival of probiotics in beer with fine-tuning brewing process and strategy.

12.35 Panel discussion:
Treating the whole body: Where is the biggest potential for future pre and probiotic research and how can it be applied to meet Asia’s biggest health challenges
Chair: Gary Scattergood, Editor-in-Chief, NutraIngredients-Asia

For an industry that has focused extensively on the digestive system, the growing realisation that the microbiome impacts the health of the whole body presents opportunity and challenge in equal measure – not least in some parts of Asia where consumer understanding can be lacking. Can the industry keep pace with new scientific discoveries? Where should it focus its efforts to maximise both health benefits and commercial advantage? How can it tap into the biggest health needs faced across the region, and how does it start to educate consumers about these new developments in a region marked by significant differences in understanding.

Chair: Gary Scattergood

Panellists:
Dr Samantha Coulson, Probiotics R&D Business Manager, Nutrition Care Pharmaceuticals
Samantha has been researching and educating practitioners about the human microbiome and end-organ function in states of health and disease for eight years and has been in the field of integrative medicine for twelve. She is a Board member of Directors the International Probiotics Association and an Adjunct Senior Research Fellow with Universities of the Sunshine Coast and of Sydney. Her PhD from the University of Queensland’s School of Medicine involved investigating the role of the gastrointestinal microbiota in the pathophysiology and symptomology of osteoarthritis resultant metabolites that may explain the true therapeutic effects observed.

13.10 Closing remarks
Gary Scattergood, Editor-in-Chief, NutraIngredients-Asia

13.15 Networking lunch

14.30 Departures
Join Probiota Asia’s community

Secure your place

Probiota Asia rates are straightforward and registration gives you access to the full programme, including:

- Welcome reception
- All presentations, panels, round table discussions and business networking sessions
- Probiota Asia 2017 Reception on Day 2
- Networking lunches

2017 Industry rate: SGD $1,850
2017 Academic rate: SGD $960* 

* To qualify for the academic rate you must demonstrate that you are working for an academic institution in a related field.

Groups or teams:
Save 20% when you register two or more people at the same time. Use promocode GROUP2017 when registering.

The International Probiotics Association:
Members benefit from a 25% registration discount. Use promocode IPA25 when you register online.

Scientific Frontiers participants:
If your abstract is accepted, you’ll receive a promotional code entitling you to a 50% discount. Simply enter the code when registering online.

Our venue

Probiota Asia will take place at the Hilton Singapore. Situated at the heart of the city’s Orchard Road entertainment and shopping district, Hilton Singapore is just 20 minutes from the Changi International Airport and boasts outstanding business and leisure facilities.

Better yet, as a Probiota Asia delegate, you’ll be entitled to a 20% discount on the best available room rate at your time of booking.

Register online at www.probiotaasia.com/register
Inquiries please email Claudia Rhynes claudia.rhynes@wrbm.com
Yakult began more than 80 years ago.

Dr. Minoru Shirota, the founder of Yakult, pursued preventive medicine and succeeded in strengthening and culturing our representative strain “Lactobacillus casei strain Shirota”. He then released an inexpensive, good-tasting fermented milk drink “Yakult” in 1935 so that as many people as possible could benefit from this lactobacillus.

Today 35 million bottles of our dairy products are consumed in 38 countries and regions across the world.

Since its founding, as a pioneer in the field of Probiotics, Yakult has been expanding our operations to food and beverages, cosmetics, and pharmaceutical products that contribute to good health, and publishing many scientific evidences.

With the passionate desire of our founder passed down into each of our business, we contribute to the health and happiness of people around the world through pursuit of excellence in life science in general and our research and experience in microorganisms in particular.

www.yakult.co
Lallemand Health Solutions (LHS) consolidates the internationally recognized probiotic manufacturers Institut Rosell and Harmonium International.

Backed by a rich history and 80 years of expertise in probiotic research and development, Lallemand Health Solutions offers a full line of ready-to-market probiotic formulas and helps its partners to design their own custom & complex formulations using Harmonium, Lafti® or Rosell® Probiotic strains together with our proprietary protective technologies. Because, from the lab to the shelf, LHS controls the overall manufacturing process of its products, the company can ensure customers are receiving the highest quality standard of probiotic formulation. Cooperation spells success: we provide our partners with the full support they need to develop, register, and market their products in their own market, making Lallemand Health Solutions a complete probiotic solutions provider.

