

Medicalized Food 2011

Ear Angus,

1st World Summit on

Medicalized Food & Medical Nutrition 2011

Where are the Targets?

The Emerging Market of Therapeutic Complements



December 1st, 2011

Hotel Scribe, Paris – France

Scientific Committee

Marvin Edeas, Chairman of ISANH, Paris, France

Joseph Kanner, Department of Food Science, Hebrew University of Jerusalem, Volcani Center, Israel

Dr Antonio Mancini, Institute of Endocrinology, University of Sacred Heart, Roma, Italy

Carlos Gutierrez-Merino, Facultad de Ciencias, Universidad de Extremadura, Badajoz, Spain

Montserrat Fito Colomer, Cardiovascular Risk & Nutrition, Research Institute del Mar, Barcelona, Spain

Barbara Stewart-Knox, Northern Ireland Centre for Food, University of Ulster, County Londonderry, UK

www.medicalized-food.com

Medicalized Food 2011

1st World Summit on

Medicalized Food & Medical Nutrition 2011

Where are the Targets?

The Emerging Market of Therapeutic Complements

December 1st, 2011, Paris - France

On behalf of the Scientific Committee of Medicalized Food & Medical Nutrition, we are pleased to inform you about the organization of the **1st World Summit on Medicalized Food & Medical Nutrition: The Emerging Market of Therapeutic Complements**, which will be held in **Paris** in **December 1st, 2011**.

Medicalized Food offers an excellent tool for approaching and managing various medical conditions. They slow the progression of specific chronic conditions and they are complementary to approve pharmacologic therapies.

Medicalized Food: Where are the targets?

During Medicalized Food 2011, we will discuss the wide array of possible targets for therapies: neurodegenerative diseases, diabetes, menopause, osteoarthritis, depression, metabolic syndrome, cancer...

We will highlight the powerful of anti-inflammatory food against oxidative stress related diseases.

The aim of Medicalized Food 2011 is to gather all specialists to clarify the huge amount of information, to confront the different school of thoughts and to discuss the opportunities of medicalized food as an emerging market and/or a "niche market" of therapeutic complements.

Different sessions will be held

- *Market Overview and Trends: Marketing Point of View*
- *Regulation & Claims*
- *Medicalized Food & Nutrition: Scientific Advances & Perspectives*
- *The Powerful of Medicalized Food: Personalized food and Nutrigenomic Area*

Medicalized Food: Don't miss the Network Session and B to B contacts

The Network Session is a place created for every actor in Medicalized Food and Medical Nutrition chain. It is the simplest way to be in touch with the right person when you want and when you need.

Medicalized Food & Medical Nutrition 2011 will be an excellent platform to initiate news business relationships with companies looking to source the latest innovations, perspectives and visions on Medicalized Food and Medical Nutrition. With tailored networking, sponsors can achieve the face-to-face contact that overcrowded trade shows cannot deliver.

We look forward to welcoming you in Paris next December for this world event.

Medicalized Food 2011 Scientific Committee

www.medicalized-food.com

Medicalized Food 2011

1st World Summit on

Medicalized Food & Medical Nutrition 2011

Where are the Targets?

The Emerging Market of Therapeutic Complements

December 1st, 2011, Paris - France

Scientific Programme

8h30 Welcoming of Attendees

9h00 General Introduction: Why a conference on Medicalized Food & Personalized Nutrition?

Dr Marvin Edeas, Chairman of ISANH, Paris, France

Market Overview and Trends:
Actual Size and Fast Growing Segment
Marketing Point of View

9h30 Medicalized & Personalized Food Markets: How to launch products and what are the Keys of Success?

Size and actual state of the market

Potential/Future market and trends

People with specific illness, different disease states...

Wide product range: How to make the difference?

Food or Pharmaceutical channels: How to make the right choice?

Ethical side: Medicalized food and Drug, Where are the frontiers?

Mr Grégory Dubourg, General Manager, Nutrieko Consulting, Pessac, France

10h15 Discussion

10h30 Break

Regulation & Claims

11h00 Regulatory Constraint Relative to Dietary Foods for Special Medical Purposes (Clinical Nutrition):

Definition and obligations before marketing

Claims: what kind? Some differences with the 1924/2006 Regulation.

