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

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Welcome to Probiota Asia 2017!

We are very proud to be bringing our industry-leading probiotics summit to Asia-Pacific for the very first time. The event has a rich history and unrivalled reputation in Europe and North America, where NutraIngredients – part of William Reed Business Media – has staged the event for many years.

Now, in line with the expansion of our operations in Asia – including the opening of our regional HQ here in Singapore – we are delighted to be bringing the summit to the region. This has been made possible thanks to the invaluable backing of our commercial partners and the support and expertise shared by the International Probiotics Association.

The strong partnership that has forged between the IPA, Probiota and NutraIngredients, has seen the event go from strength-to-strength. Earlier this year the IPA World Congress and Probiota Americas jointly hosted our biggest summit to date in San Francisco.

I would also like to thank our Scientific Committee, which has ensured our Scientific Frontiers poster sessions delivers some of the very best and latest probiotic research.

Over the next couple of days, you will see how our team has brought together agenda-setting figures from the science and business world, who will share their insights and ignite discussions that will inform your future research and business agendas. We believe that being open to greater connectivity, and being willing to listen and learn from those around you whom you may not normally meet in your day-to-day jobs, can help to accelerate new scientific discoveries and to provide inspiration for new product developments. I hope you will take advantage of the opportunities to fully share and engage with your fellow industry specialists during our debates, roundtable discussions, poster and networking sessions.

We have also recently launched free monthly newsletters, published jointly in English and Chinese, and English and Japanese. Please visit our website to subscribe.

Myself and the team look forward to meeting you during the event, where we will have plenty of scope for discussion, debate and networking. Needless to say, you will be able to find comprehensive coverage of the summit at www.NutraIngredients-Asia.com, and if you haven’t already, I’d encourage you to sign up for our free daily newsletters. I hope you enjoy our inaugural event and leave with plenty of new insights, inspiration and ideas.

Gary Scattergood
Editor-in-Chief
William Reed Business Media, Asia
General Information

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To continue networking join the Probiota Asia 2017 LinkedIn group. This group is for participants only. Check your LinkedIn inbox for your invitation.

A list of participating organisations can be found online at www.probiotaasia.com/participants

Presentations: Most speakers will make their slides available to our participants. You will receive a link to download the slides with our post event feedback survey.

Organisers Desk
A member of the team will be available at the organisers desk at all times. If you are away from the event and in need of assistance, please call one of the contacts given below.

Fiona Forbes  Event Manager  +44 7767 067 295 (UK)
Tim Evans  International Sales Director  +44 7834 838 129 (UK)

Event venue:
Hilton Singapore
581 Orchard Road
Singapore 238883

Probiota Asia Reception venue (day 2):
CÉ LA VI Club Lounge
Marina Bay Sands
10 Bayfront Ave
Singapore 018956

Agenda at a glance

Wednesday 11 October

Evening
18.00  Registration open
Poster viewing, networking, drinks and canapés
19.30  End of Day 1

Thursday 12 October

Morning
09.00  Plenary conference
11.55  Speed networking
12.40  Lunch with roundtable discussions

Afternoon
14.05  Plenary conference

Evening
17.50  Probiota Asia reception

Friday 13 October

Morning
09.15  Plenary conference
13.15  Networking lunch

Afternoon
14.30  Departures
Day 1: Wednesday 11 October

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

**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

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18.00  **Registration, welcome reception, networking and poster viewing**

Network with fellow delegates whilst enjoying drinks and canapés as 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 have been selected based on abstracts submitted and reviewed by our Scientific Committee.

**Scientific Frontiers Posters**

1. **In vitro investigation of anticancer, antihypertensive, antidiabetic, and antioxidant activities of camel milk fermented with camel milk’s probiotic: A comparative study with fermented bovine milk**
   *Dr Mutamed Ayyash, Food Science Department, College of Food and Agriculture, United Arab Emirates University (UAEU)*

2. **Therapeutic activity of *Saccharomyces cerevisiae* CNCM I-3856 on vaginal candidiasis**
   *Elise Lim, Lesaffre Human Care*

3. **An *In vivo* evaluation of health benefits of *Lactobacillus plantarum* KXS1941 as probiotic and Acacia gum as prebiotic in balb/c Mice**
   *Prof Keerthi Raghavan, Mahatma Gandhi University*

4. **Improvement of *Lactobacillus paracasei* subsp. *paracasei* NTU 101 on epicutaneous sensitized mice of atopic dermatitis**
   *Wenyu Chao, SunWay Biotech*

5. **An advanced *in vitro* technology platform to study the mechanism of action of probiotics in the gastrointestinal tract**
   *Dr Massimo Marzorati, ProDigest*

6. **The influence of *Streptococcus salivarius* K12 on oral malodor: a double-blind, randomized, placebo-controlled trial**
   *Xiangying Ouyang, Department of Periodontology, Peking University School and Hospital of Stomatology*

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19.30  **End of day 1**
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

Cyndy Au 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.