With over 450 formulas marketed in more than 60 countries, our teams are able to fully meet your needs in probiotics.

www.lallemand-health-solutions.com

Nutrition Care Pharmaceuticals (NCP) is an innovative leader in probiotic research and development with a purpose built TGA approved and GMP certified manufacturing facility located in Melbourne, Australia. Based on scientific evidence and clinical observation, NCP has been providing stable probiotic formulae to the Australian ‘practitioner only’ market for the last 30 years through its own private Nutrition Care label, with insight to introduce therapeutic bacteria to confer health benefits not only to the gastrointestinal tract but to end-organ systems.

Through the production of its own range and as a contract manufacturer, NCP offers among the highest quality probiotic manufacturing capabilities within the Asia Pacific region. With extensive knowledge and experience, NCP is able to assist its clients every step of the way from the development of premium evidenced-based probiotic formulations up to their release into the market place supported with technical and educational advice through the entire process.

www.nutritioncare.com.au
Ganeden® is at the forefront of probiotic research and product development with an extensive library of published studies and more than 135 patents for probiotic technologies in the supplement, food, beverage, animal health, sports nutrition and personal care ingredients markets. Ganeden is best known for GanedenBC30® its patented, FDA GRAS, highly stable probiotic ingredient.

Through the fermentation process of GanedenBC30, Ganeden developed Bonicel®, the first science-backed, probiotic-derived, personal care ingredient shown to dramatically reduce signs of aging. Ganeden’s newest ingredient, Staimune™ is a patented probiotic technology comprising of inactivated GanedenBC30 which has been shown to have immune benefits.

www.GanedenProbiotics.com

Morinaga Milk is one of the largest dairy product manufacturers in Japan and is a market leader with many top brands in yogurt, milk, infant formula, beverage, cheese, butter, ice cream, pudding, dietary supplements and clinical foods. Founded in 1917, Morinaga Milk exhibits excellence in the field of technology and sells not only dairy products but also beneficial functional ingredients such as probiotics, especially Bifidobacteria, such as Bifidobacterium longum BB536 and Bifidobacterium breve M-16V, which naturally reside in human intestine.

Morinaga’s flagship product B. longum BB536 is backed up by more than 130 scientific studies, and its extensive research and proven safety is backed up by FDA GRAS. Morinaga’s probiotics are manufactured in HACCP-certified facilities and have been sold in over 30 countries for more than 40 years for use in various applications such as nutritional supplements, infant formulas and dairy products.

www.moringagamilk.co.jp

Novanat (also known as Jiao Da Only Group) was the first publicly listed healthcare company in China and has researched and produced probiotics since 1990.

Novanat specializes in providing high cell density single probiotic strains, probiotic premix, formulation advice and the manufacturing of probiotic tablets, capsules and sachets.

Novanat’s probiotic strains are unique because our culture collection holds over 500 specific and generic probiotic strains including Lactobacillus, Bifidobacterium, Streptococcus and Enterococcus; our manufacturing optimization ensures excellent stability and high cell density strains; and strict quality control guarantees the pure quality. Novanat operates within current GMP facilities, ISO, KOSHER and HACCP systems. A new factory has been planned to increase the probiotics supply.

www.novanat.com

Probiotical was founded in 1985 and originates from ALCE Microbiologic Laboratory, Italian leader in the production of lactic acid bacteria for the dairy industry for more than 60 years.

It’s the first plant worldwide designed exclusively for the research, development and production of probiotic micro-organisms.

With core businesses in Europe and developing businesses in Australia, North America, and Asia, Probiotical is the partner of choice for companies seeking high-quality, custom tailored probiotic and/or synbiotic products: safe, effective and stable.

The company offers a broad portfolio of allergen free, freeze dried or micro-encapsulated, probiotic strains at different concentrations supported by characterization and clinical studies. In addition to the production and commercialization of bulk ingredients, special attention is focused on the development and realization of probiotic and synbiotic finished products with guaranteed efficacy for the duration of their shelf-life.

www.probiotical.com
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About the organisers

Probiota Asia is organised by Vision Events, a division of William Reed, the publishers of NutraIngredients, FoodNavigator and a host of digital newsletters, publications and data sources for the food, drink and nutrition industries.

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www.probiotaasia.com