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Personalised Nutrition 2.0

June 22-23, 2016 · Amsterdam, The Netherlands
www.personalisednutrition-eu.com

Connecting academia and industry to commercialise and scale personalised nutrition

Get Ahead of the Industry Initiative in Europe to Bring Personalised Nutrition to the Mass Market. Topics include:

- **Unpublished and post-Food4Me** academic research on the microbiome, nutrigenomics and metabolomics
- **Reviews of current business models** and a look at strategies necessary to bring personalised nutrition to the mass market
- **Practical examples of how recent research** can be brought to the market
- **Research on current consumer attitudes** and perceptions towards personalised dietary advice
- **Learn how the use of apps and wearable technologies will allow** for easier consumer data collection and more accurate dietary advice
- **A close look at the current regulatory challenges** affecting the industry and necessary future developments

"With the recent surge in Personalised Nutrition, this conference addresses current and future strategies for bringing such services to the market"

- Eran Segal, Weizmann Institute

Key participating organisations include:

Weizmann Institute of Science · TNO innovation for life · Nestlé · Ogilvy · Nuritas Life Changing Ingredients · Amway · ING · FrieslandCampina

2016 Media Partner: IFT New York Section Institute of Food Technologists · NUTRA ingredients-usa.com

Meet, Network and Gain Insight from the Scientists, Researchers and Industry Leaders Driving the Personalised Nutrition Sector Forward:

Eran Segal
WEIZMANN INSTITUTE

Jim Kaput
Senior Expert, Nutrition and Metabolic Health Unit
NESTLE INSTITUTE OF HEALTH SCIENCES

Dr René Roth-Ehrang
Director European Technical Services
AMWAY

Dr Nora Khaldi
Founder and CSO
NURITAS

Dr Giles Yeo
Director of Genomics/ Transcriptomics
CAMBRIDGE UNIVERSITY AND BBC

Michael Muller
Professor of Nutrigenomics and Systems Nutrition at University of East Anglia & Director of the NORWICH RESEARCH PARK FOOD AND HEALTH ALLIANCE ALLIANCE

Nard Clabbers
Senior Business Developer Personalised Nutrition and Health
TNO

Paula Garcia
Nutrition & Health Research Benefit Platform Leader
FRIESLANDCAMPINA

Register online at www.personalisednutrition-eu.com or call us at +44 (0)203 696 2920

Imagine a world where you can ***access your genetic or microbiome make-up through a sensor on your phone.*** The sensor connects to an App. Analysing and comparing your data to thousands of others the software provides you with your own personalised nutritional requirements for that week. With the push of a button a delivery is scheduled to bring personalised meal kits to your door…

Dear Colleagues,

Making personalised nutrition a reality. That's the mission of Personalised Nutrition 2.0. This conference is about much more than gene testing, but rather looking at new ways to accurately collect the consumer's health status, analyse the data and deliver accurate and meaningful dietary advice.

"It's Personalised Nutrition 2.0 because we now look at much more than genes. It's also about phenotypic information and measurements of health." Nard Clabbers, TNO Healthy Living

As well as addressing key topics such as business strategies, consumer behaviour and data management, we will be showcasing some of the most impressive innovations in the field. From bioactive peptides to artificial intelligence algorithms and 3D food printing. Each of these areas will be addressed in detail by a unique mix of academic and commercial speakers through presentations and open round table discussions.

Once the world's top academics from institutions such as Weizmann Institute, Cambridge University and University of East Anglia have presented their most recent peer reviewed and sometimes unpublished research on the microbiome, nutrigenomics and molecular nutrition the floor will make way to provide market solutions focusing on:

- Emerging Technologies ready to hit the market, taking the burden and cost away from cohort and consumer data collection
- Review of current business models and a look at future strategies necessary to bring personalised nutrition to the mass market
- In depth look at behavioural science and current consumer perceptions and expectations of personalised dietary advice
- How to make sense of the data - assessing the individual's needs and creating accurate diagnoses
- Regulatory challenges affecting the industry and how to tackle them

Jim Kaput from Nestle, Paula Garcia from FrieslandCampina and René Roth-Ehrang from Amway are just a few of the commercial names in attendance sharing with you their decision making processes, mistakes made along the way and thoughts on the future of their industries. We believe this European network will bring valuable industry contacts and usable examples that can be taken back to your organisation and help to reshape your personalised nutrition strategy for 2016 and onwards.

Personalised Nutrition 2.0 is a place for the world's top academics, nutritionists, food and supplement manufacturers, health associations and policy makers to share ideas and help drive this new era of personalised nutrition

Best regards,

Aidan Richardson
Conference Director
KISACO RESEARCH

Book your ticket today by going online at www.personalisednutrition-eu.com or emailing us at events@kisacoresearch.com. Reduced rates are available as well as early bird discounts until March 25th, so be sure to take advantage

Who Will You Meet?

