

LEADERSHIP IN FOOD INNOVATION CONFERENCE SERIES

*Thailand Food Innovation Forum
innofood Asia Conference*

DRAFT AGENDA

As of 18.03.2019

VENUE: IMPACT Exhibition and Convention Hall

Wednesday 29 May 2019

8.30	Registration
FUELLING INNOVATION AND GROWTH IN 2019	
9.00	Welcome and Opening Remarks
9.15	Keynote Speech: Food of the Future by Minister of Science and Technology
9.45	<p>A Collaborative and Transformative Approach to Innovation and Food Safety</p> <ul style="list-style-type: none"> - What are the key challenges to achieving a more collaborative and transformative approach to food safety? What is the Achilles heel in existing food safety management, especially relating to innovation in ingredients? - How can we better learn from food safety incidents and failures around the world to create a more robust system for the future? <p><i>Yves Rey, Danone Board</i></p>
10:10	<p>Leadership in Open Innovation in a Rapidly Evolving Industry</p> <ul style="list-style-type: none"> - Adapting to changes in a fast-changing world - What does innovation really mean in food? - Collaborative models that work most effectively - What does a successful partnership look like for both corporates and start-ups? <p><i>Magnus Bergkvist, Head of Science & Research, Global Innovation, Thai Union Group</i></p>
10.30	Networking Refreshments
11.00	<p>THAILAND 4.0 in F&B</p> <ul style="list-style-type: none"> - What's in store for Thailand and the region? - Investing in business technology and innovation - Incentives and training for F&B companies and start-ups <p><i>Dr. Tipvon Parinyasiri, Director of Bureau of Food, Thailand FDA</i></p>
11.20	<p>Creating a Global Food Innovation Hub</p> <ul style="list-style-type: none"> - What is the necessary infrastructure and eco-system needed? - Leadership in collaborative innovation – what does this mean for the private and public stakeholders? - The future of food innovation in Thailand, Asia-Pacific and beyond <p><i>Asst. Prof. Dr. Akkharawit Kanjana – Opas, Deputy Secretary General, National Science Technology and Innovation Policy Office</i></p>
11:40	Q&A
11.50	Networking Lunch
ACCELERATING BUSINESS IN FOOD AND TECHNOLOGY	
13.30	<p>Emerging Food Trends you will now recognize on the shelf</p> <ul style="list-style-type: none"> - Impact of evolving technologies, demographic shifts, climate changes and economic uncertainties, and the speed of change - Drivers of new food trends: perspective from the consumer - Global Food Trends: Fast Food 2.0, Good Food for Me, Future Friendly (case studies) <p><i>Mr. Supanat Ratanadib, Marketing Director, Tetra Pak (Thailand) Limited</i></p>
13.50	<p>The Retailer of the Future</p> <ul style="list-style-type: none"> - Technology changing operations - Demand for personalization and CRM

	<ul style="list-style-type: none"> - New innovations influencing consumer demands for new products - Predictions for retail in 2019 and beyond <p>Laveena Mahtani, Integrated Marketing Director, Honestbee, Singapore</p>
14.10	<p>Achieving a Clean Label through Novel Ingredients</p> <ul style="list-style-type: none"> - The latest solutions for achieving a cleaner label - Avoiding the use of artificial flavors, colorings or additives and supplements - Replacing some ingredients for established or new products can open the door to a new set of consumers <p>Cesare Varallo, FoodLawLatest</p>
14.30	<p>New Technologies to Reduce Food Waste and Loss</p> <ul style="list-style-type: none"> - New technologies to reduce food waste and loss in the supply chain - Converting waste and byproducts into biofuels, fertilizers, and animal feed - Business case for reducing food waste and loss - Incentives for producers and cost-effective new solutions <p>Benjamin Lephilbert, Managing Director, LightBlue Environmental Consulting</p>
14.50	Networking Refreshments
15.20	<p>Innovation in Functional Foods for Special Consumer Groups in Thailand</p> <ul style="list-style-type: none"> - Health concerns and trends driving innovation - Innovative products in the market and projections of growth <p>FoSTAT (speaker name to be confirmed)</p>
15.40	<p>Reinventing the Instant Noodle Sector for Health-Conscious Convenience</p> <ul style="list-style-type: none"> - Product development and reinventing the instant noodles category - Why not supermarket first? - different routes to market - Innovative delivery through digital vending machines - Noodle Kiosks - Growing from start-up to scale-up - seeking investments, clients and partners <p>Dr. Pojjanee Paniangvait, Vice President, Thai President Foods</p>
16.00	<p>Banking on Blockchain to Pave the Way for a New Agricultural Revolution</p> <ul style="list-style-type: none"> - New technologies to reduce food waste and loss in the supply chain - Business case for reducing food waste and loss - Incentives for producers and cost-effective new system <p>WOWTRACE (previously Fruitchain)</p>
16.20	Q&A
16.30	Wrap-Up and End of Day One

