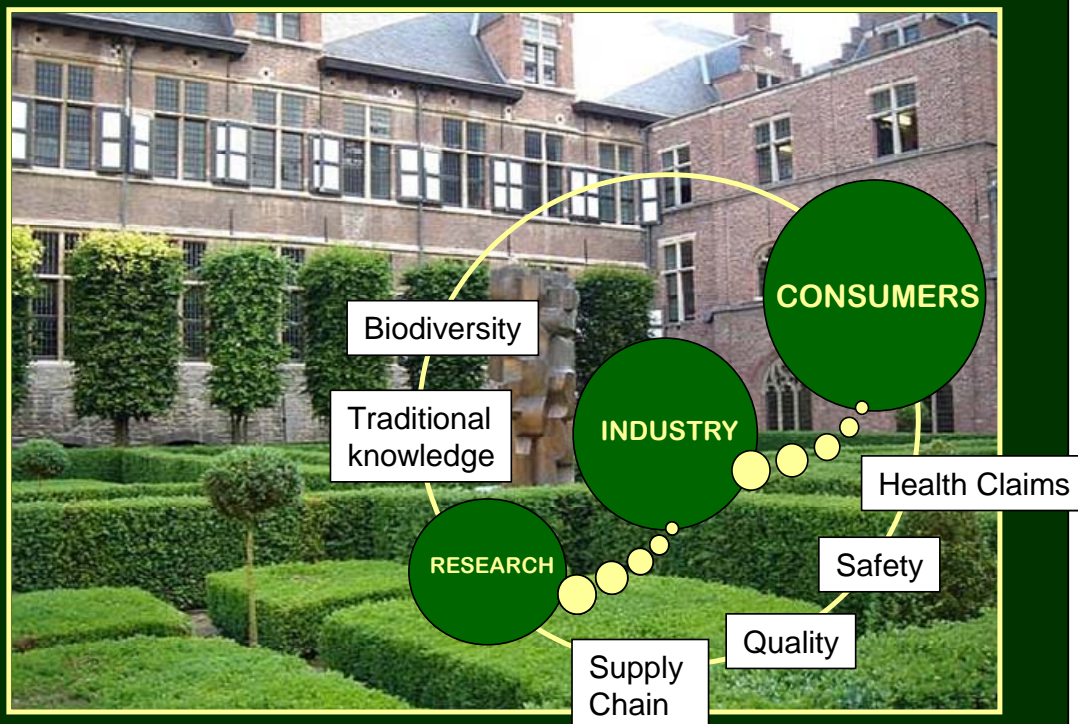


## EULAFF INTERNATIONAL WORKSHOP

Opportunities for new functional food, healthcare & wellness products from Latin American Biodiversity

Het Pand,  
Gent,  
Belgium

December  
8-9  
2008



## CONCEPT NOTE & PROGRAM

### A UNIQUE OPPORTUNITY TO ANALYSE:

- **What do European consumers want?** – what are the key trends in consumer preferences & what is the impact of their views on sustainable use of biodiversity?
- **What is the regulatory framework within which European industry operates?** – from sourcing natural products to product marketing, what are the challenges and opportunities that national and international legislation bring in shaping the sector?
- **How can Latin American research organisations deliver innovation?** – what are the latest breakthroughs, how is the research community networked, what are their most pressing needs, how do they work with industry and what are the initiatives for promoting an entrepreneurial spirit?

### A UNIQUE OPPORTUNITY TO FORMULATE A COOPERATIVE ACTION PLAN:

- Focussed on the sustainable use of Latin American biodiversity and its conservation for the benefit of consumers, industry, the promotion of ethnobotanical knowledge and international research cooperation.