Mrs Hélène De Vecchy, De Vecchy Conseil, Paris, France

Medicalized Food 2011

Medicalized Food & Nutrition: Advances & Perspectives

11h30 The Anti-Inflammatory Nutrition: Can we talk about Reductors Food?

Dr Marvin Edeas, Chairman of ISANH, Paris, France

12h00 How to target Postprandial Oxidative Stress? Clinical Studies with Polyphenols

Pr Joseph Kanner, Department of Food Science, Hebrew University of Jerusalem, Volcani Center, Israel

12h30 Lunch

14h00 How to target Neurodegenerative diseases with flavonoid-rich food or extracts?

Epidemiologic side: incidence, ethiology and prevalence

Mechanisms of flavonoids actions at cellular level: general, contributing factors and metabolic activity

Potential of nutritional interventions for preventing & managing these diseases and toxicological risks

Clinical studies with flavonoid-rich foods and extracts for brain health

Dr Carlos Gutierrez-Merino, Facultad de Ciencias, Universidad de Extremadura, Badajoz, Spain

14h30 Polyphenols as medicalized food to prevent cardiovascular risk

Epidemiologic side

Mechanisms: contributing factors and metabolic activity

Preventing & managing the pathology: adaptation of diet

Clinical studies with functional food & new ingredients for heart health

Dr Montserrat Fito Colomer, Cardiovascular Risk & Nutrition, Research Institute del Mar, Barcelona, Spain

15h00 Antioxidants and Clinical Food for Diabetes: Presentation of Clinical Study

Dr Antonio Mancini, Institute of Endocrinology, University of Sacred Heart, Roma, Italy

15h30 Break

Personalized Food: Nutrigenomic Area

16h00 Nutrigenomics: Recent Advances and Potential

How to use Nutrigenomics

Different methods: available tests on market, credibility and limits

Dr Barbara Stewart-Knox, Northern Ireland Centre for Food, University of Ulster, County Londonderry, UK

16h30 Partnership - The meeting of Commerce and Science

Commercial opportunities for functional discoveries

The market requirements for credible research, product functionality and affordability

Mr Angus Flood, President of World Stevia Organisation, Paris, France

Medicalized Food 2011

17h00 How to target Cancer?

Epidemiologic side

Mechanisms: contributing factors and metabolic activity

Preventing & managing the pathology: diet adaptation

Clinical studies: Functional food & new ingredients targeting cancer

17h15 Short Oral Presentation upon abstract submission: **Call for Innovations**

The Scientific Committee invites **all specialists** involved in Medicalized Food & Clinical Nutrition to present their **clinical studies about ingredients or products used as medicalized food** to prevent chronic diseases.

If you are a scientist or a company with an innovative project, please contact us.

17h45 Network Sessions & B to B Contact Session

This session will offer the opportunity to:

- *Meet with key opinion leaders in medicalized food & health sector*
- *Connect with researchers and discuss scientific collaboration*
- *Inspire innovations, and hear opinions from market insiders*
- *Establish contact with new clients and distributors*

You are a company involved in **Medicalized Food and Medical Nutrition** and you want to promote your latest innovations, don't hesitate to join us...

General Discussion and Conclusion with Chairs and Speakers

Medicalized Food Award 2011

The Scientific Committee will award the most innovative project with clinical studies upon abstract submission.

18h00 End of the Conference

Conference Venue

Medicalized Food 2011 will be held at **Hotel Scribe**
Hotel Scribe – 1 rue Scribe – 75009 Paris

For hotel booking

Please contact us and we will provide us information about our partners

Abstract Book

ISANH edits abstracts-books of its conferences.
If you would like order abstracts books, please contact us.

At your diary:

4th World Congress on Tea & Health 2011
27-28 October, Berlin
www.tea-isanh.com

Malta Polyphenols 2012
June 7-8, 2012, Malta
www.polyphenols-site.com