Organisations

- Senior scientists/Academics
- Food and Supplement Manufacturers
- Retail chains
- Health Care Organisations
- Technology
- Government Representatives and Policy Makers
- Investors and VCs

Job Titles

- Professors
- Chief Scientists
- Heads of R&D
- Innovation Managers
- Global Brand Managers
- E-commerce Directors
- Technology Strategists and Developers
- Product Development Teams
- Wellness Program Managers
- Regulatory Lawyers

About Kisaco Research

Kisaco Research works with the early adopters and leaders of growth markets in driving their respective industries forward and in providing the right knowledge, learning and social opportunities to stimulate business growth quickly and effectively.

Kisaco Research produces, designs and hosts B2B industry conferences and exhibitions. Our platforms are neutral, so that our attendees get the right information from the most relevant people.

Our level of research ensures the topics and products we offer are of utmost relevance and timeliness; our 30+ years of combined experience in the event industry means we have an unmatched level of strategic social engineering onsite.

Join our conferences to ensure you benefit from the high-quality knowledge, learning and networking opportunities. Find out more about our upcoming events by emailing events@kisacoresearch.com.

Meet the 2016 Speaker Faculty

Eran Segal
WEIZMANN INSTITUTE

Jim Kaput
Senior Expert, Nutrition and Metabolic Health Unit
NESTLE INSTITUTE OF HEALTH SCIENCES

Dr René Roth-Ehrang
Director European Technical Services
AMWAY

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Founder and CSO
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Dr Giles Yeo
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NORWICH RESEARCH PARK FOOD AND HEALTH ALLIANCE

Nard Clabbers
Senior Business Developer Personalised Nutrition and Health
TNO

Paula Garcia
Nutrition & Health Research Benefit Platform Leader
FRIESLANDCAMPINA

Dirk Mulder
Food Sector Specialist
ING

Dr Jo Goossens
SHIFTN AND FOOD4ME

Barbara Stewart-Knox
Professor of Psychology
UNIVERSITY OF BRADFORD

Ciosa Garrahan
Behavioral Health and Nutrition Practice
OGILVY & MATHER

> "The positivity of the believers in the personalised nutrition space and those who have the creative vision to develop unique products and services will be the future trend setters in this area"
>
> Mariette Abrahams

Meet the 2016 Speaker Faculty

Brian Kelly
EU Lawyer
COVINGTON & BURLING LLP

Thijs Geijer
Economist
ING

Lihi Segal
CEO
DAYTWO

Dr Chris Evelo
Department Head
Bioinformatics (BiGCaT)
MAASTRICHT UNIVERSITY

Dr Paula Saukko
Reader in Social Science and Medicine
LOUGHBOROUGH UNIVERSITY

Dr Keith Grimaldi
Director at Eurogenetica & Chief Scientific Officer
DNAFIT

Mariette Abrahams
Consultant
MARIETTE ABRAHAMS CONSULTING

Nicolas Schauer
CEO
METABOLOMIC DISCOVERIES GMBH

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> "10.3% of food consumption is motivated by a desire for personalised products"
>
> Canadean 2014

Conference Day One:
Wednesday, 22nd June, 2016

08:30 Registration

09:00 Chairperson's Opening of Conference

09:10 You Are What You Eat: Recent Insights in the Role of Nutrition in the Genotype-Phenotype Translation

Professor Michael Müller is Director of the Norwich Research Park Food and Health Alliance and a Professor of Nutrigenomics and Systems Nutrition. He is a renowned expert in the area of molecular nutrition related to lipid homeostasis, nutrigenomics and nutritional systems biology and his work is focussed on the molecular mechanisms underlying genome-wide effects of foods (specific bioactive components or nutrients) on immuno-metabolic health and plasticity.

Michael will review the latest insights into nutrient and genotype / phenotype interactions and advances in using metabolomics to provide information on metabolic phenotype.

Dr Michael Müller, Professor, **NORWICH MEDICAL SCHOOL & DIRECTOR OF NORWICH RESEARCH PARK FOOD AND HEALTH ALLIANCE**

Innovative Ingredients

09:40 How Artificial Intelligence is Building the Foundation of True Personalised Nutrition

Currently, personalised nutrition is limited as its focus is on eating or avoiding specific foods. This has huge limitations and may even have negative effects because each food consists of trillions of molecules that have different effects, some good and some problematic.

So, to create true personalised nutrition one must understand the sets of different molecules in each food and how they may affect the individual's health, rather than just the food in its entirety.

Unfortunately, this has been easier said than done as understanding and measuring the interactions between food and the human body with its microbiome has been impossible due to the complexity of these components and a lack of data.

Nuritas™ is now making the impossible possible and driving a new era of personalised nutrition by using artificial intelligence to map the structure of specific food components and their interactions in the body as well as releasing disease-beating components from food called bioactive peptides.