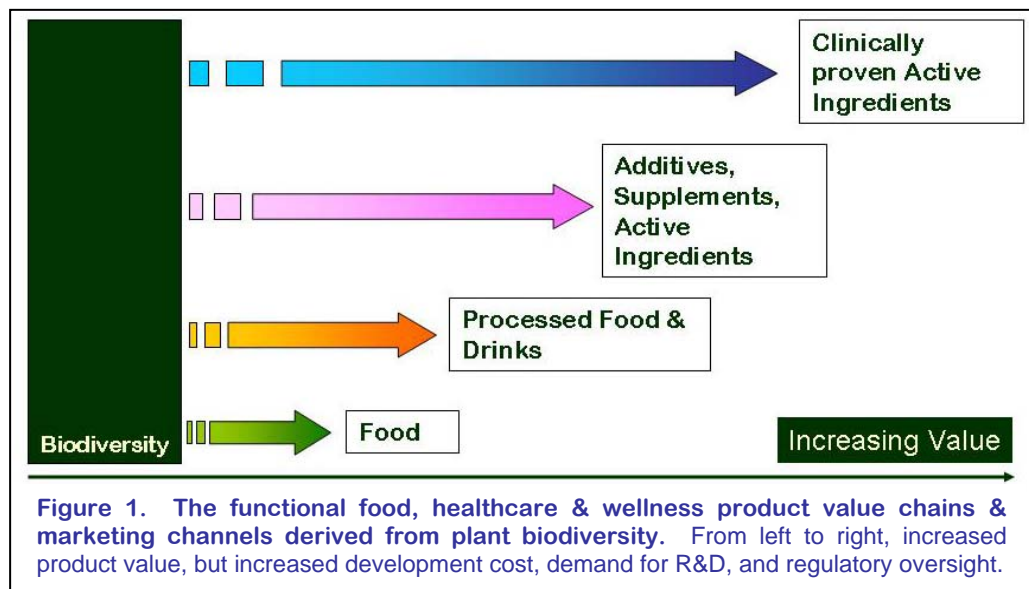
# CONTEXT OF THE WORKSHOP

## Underlying opportunities and challenges

An increasingly health conscious and information-savvy public continues to demand functional food and supplement products for personal healthcare regimens. This trend is endorsed by the medical profession and is now a core component of mainstream society.

New value chains and marketing channels are emerging (see Figure 1.) that provides more consumer choice & creates opportunities for companies to differentiate and grow, for

entrepreneurial initiatives, and the creation of new businesses. New business models must evolve to meet the challenges that increase with magnitude with each step up the value chain:



- cost and complexity of global sourcing, country of origin labelling;
- the impact of certification, authenticity, fair trading and verification concepts;
- impact of National and International legislation under the provisions of the Convention on Biological Diversity<sup>1</sup> coupled with increased public scrutiny of corporate environmental and social responsibilities
- supply chain management, production sustainability & standardisation;
- quality control, safety & good manufacturing practices (GMP) legislation;
- demand for ever more innovative and costly R&D programs;
- risk of failure;
- Intellectual property considerations & technology transfer considerations;
- costly preclinical and clinical studies to meet regulatory barriers for marketing and product labelling legislation;
- marketing costs; and,

Turning these challenges into opportunities - especially under the present economic climate and heightened public scrutiny and regulatory stringency – demands increased attention to quality and safety to deliver science-based, less expensive functional food and natural health products. The development of more innovative products in an increasingly fragmented and niche-oriented market will continue to drive differentiation and growth, demanding creativity in re-evaluating business models.

**Within this increasingly challenging environment, the objectives of the workshop are:**

- to provide an opportunity for European Industry to see first hand, the wealth of R&D initiatives and entrepreneurial activities in the field of functional foods, healthcare and wellness products currently underway in Latin America;
- to provide an opportunity for Latin American researchers and entrepreneurs to learn about the intricacies, opportunities and challenges presented by the European Market.
- to develop an action plan for increased cooperation between Latin American research and European Industry.

