

Seminar and Workshop on Nutrition Labeling, Claims and Communication Strategies for the Consumers

Crowne Plaza Mutiara Hotel, Kuala Lumpur, Malaysia

Seminar Program

Monday, September 20, 2010

07:45 – 08:40	Registration
08:40 – 09:00	Welcome Address and Introduction <i>Mrs Yeong Boon Yee, ILSI SEA Region, Singapore</i> <i>Ms Noraini Othman, Food Safety and Quality Division, Ministry Of Health Malaysia</i>
Opening Session	
09:00 – 09:30	Nutrition Labeling and Claims – Opportunities and Challenges <i>Dr Tee E Siong, ILSI SEA Region, Malaysia</i>
09:30 – 10:00	Nutrient Profiling in Evaluating Claims and Promoting Healthy Eating – Global Approaches and Perspectives <i>Dr Johanna Dwyer, National Institute of Health, USA</i>
10:00 – 10:30	Morning Break
Session 1 Nutrition Labeling and Claims – Current Status and Future Directions	
10:30 – 12:50	Current Status of Nutrition and Health Claims in SEA Region – Updates from Regional Countries • Brunei • Indonesia • Malaysia • Philippines • Thailand • Singapore • Vietnam
12:50 – 14:00	Lunch Break
Session 2 Nutrient Profiling – Science and Application	
14:00 – 14:25	The Nutrient-Rich Foods Index: Science behind Nutrient Profiling <i>Dr Adam Drewnowski, University of Washington, USA (via video presentation)</i>
14:25 – 14:55	Using Nutrient Profiling for Evaluating Health Claims – EU experience <i>Dr Stéphane Vidry, ILSI Europe, Belgium</i>
14:55 – 15:20	Global Guidance Leading to Local Relevance : Unilever’s Experience in Using Nutrient Profiling <i>Ms Erin Boyd Kappelhof, Unilever R&D , Netherland</i>
15:20 – 15:45	Tea Break
Session 3 Effective Communication of Nutrition Information on Food Labels	
15:45 – 16:15	Consumer Understanding and Use of Nutrition Labels and Claims – Findings from Australia <i>Ms Hazel Fowler, Food Standards Australia New Zealand (FSANZ), Australia</i>
16:15 – 16:45	Communicating Front-of-Pack Nutrition Sign Posts to Consumers: EU Experience <i>Dr Jean Kennedy, European Food Information Council (EUFIC), Belgium</i>
16:45 – 17:05	Status of Front-of-Pack Schemes in SEA Region <i>Dr Tee E Siong, ILSI SEA Region, Malaysia</i>
17:05 – 17:45	Panel Discussion
17:45	Adjournment