

PRESS RELEASE

EAS experts offer intensive workshop on food supplements regulation in Latin America.

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Latin American regulatory and policy consultancy EAS Strategic Advice will hold a workshop this month at Vitafoods South America in Sao Paulo to help companies successfully launch their functional food products in the region.

The free-to-attend three-hour workshop, titled “Food Supplements: Maximising regulatory strategies for launching products in Latin America” will take place on Wednesday 27 March (from 14:30 to 17:15), where EAS experts David Pineda Ereño and Clara Giudice will guide companies through region’s complex regulatory arena from ingredients to national approaches to rules for health claims and novel foods.

They will cover national rules on food supplement composition in key Latin America markets, opportunities and challenges for marketing food supplements in the region, health claims regulations across the region, and the global trends for food supplements and their impact on the region.

“Our workshop aims to give companies a clear picture of the different legislations and practices in key Latin America markets, specially at this crucial time when regulations are under development or being amended across the region,” said David Pineda Ereño, head of EAS’s Latin America office in Buenos Aires and chair of the workshop. *“It is designed to help companies make the most of the opportunities that the regulations allow and avoid common pitfalls for a successful product launch.”*

Vitafoods South America is the region's leading nutraceutical event, taking place at the Transamerica Expo Centre in Sao Paulo from 26-27 March 2013 .

The event offers access to some of the fastest-growing emerging nutraceutical markets in the world, where attendees can meet manufacturers and suppliers of ingredients and raw materials, functional foods and drinks, and source the latest new products in the sector.

For more information about the EAS workshop and Vitafoods South America visit www.vitafoodssouthamerica.com

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ENDS*Notes to Editors:*

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