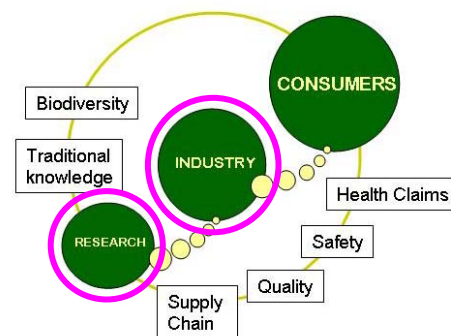
<sup>1</sup> <http://www.cbd.int/convention/convention.shtml>

## Program Day 1. R&D AGENDAS FOR INNOVATION

Science is firmly establishing the link between diet and health and further scientific investigation will enable the design of preventative medicine strategies not only for healthcare programs in affluent societies, but more importantly for designing more effective programs for tackling chronic malnutrition in developing countries.

Latin American (LA) plant biodiversity has been used for millennia as a source of nutrition and healthcare products in local healthcare. The EULAFF consortium and other LA networks have played a key role in researching the molecular basis of these plants, but to date, industrial uptake of these findings has been slow. Key questions the workshop will address are:

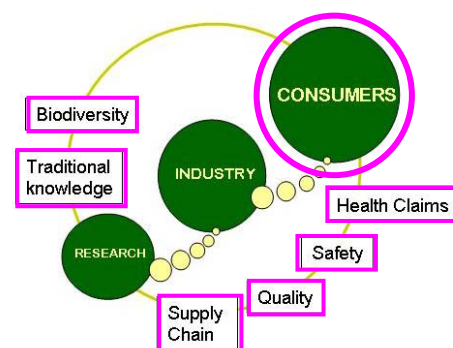
- what is the vision for the future;
- what are the key scientific breakthroughs in LA;
- what are the key challenges facing the conversion of science into products.



## Program Day 1. REGULATORY & POLICY FRAMEWORKS

Dominating the challenge for industry is the need to design product development pipelines which not only meet consumer needs, but also satisfy increasing regard for public scrutiny of environmental responsibility in the sustainable use of biodiversity. Overarching all of this, companies must navigate an increasingly complex web of national and international legislations that spans the entire value chain from sourcing of raw materials to marketing the finished product. Key questions the workshop will address are:

- how to meet public expectations;
- how to source products responsibly from nature;
- what is the impact of European regulatory frameworks.



## Program Day 2. STRATEGIES FOR IMPLEMENTING THE VISION

Latin America is home to some of the major mega-bio diverse regions of the world of relatively unknown potential. Strategies for the sustainable use of this ethnobotanical heritage must consider as a key priority how to conserve it. Understanding how socially relevant knowledge can be used to support the sustainable use of biodiversity underpins the ethics of the proposed network of cooperation. The second day of the workshop will be devoted to considering policy frameworks and research agendas for implementing this vision. Two working groups will consider how to build a consensus on the two major elements of the previous day's presentations:

### Working Group 1: Strengths, Weaknesses, Opportunities and Threats to bi-regional research cooperation – major themes:

- research priorities and needs;
- challenges for cooperation and technology transfer;
- the role of intellectual asset management (IAM) and how to build into research programs;
- vehicles for communication – what to communicate, and what not;
- access to new sources of funding.

### Working Group 2: Working with the challenges of national and international treaties and legislations – major themes:

- the impact of the Convention on Biological Diversity (CBD);
- the specific impact of national legislation on access to genetic resources;
- the concept of a bi-regional database and working group on regulations governing the sourcing, research and commercialisation of biological resources for functional foods;
- the role of the network in European policy formulation; and,
- are regulations in the field of functional foods, healthcare and wellness products beneficial to the sector?

