

PRESS RELEASE

Vitafoods discussion forum to focus on business impact of developing regulation

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Manufacturers and distributors will have the chance to voice their concerns and get clarification on regulatory requirements for key issues in Latin America's markets at next week's Vitafoods South America discussion forum in São Paulo, Brazil.

Hosted by international food policy experts EAS, the discussion forum, which is free to attend for all Vitafoods South America visitors, will focus on the latest policy and regulatory developments in Latin America's key markets and their impact on business.

These include developments relating to health claims, maximum levels of vitamins and minerals, botanical ingredients, and other bioactive substances, with senior industry representatives discussing the impact of the existing and future regulatory framework on the functional and fortified food market.

"Many regulatory developments are taking place in Latin America at present, and the year promises to be of enormous significance for the food, supplement and ingredients sector, especially in relation to regulations on health claims, advertising of food products and the safety of ingredients," said David Pineda Ereño, Regional Director of EAS Latin America and chair of the discussion forum. "The discussion forum is a once-a-year chance for industry to address the big challenges that are being faced by the sector. It provides an exceptional opportunity not just to understand these issues and their impact better, but also to grasp the debate and controversy surrounding them."

The discussion forum is designed for manufacturers and distributors as a platform for clarifying specific regulatory requirements and voicing concerns about key issues in the sector.

It will take place on Thursday, 29 March from 12:15 - 13:45 at the Vitafoods South America venue, the Frei Caneca Convention Centre in São Paulo, Brazil.

Panelists include Cristiane Cruci, Sales Training and Scientific Manager at Abbott Nutrition; Héctor Cori, DSM Nutritional Products Nutrition Science Director, Latin America; and Tatiana Pires, Director, Regulatory, Government & Industry Affairs SAM/CAM at Herbalife and chair of ALANUR (the Latin American Responsible Nutrition Alliance).

During the 90-minute discussion forum members of the audience will have the opportunity to address questions to the panel.

ENDS

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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