

***Health Enhancing Food & Drink Initiative –  
Work Your Assets Harder!***

**Invitation to HEFD Expert Day and One to One Surgeries  
Thursday, 12<sup>th</sup> March 2009, Stirling Highland Hotel, Stirling**

The next Health Enhancing Food & Drink (HEFD) Event offers a great opportunity for companies, academics and researchers to receive the latest update on the key emerging issues facing those involved in the Healthy Food and HEFD markets covering health claims and labelling, market development and intellectual assets. To achieve this aim, we've brought together three of the leading experts in this field to help you '**Work Your Assets Harder**'. Not only will you get a better insight into addressing the immediate practical challenges faced by many businesses and organisations at present, you'll have the chance to discuss your own topics with these outstanding Experts on a one to one basis.

Brought to you by Scottish Enterprise, Scotland Food & Drink are organising this Event and Surgeries for both companies and research organisations. Our three Experts are:

**Professor Nino Binns, Consultant: 'Health Claims, Labelling & Regulations – Getting it Right'**

Nino is a leading international independent consultant in Nutrition and Food Regulation. She has over 25 years of experience with major food and ingredient companies including McNeil Nutritionals - a member of the Johnson & Johnson family of companies who market Benecol and Splenda, GSK (as Beecham Foods), Coca-Cola, Tate & Lyle and Pfizer Inc. Nino has a PhD in nutrition from the University of London and is a visiting Professor at the Northern Ireland Centre for Diet & Health, University of Ulster at Coleraine in Northern Ireland and is a member of their external advisory board. She has served on a number of other advisory committees and is currently on two science advisory boards for food businesses.

*Nino will provide step-by-step guidance on how to comply with the increasingly complicated labelling and claims rules (including nutrition labelling, nutrient profiling, GDAs and traffic lights etc.), how to develop a regulatory strategy and safely make the best of your nutrition, health and other unique marketing claims.*

**Julian Mellentin, New Nutrition Business: 'Health Marketing and the Credit Crunch'**

Julian Mellentin is one of the world's very few global specialists in the business of food, nutrition and health. He is director of 'The Centre for Food & Health Studies', a company that has provided research, analysis and forecasting of the global nutrition business since 1995. Julian is co-author of 'Functional Foods Revolution, Healthy People, Healthy Profits?' - the first-ever book on the business of functional foods. He is co-author with Peter Wennström of Commercialising Innovation: The Food & Health Marketing Handbook, and also Editor of New Nutrition Business, the long-established international journal on the global nutrition business ([www.new-nutrition.com](http://www.new-nutrition.com)), and Kids Nutrition Report ([www.kidsnutritionreport.com](http://www.kidsnutritionreport.com)) the only industry journal in the world on this rapidly developing business issue.

*Julian will provide advice and case studies of how companies are successfully managing to continue to develop health marketing propositions and adapt their strategies in response to the tighter constraints of the current economic climate.*

## **Michael Ellis, Ellis IP & Intellectual Assets Centre: 'Leveraging Your Hidden Healthy Assets'**

Ellis IP is an intellectual property consultancy based in Edinburgh and East Lothian. Its consultants advise small and large companies in a broad range of sectors on intellectual asset issues, with a particular emphasis on protecting and exploiting intellectual property through formal registration, agreements and licenses – [www.ellis-ip.co.uk](http://www.ellis-ip.co.uk). Ellis IP and AB Associates operate the *IA in Food and Drink* project for the 'Intellectual Assets Centre', a Scottish Government funded organisation, established to enhance the value drawn from intellectual assets in Scottish industry and research, ([www.ia-centre.org.uk](http://www.ia-centre.org.uk)). The Intellectual Assets Centre provides free support to help manage and enhance the value of these assets.

*All companies and research organisations have intellectual assets, which help them stand out from the crowd and keep customers coming back. Michael will help you to identify your IA, understand ways to protect them and how to commercially benefit from them. How you can protect and enhance your IAs through partnerships and collaboration, a key issue in growth businesses, will also be discussed. Michael will illustrate this with food examples. Delegates can sign up for free 1:1 support from the IA project in addition to meeting Michael at the event for some initial discussions.*

***Don't miss this opportunity! We would like to invite you or your colleagues to the Event at the Stirling Highland Hotel, Stirling. You can book a one to one appointment with any of the Experts now or on the day. Julian Mellentin will also be available for meetings on the following morning if more suitable.***

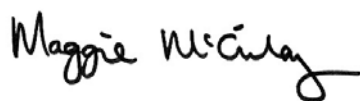
Provisional timings of the Event and Surgeries are as follows:

- 1000 Registration & Coffee
- 1030 Introduction
- 1035 Presentations
  - Prof Nino Binns
  - Julian Mellentin
  - Michael Ellis
  
- 1210 Discussion, Q&A Session
- 1230 Lunch & Networking
  
- 1330 One to one Expert Surgeries (Optional)

We are sure that you will find this to be a uniquely informative day, offering such high calibre and internationally renowned expert speakers here in Scotland.

To confirm your attendance at the event, please fax back the enclosed form to 0131 472 4101 by Monday 2<sup>nd</sup> March 2009 or send an e-mail to [alan.stevenson@saos.co.uk](mailto:alan.stevenson@saos.co.uk). There will be a small charge to help towards event and catering costs or you can use your Scotland Food & Drink credits if you are a member. We expect this to be a very popular event, so please reply as soon as possible to reserve your place. Please also pass this on to a colleague if appropriate.

Yours sincerely



**Margaret McGinlay**  
Director, Food and Drink - Scottish Enterprise

**HEALTH ENHANCING FOOD & DRINK INITIATIVE**  
**'Work Your Assets Harder' - Expert Day & Surgeries**

**Stirling Highland Hotel, Stirling**

**12<sup>th</sup> March 2009**

**FAX REPLY TO: 0131 472 4101**

(Enquiries Direct Tel No. 0141 563 1112)

Or E-mail response directly to E-mail: [alan.stevenson@saos.co.uk](mailto:alan.stevenson@saos.co.uk)

FROM :  
COMPANY :  
E-Mail :  
Tel :

Please tick as appropriate

I wish to attend the above event \_\_\_\_\_  
I do not wish to attend the above event \_\_\_\_\_  
Please contact me re One to One Meetings \_\_\_\_\_

**PAYMENT(Please tick appropriate box):**

Scotland Food & Drink - Members

Please use my credits

Please invoice me for \_\_\_\_ number of delegate(s) @ £35 +VAT each

Scotland Food & Drink - Non- Members

Please invoice me for \_\_\_\_ number of delegate(s) @ £45 +VAT each

Name of person(s) attending:

\_\_\_\_\_

\_\_\_\_\_

NB – Send no money now. We will ask for your address for invoicing purposes when we confirm your booking. Joining Instructions, Agenda and directions to the venue will be forwarded to those confirming their attendance.