

**CONFERENCE PROGRAMME**  
**Placing new food products on the market: A comparative analysis of the EU & US approaches**  
**28<sup>th</sup> September 2017, Brussels**

09.00 – 09.30	<b>Registration and coffee</b>
09.30 – 09.35	<b>Opening address</b> Mr. A.Natterer, EFLA President
09.35 – 09.40	<b>SESSION I: NOVEL FOODS</b> Introduction from the Chairperson: Ms. Nicole Coutrelis, Coutrelis & Associés
09.40 – 10.05	<b>Market entry of food ingredients – US FDA’s regulatory framework</b> Dr. Dennis Keefe, US FDA
10.05 – 10.30	<b>State of play of the new EU novel food regulation</b> Mr. Rafael Perez Berbejal, European Commission
10.30 – 10.55	<b>Government agencies approach to novel foods in the United States</b> Ms. Diane McColl, Hyman, Phelps & McNamara
10.55 – 11.15	<b>Q&amp;A</b>
11.15 – 11.35	<b>COFFEE BREAK</b>
11.35 – 11.40	<b>SESSION II: PERSONALISED NUTRITION</b> Introduction from the Chairperson: Mr. Vicente Rodriguez Fuentes, Legal Agrifood Abogados
11.40 – 12.05	<b>Scientific background to the concept of personalised nutrition and its potential application in obesity prevention</b> Ms. Francisca Serra, University of the Balearic Islands
12.05 – 13.30	<b>LUNCH</b>
13.30 – 13.55	<b>Regulatory environment of personalised nutrition: current trends and legal challenges</b> Mr. Nicolas Carbonnelle, Bird & Bird
13.55 – 14.20	<b>Personalised nutrition from a global company perspective</b> Ms. Cathy Weir, Amway
14.20 – 14.45	<b>Regulation of personalized nutrition in the US</b> Mr. Ricardo Carvajal, Hyman, Phelps & McNamara
14.45 – 15.05	<b>Q&amp;A</b>
15.05 – 15.10	<b>SESSION III: PLACING NEW FOOD PRODUCTS ON THE MARKET: THE CASE OF FOODS FOR CHILDREN</b> Introduction from the Chairperson: Mr. Jean Savigny, Keller & Heckman
15.10 – 15.35	<b>Global framework for marketing foods for children: A Codex Alimentarius perspective</b> Mr. Kaushik Janakiraman, Mead Johnson
15.35 – 16.00	<b>Advertising considerations: foods for children</b> Dr. Oliver Gray, ICC
16.00 – 16.20	<b>Q&amp;A</b>
16.20 – 16.30	<b>Concluding remarks</b> Mr. A Natterer, EFLA President