Thursday 30 May 2019	
8.30	Registration
9.00	Opening remarks
FOOD TRENDS THAT MATTER	
9.05	<p>Keynote: The Future of Food Tony Hunter, Futurist for Food</p>
9.30	<p>Examining the Potential of Alternative Proteins: Is the hype making an impact?</p> <p>Part 1: Edible Insects in Packaged Food – Market Obstacles and Opportunities Massimo Reverberi, Founder, Bugsolutely</p> <p>Part 2: Investing in Alternative Proteins Gerard Chia, Partner, VisVires New Protein</p> <p>Followed by Q&A</p>
10.10	<p>Top 10 Consumer Trends for 2019</p> <ul style="list-style-type: none"> - Regional flavors and shifting demographic demands - Plant-based and alternative proteins

	<ul style="list-style-type: none"> - Digestive Health concerns and solutions - Functional and Free-From Ingredients <p>Apichapon Jaikutti, Analyst, Innova Market Insights</p>
10.30	Networking Refreshments
11.00	<p>Innovation in Functional Drinks</p> <ul style="list-style-type: none"> - Trends to watch out for in 2019 - Functional beverages: target markets and innovative products - The future trajectory of functional drinks <p>Alexandre Nicolau, Open Innovation Manager, Suntory</p>
11.20	<p>Innovation in Logistics and E-Commerce</p> <ul style="list-style-type: none"> - Disruptive trends and innovations in logistics and e-commerce - Making cross-border B2B trade in Southeast Asia easy - Transact with confidence and optimize your selling with data analytics <p>Ang Yinghui, General Manager, Octorocket Asia Inc.</p>
11.40	<p>Next Generation Smart Packaging using Blockchain Technology</p> <ul style="list-style-type: none"> - Integrating QR codes and blockchain into packaging - Leveraging on blockchain technology to increase transparency in supply chains - What F&B manufacturers must do to position themselves for the future <p>ScanTrust (speaker name to be confirmed)</p>
12.00	Networking Lunch
CONSUMER INSIGHTS AND MARKETING STRATEGIES	
13.30	<p>Brand Disruptors and New Business Models in Food and Nutrition</p> <ul style="list-style-type: none"> - Rewriting the growth path and challenges to "Big Food" strongholds - Disruption process of food and drinks - Business models of "disruptive" brands - Strategies for "Big Food" to fend off competition and remain relevant <p>Anthony Chien, Analyst, Euromonitor</p>
13.50	<p>Changing Consumer Behavior: Understanding the opportunities that come with increasingly conscious consumers</p> <ul style="list-style-type: none"> - Outlining the shift of attitude towards food: how and why is the nutrition space changing? - Moving away from food as "only for pleasure" to food as "nourishment for the body" - Defining the real preferences, demands and concerns of the contemporary consumer - Exploring what innovative products from around the globe need to communicate when addressing consumers' health and wellness needs <p>Deepak Guvante, Expert Consultant, The Healthy Marketing Team</p>
14.10	<p>Innovation in Packaging and Design</p> <ul style="list-style-type: none"> - New innovations in packaging material - Creating a successful design that will catch the eye of the consumer <p>Meenawat Tonyoopaiboon, Director, Client Engagement, SGK Inc.</p>
14.30	<p>Fortifying your Products with Plant Proteins</p> <ul style="list-style-type: none"> - Going beyond nutrition: utilising protein to optimize product quality and shelf life - Comparing protein benefit, functionality, and price - Progressing through the protein lifecycle: identifying when the timing is right <p>Assoc Prof Sven-Erik Jakobsen, Leader Research Group on Tropical Crops/Coordinator Proten2Food, University of Copenhagen</p>
15.00	Networking Refreshments
NEW HORIZONS OF IMPROVED NUTRITION AND FORMULATION	
15.30	<p>Getting into the Sugar Rush</p> <ul style="list-style-type: none"> - The quest for zero calorie sweetener for the conscious consumer - Trajectories of current sweeteners – saccharin, aspartame (Equal) and sucralose (Splenda) - Opportunities and challenges for stevia (Truvia) - Managing product deficiencies and consumers' concerns <p>Assoc. Prof. Klanarong Sriroth, Head of Innovation and Research Development Institute, Mitr Pohl</p>

15.50	<p>Reinventing Seafood</p> <ul style="list-style-type: none"> - The push to create a sustainable seafood source - Key consumer requirements - Achieving improved quality and establishing sustainable manufacturing system - Challenges and opportunities in the market <p><i>Dr. Sandhya Sriram, CEO and Co-Founder, Shiok Meats Pte. Ltd.</i></p>
16.10	<p>Panel Session: Personalization – the Holy Grail of Optimal Nutrition</p> <ul style="list-style-type: none"> - Consumers are increasingly expecting a more sophisticated approach to personalization in food. How well developed is the integration and interpretation process of personalized nutrition? - Where products are optimized for specific health benefits or nutritional requirements, how can food manufacturers deliver personalization to the masses? - Does the average consumer see enough value in personalized nutrition in its current state? What technical and implementation challenges still exist? Who can provide trusted and actionable solutions? Can data help change behavior? How can consumers interpret and better understand the science? - What are the principle drivers behind consumer adoption? What is the role of digitization and home tech? How are consumers using technology to drive health-related dietary decisions? - How are tailored meal kits being used to deliver personalized nutrition solutions to consumers, and could this be the business model by which meal kit companies differentiate themselves to succeed? <p><i>Moderator: Matt Kovac, Executive Director, Food Industry Asia</i> <i>Other speakers to be confirmed for this panel session</i></p>
17.00	Wrap-up and End of Conference