**The working groups will reconvene to present and discuss the working group proposals, and the day will conclude with a panel debate to formulate the key elements of an action agenda.**

## 5. ABOUT EULAFF & THE PARTNERS

**EULAFF** (<http://www.efb-central.org/eulaff>) is a project supported by the European Commission Directorate General for Research to promote cooperation between the functional food sectors in Europe and Latin America. The primary aim is to develop a food-chain innovation system for the identification and development of novel functional foods to sustain a bi-regional functional food sector. The specific goals of EULAFF are:

- Establish & promote collaboration between academic research organisations, industrial and private investment institutions to support a bi-regional functional food sector through the sustainable use of LAC biodiversity;
- Contribute to the sustainable development of marginal rural areas by strengthening production chains dedicated to the commercialisation of under-utilised crops with high nutritional and health-promoting potential;
- Promote technology and knowledge transfer, and develop appropriate intellectual property protection to meet niche market demands in global international trade.

To achieve these goals the project conducts multistakeholder debates, workshops & symposia in Europe and Latin America on the use of biological diversity with functional food potential and has developed a virtual networking system and on-line information resources to support collaboration efforts and sharing of knowledge.

**The European Federation of Biotechnology (EFB: <http://.efb-central.org>)**. Established by European scientists in 1978, EFB is Europe's non-profit federation of National Biotechnology Associations, Learned Societies, Universities, Scientific Institutes, Biotech Companies and individual biotechnologists working to promote biotechnology throughout Europe and beyond.

The mission of EFB is to promote the safe, sustainable and beneficial use of the life sciences, to promote research and innovation at the cutting edge of biotechnology, to provide a forum for interdisciplinary and international cooperation, to improve scientific education and to facilitate an informed dialogue between scientists and the public.

With 225 Institutional members from across Europe and 5,000 personal members from 56 countries, the EFB has 13 Regional Branch Offices in Europe to support its activities in the various areas of biotechnology covered by the Federation.

**The Institute of Plant Biotechnology for Developing Countries (IPBO: [www.ipbo.ugent.be](http://www.ipbo.ugent.be))** is an initiative of Em. Prof. Marc Van Montagu and Gent University, supported by the Flemish Government & pioneers in modern plant biotechnology. The mission of IPBO is:

- to strengthen training of plant biotechnologists and plant breeders in developing countries;
- to enable the implementation of science-based biosafety policies in developing countries;
- to act as a focal point and internode to promote and leverage outreach for the biotechnology platform of Europe to developing countries.

IPBO is an internationally recognised centre for training on plant biotechnology, biosafety and international regulations that govern the cultivation of genetically modified plants.

**BioEuroLatina ([www.bioeurolatina.org](http://www.bioeurolatina.org))**. Created in 2005, BIOEUROLATINA is a non for profit association with a scientific purpose, aimed at promoting technological and economic bi-regional development of biotechnology in Europe and Latin America. Its main objectives are to: a) Coordinate networking activities between the scientific community and the biotechnology enterprises of Europe and Latin America. b) Promote the scientific and technological development of the biotechnology sector in European and Latin American countries through technology transfer. c) Promote the creation of new alliances and partnerships between European and Latin American institutions, based on associative projects. The association's members are private persons, national associations, technical institutions, SMEs, biotech and financial firms. It has a head office located in Madrid (Spain) and nodal points in Europe (France and Belgium) and Latin America (Mexico, Peru and Argentina).

