

PRESS RELEASE

EAS experts give regulatory advice at Vitafoods South America

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International food policy experts EAS will be offering companies free one-on-one tailored advice sessions on product regulatory compliance at this year's Vitafoods South America industry event.

Taking place on 28-29 March in Sao Paulo, Brazil, the event will see experts from EAS' Europe and Latin America offices on hand to advise on the regulatory compliance of individual product formulas, labelling and claims, to help companies best market their product across Latin America and Europe.

Each one-on-one session will last 20 minutes and, due to the demand, must be booked in advance on the Vitafoods South America website.

EAS will also host the event's annual Discussion Forum on 29 March from 12.15-13.45, chaired by David Pineda Ereño, head of EAS' Latin America office in Buenos Aires.

The discussion forum will focus on the opportunities and challenges in bringing functional foods to the Latin American market.

"As regulations across various markets become increasingly more globally relevant, company market strategies must involve consideration of regulatory trends across the international arena," said Pineda. "Our advisory sessions aim to help companies make best use of the opportunities available and avoid the pitfalls of existing regulations and policies under development, across Latin America, in Europe, and within the global context."

"The Vitafoods Discussion Forum is a once-a-year chance for industry to address the big challenges that are being faced by the sector," he continued. "There is fundamental change in some regions and this will have a huge impact on the industry. The forum provides an exceptional opportunity not just to understand these issues and their impact better, but also to grasp the debate and controversy surrounding them."

Vitafoods South America is the first event in the region dedicated to bringing together the growing nutraceuticals market. The exhibition will feature some of the world's leading suppliers of nutraceutical ingredients and raw materials, and a 2-day scientific conference will run alongside the exhibition.

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For more information about Vitafoods South America and to book an EAS advisory session visit <http://www.vitafoodssouthamerica.com/Content/English-menu>

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Notes to Editors:

1. EAS provides strategic advice on international regulation on food and nutritional products. It provides companies with regulatory and strategic advice for the marketing and approval of their products in Europe, Asia and Latin America.
2. EAS also advises governments, trade associations and companies on the impact of global policy.
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