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

Joy Chong 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.

10.25 Refreshments
Day 2: Thursday 12 October

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 colonisation 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

Please take your belongings with you as the conference room will be reset for Roundtable discussions and lunch
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, regardless 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 utilise the microbiome to improve human health.
### 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 interrelationships 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 recognised for decades, with bacterial driven activation of drugs a prerequisite for drug metabolism and efficacy. It is also well recognised 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

### 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

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**Luis Vitetta**

Luis is Director of Medical Research at Medlab Clinical and Professor with University of Sydney, Sydney Medical School. He has interests in probiotics and the intestinal microbiome and immune function and nutrition. During the period 2007-2013 he was the Director of the Centre for Integrative Clinical and Molecular Medicine UQ Faculty of Medicine, in the Translational Research Institute at the Princess Alexandra Hospital, Brisbane.

**Toshihisa Ota**

Toshihisa joined Yakult Central Institute (YCI) in 1994 where he studied infectious diseases, carcinogenesis and cancer prevention. In 2003 he joined YCI’s management section to coordinate research projects including human clinical studies to evaluate the regulatory activities of probiotics on gut function, microbiota composition and the immune system. He worked in Yakult Europe between 2014 and 2016 and has been Senior Researcher of YCI and Manager of International Business Department in Yakult Honsha Japan since September 2016. He specialises in the global coordination of clinical studies and investigation of health claim regulation systems.
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 in the hotel lobby for a prompt 18.00 bus departure to the Probiota Asia reception.

For those that are planning to join us directly, please arrive no later than 18.45 at CÉ LA VI Club lounge on the top of the Marina Bay Sands.

18.45 CÉ LA VI Club Lounge, Marina Bay Sands

Join Probiota Asia for drinks and canapés whilst enjoying the sunset from the top of the famous Marina Bay Sands. Network with the sparkling view of the Singapore cityscape and Marina Bay view below. After canapés the evening doesn’t have to end there, 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 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

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

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 under 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 abroad 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 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

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:

- Steven Yeow, Regional Business Manager, South Asia Korea, Lallemand Health Science
- Dr Samantha Coulson, Probiotics R&D Business Manager, Nutrition Care Pharmaceuticals
- Ben McHarg, Managing Director, Evolution Health

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.

Steven joined Lallemand in 2008 and is responsible for the development of the company’s business in South Asia and Korea and the promotion of its ready-to-market range of probiotics. He previously spent fifteen years’ in the pharmaceuticals industry with major players including Roche and Sanofi.

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 member of the Board of Directors for the International Probiotics Association and an Adjunct Senior Research Fellow with Universities of the Sunshine Coast and of Sydney.

Ben has spearheaded Evolution Health’s expansion into China, using grassroots marketing and innovative sales strategies to make it one of the most highly regarded probiotic brands in the market. He also drives the company’s research and development strategies, collecting data across scientific, medical, academic and commercial disciplines to inform the company’s expansion into new markets. He has worked in the nutrition industry for sixteen years with Evolution Health and its sister company, Ultra Mix.

13.10 Closing remarks

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

13.15 Networking lunch

14.30 Departures
On 12 October at 12.40 you have the option to join our roundtable lunch discussions.

Some of our roundtables will be hosted by an expert who will lead an informal discussion on an industry hot topic. Make your selection and join the table of your choice. But, be quick – once a table is full, it’s full! Having secured your place, sit back and enjoy the conversation over lunch. After lunch dessert and coffee will be served at 13.40 in the networking area.

1. **Promising opportunities for probiotics. After gut and immune health, what next?**
   *Hosts: Dr Anders Henriksson, Principal Application Specialist, and Dr Susan Jin, Product Line Leader, Asia Pacific, Probiotics, Cultures and Food Protection, DuPont Nutrition & Health*

   The efficacy of probiotics to address general gut health, antibiotic-associated diarrhoea and immunity is now well established, but what other health issues can be addressed and what new applications are being developed? With intensive laboratory studies now underway, join us to discuss the status of current research, opportunities for innovation and new market potential.

2. **Pre, pro and synbiotics in prevention and management of allergy – where, when and how**
   *Host: Dr Guus Roeselers, Senior Gut Microbiologist, Danone Nutricia Research*

   Allergic diseases affect 30 to 40% of the world population and cost around $17.5 billion a year to manage. Dysbiosis of the gut microbiota has been associated with an increase in allergic diseases. Nutritional ingredients such as specific pre and probiotics can influence the immune system via the modulation of the gut microbiota and may influence both the development and management of allergies. Join Guus to explore the factors causing dysbiosis of the gut microbiota in early life, the link with allergies and the role of specific pre-and probiotics in their management.