## WORKSHOP DETAILS, DAY 1 - Het Pand, Gent, Belgium. 8th December 2008

Time	Theme	Presenter
08.30		Registration
09.00	Welcome, Introduction & Objectives	<b>Marc Van Montagu</b> , Chairman IPBO, Gent University <b>Christian Suojanen</b> , Secretary General, EFB, Barcelona <b>Mike May</b> , EULAFF Meeting organiser, IPBO, Gent University EU representative
09.30	<b>Key Note:</b> Food, health and the future	<b>David Hughes</b> , Emeritus Professor, Imperial College, London
10.15		<b>Coffee Break</b>
	<b>SESSION 1: State of the Art of Latin American R&amp;D</b>	<b>Chair: Mike May, IPBO</b>
10.40	Benexia™ ALA, from a Precolombian seed to a new Omega-3 source for the food industry	<b>Anne Keller</b> , Commercial Manager, Functional Products Trading SA, Chile
11.00	Maca: Scientific validation as a functional food in the reduction of prostate hyperplasia	<b>Gustavo Gonzalez</b> , Researcher, University Cayetano Heredia, Peru
11.20	Caigua: Clinical evaluation of its use in the treatment of blood cholesterol levels	<b>Jose Bauer</b> , Head, Microbiology, University Cayetano Heredia, Peru
11.40	Yacon: Challenges & opportunities for a traditional Andean crop in the EU	<b>Ivan Manrique</b> , Researcher, International potato centre, (CIP), Peru
12.00	Camu Camu: opportunities for the functional drinks industry	To be announced
12.20	The GM approach: the case of nutritionally enhanced tomatoes	<b>Eugenio Butelli</b> , Researcher, John Innes Centre, UK
12.40	Building a paediatric program using functional foods	<b>Claudia Tramon</b> , Professor, University of Concepcion, Chile
13.15		<b>Lunch</b>
	<b>SESSION 2: Industry Perspectives</b>	<b>Chair: Christian Suojanen</b>
14.20	Agribusiness and functional foods in LA: experiences and trends in new production-industry alliances	<b>Daniel Pagliano</b> , CEO, Scutia Group-Marketingtech, Uruguay
14.40	Crossing the Atlantic: Colombia as an important provider of functional foods for the EU	<b>Adriana Senior Mojica</b> , President, Corporacion Colombia Int'l, Colombia
15.00	Challenges for sourcing and marketing superfruits	Symrise AG, Germany (to be confirmed)
15.20	Building a technology transfer program	<b>Frank Petersen</b> , Senior Unit Head, Executive Director, Novartis Institutes for BioMedical Research, Natural Products Unit, Switzerland
15.40	Building value through clinical studies	<b>Patrick Dhaese</b> , Actogenix NV, Gent, Belgium
16.00		<b>Coffee Break</b>
	<b>SESSION 3: Consumer expectations, and the regulatory environment</b>	<b>Chair:</b>
16.30	Meeting public expectations – an industry perspective	Institut Pierre Fabre, France, (to be confirmed)
17.00	Impact of the CBD on sustainable use of biodiversity	<b>Klaus Amman</b> , Delft University, The Netherlands
17.30	European regulatory frameworks and their impact on marketing	<b>Sebastian Romero</b> , Managing Partner, Food Law Consultants, Belgium
18.00	Conclusions & preparation for Day 2	Panel Discussion
18.30		<b>Reception &amp; Press Event</b>

## WORKSHOP DETAILS, DAY 2 - Het Pand, Gent, Belgium. 9th December 2008

Time	Theme	Presenter
08.30 - 08.45	Welcome and objectives of the workshop	Mike May (IPBO)
08.45 – 09.30	Key Note: Science & Biodiversity	Diversitas, France, (To be confirmed)
09.30 – 10.00	Principle conclusions of Day 1 – Discussion & Validation	
10.00 – 10.15	Introduction to Working Group 1: R&D agenda	Mike May, IPBO
10.15 – 10.30	Introduction to Working Group 2: Policy framework	Christian Suojanen, EFB
10.30 – 11.00	<b>Coffee</b>	
11.00 – 13.00	Work by separate working groups	WG 1: Moderator: Mike May, IPBO WG 2: Moderator: Christian Suojanen, EFB
13.00 – 14.00	<b>Lunch</b>	
14.00 – 16.00	Work by separate working groups	WG 1: Moderator: Mike May, IPBO WG 2: Moderator: Christian Suojanen, EFB
16.00 – 16.30	<b>Coffee</b>	
16.30 – 17.00	Plenary Presentation of WG1 proposal + Discussion	
17.00 – 17.30	Plenary Presentation of WG2 proposal + Discussion	
17.30 – 18.15	Next Steps: Action Agenda	Panel Discussion
18.15 – 18.30	Closure of the Workshop	
<b>Reception</b>		



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