3. **Unravelling opportunities in Asia – the work of the Asian Microbiome Project**
   *Host: Prof Yuan-Kun Lee, Asian Microbiome Program, National University of Singapore*

   The correlation between diet, lifestyle and the health of the microbiota is particularly complex among Asian populations with their diverse ethnic groups and divergent lifestyles. The Asian Microbiome Project (AMP) is leading the way to a better understanding. Join Professor Lee to discuss progress so far, and what it might mean for new product development and your business success.

4. **Dedicated probiotics for a sporty lifestyle**
   *Host: Lucie Lingrand, Product Manager, Lallemand Health Solutions*

   Sports nutrition is expected to be the top-performing consumer health category through 2020. Active people are looking for innovative products that will improve their performance, endurance and overall well-being. Probiotics can support a sporty lifestyle, boosting natural defences and gut health. Join Lucie to discover the proven enhancements probiotics can deliver for active, sporty people.

5. **Impact of aging and lifestyle on the gut microbiota – evolutionary alterations and future implications**
   *Host: Dr Samantha Coulson, Probiotic R&D Business Manager, Nutrition Care*

   Evolutions in diet and lifestyle have extended human life expectancy, but the current proliferation of high calorie, nutrient poor foods is reducing the diversity of beneficial bacteria – a loss that is passed on through the generations and has led to the acceleration of chronic non-communicable diseases in the 21st century. Join Samantha to discuss the complex relationship between diet, lifestyle and microbial diversity, and how individual choices can undo the damage.

6. **Probiotic formulation ideas beyond dairy**
   *Host: Ganeden*

   Consumers want functional health benefits in everyday products. Innovation in probiotic technology is allowing manufacturers to deliver those benefits, fortifying staple foods and beverages including coffee, tea and drink mixes, baked goods, snacks and frozen items. Join Michael to discuss the expansion of probiotic fortification beyond dairy and to gain insights on strain selection, ingredient options, health claims, product viability testing and consumer education.
7 Dietary supplement or yogurt? Future market development in South East Asia.
Host: Nobuhisa Oe, Senior Manager – BtoB Section, Sales and Marketing, International Department, Morinaga Milk Industry Co

According to market data, dietary supplements are the prevailing probiotic application in North America and are experiencing strong market growth. In China, meanwhile, probiotic yoghurts dominate, with substantive and rapidly growing sales. Given this divergence between two key world regions, how can we expect to see the probiotic market develop in South East Asia? Will supplements or yogurt prevail? Join Nobuhisa to weigh up the factors affecting market development and how you can prepare to meet this market’s needs.

8 Big issues for probiotic formulation - single strain vs multi-strain, the amount of living cells and shelf-life stability
Host: Dr Xiaomin Hang, R&D Director, Shanghai Novanat Co

The effectiveness of probiotic products is directly related to the amount of living cells contained and the kind of strains used. There are currently two powerful voices in the new formulation debate. The first calls for single strains, backed by functional studies, the second for multiple strains with more variable cells. Whichever side of the debate you’re on, join Xiaomin to have your views challenged and your understanding broadened.

9 When, why and how to introduce probiotics to babies
Host: Dr Marco Pane, Product Specialist, Probiotical

The development of the intestinal microbiota in infancy is a dynamic process influenced by delivery mode, early life nutrition and parental care. If it goes wrong, it can have a profound and negative impact on long term health, leading to the development of chronic diseases into adulthood. Join Marco to discuss how the early use of probiotic supplements can support healthy microbiome development as well as help disease prevention and treatment. He’ll give his views on when is the right time to intervene and how.

10 Novel foods and ingredients - Balancing innovation with regulatory solution
Host: Dr Siti N Abdul Malek, Associate Professor, Chemical Engineering & Food Technology, Singapore Institute of Technology

Innovations in new novel ingredients have given rise to a variety of novel food products. Many of these products carry claims of health benefits. While the US, EU, Canada, Australia, New Zealand, and Japan are already starting to address some of these claims, many countries in Asia have not. Join Siti in discussing how Asia can balance innovations in this space with regulations to help spur further growth of this sector in Asia.

11 Probiotics and stakeholder relations: the power of education
Host: Michael Bush, Executive Board President of the International Probiotics Association (IPA)

With regulatory and policy issues at the heart of the challenges in launching new products in the region, developing stakeholder relations are key to maximising success. Join George to find out more about the IPA’s global strategy for educating, informing and communicating with governments, regulators and medical professionals around the globe, and how together with industry partners these efforts can be tailored to the market in APAC. Share your own experiences and shine a spotlight on potential new strategies for stakeholder relations in the future.
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.

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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.

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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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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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