This innovation enables Nuritas™ to not only create ingredients that have specific disease-fighting effects but will also eventually enable them to personalise food ingredients for a particular individual given their genomes and predicted future illnesses.

Dr Nora Khaldi, Founder and CSO, **NURITAS™**

10:10 Personalised Nutrition and Social Class: A Look at Attitudes Towards Personalised Dietary Advice in Differing Demographics

Recent EU policy has emphasised the potential importance of digital health intervention in reducing health related inequalities. In this regard, there has been some debate as to whether personalised nutrition should be rolled out commercially or as part of existing public health services or both.

Barbara will present new as yet unpublished findings from the Food4Me United Kingdom sample (N=1150) which consider social class and other demographic differences in attitudes toward and intention to take up personalised nutrition. These results will inform discussion on the potential for personalised nutrition to improve public health among all sections of society and on the implications for practice and policy to promote personalised nutrition and reduce dietary health inequality.

These results are of relevance to both dietary health promoters and the food industry.

Barbara Stewart-Knox PhD, Professor of Psycholog, **UNIVERSITY OF BRADFORD**

10:40 Morning Networking Break

Unique Business Perspective

11:10 Commercial Strategies - Personalised Nutrition: A System's Problem Asks for a System's Approach

The societal and economic effects of unhealthy diet and lifestyle in the Western world are dramatic. Public health campaigns, most of them with a one-size-fits-all approach, have hardly been effective in mitigating nutrition-related non-communicable diseases and its consequences.

A new consumer-centred paradigm has emerged based on empowered consumers receiving tailored personal dietary advice that takes into account many different individual parameters, such as personal preference, motivational goals, habits, social environment, genotype, phenotype, and broad measures of personal health status. This novel, holistic way to combine a broad range of personal data has been accelerated by recent ICT developments in wearable sensor technology, smart (phone) applications and computer modelling. Obesity and poor health is a complex, multifactorial problem that asks for a systems approach involving all the stakeholders.

TNO, the Netherlands Organisation for Applied

Scientific Research, Wageningen University and Research Centre and private partners have combined their expertise in a research program with the aim to enhance the health and wellbeing of people by empowering consumers to choose and maintain an optimal personalised diet & lifestyle. A big societal challenge is needed to change and especially maintain healthy behaviour. All partners, spanning the entire value chain of personalised nutrition and health work together to create innovative and practical solutions to make personalised nutrition a reality, including looking at novel business models for personalised nutrition and health solutions.

Nard Clabbers, Senior Business Developer Personalised Nutrition and Health, **TNO HEALTHY LIVING**

Roundtable

11:40 Combining Services for the Future of this Industry

An open table discussion to expand on the previous presentation by TNO. Conversation will be focused around:

- Adding value to the consumer by combining expertise
- The necessity of providing services as well as products
- Future business model ideas

A moderator from each table will then present findings to the floor

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12.10 Industry View: How Personalised Nutrition Will Change the Dairy Industry

Paula is a portfolio manager of Nutrition and Health Research at FrieslandCampina, the world's largest dairy cooperative. The personalised nutrition movement is being watched very closely by the group and in this presentation Paula will give an industry insider's perspective.

Paula will address why it is so important for business development to introduce personalised nutrition into their business model as well as looking at how it will affect the future of the dairy industry overall. There will then be a brief look at some of the company's future plans in the area and further insight can be gained through a Q&A.

Paula Garcia, Nutrition & Health Research Benefit Platform Leader, **FRIESLANDCAMPINA**

12.40 Lunch

14.00 Changing Behaviour by Talking to Our Unconscious Brain

There is a widely held belief that humans are rational beings who strive to make optimal decisions for themselves. Therefore, in order to change behaviour, all we need to do is simply give people all the information about why a particular behaviour is good for them.

If this were true, all the health messages targeted at people about how exercise and healthy eating will benefit them would systemically translate to an incredibly healthy population.
We all know, of course this isn't the case- but why? Research has shown that 95% of our decisions are made using our unconscious/automatic brain which leads us to make biased and seemingly irrational decisions. With such a large percentage of our decisions being made by our unconscious brain, when we are changing behaviour we need to talk to this part of our brain; BUT HOW? Behavioural Economics is a growing field which allows us to talk to our unconscious brain.

This talk will give an overview of Behavioural Economics and how its application has successfully changed behaviour across a variety of industries and where the opportunity lies for Personalised Health.

Ciosa Garrahan, Choice Architect, **BEHAVIOURAL HEALTH AND NUTRITION PRACTICE. OGILVY & MATHER**

14.30 New Technology to Allow for Accurate Consumer Data Collection and a Look at Artificial Intelligence Algorithms

The human metabolism is a complex interplay of metabolites produced by the body and taken up from the environment. Our body generates energy from food and extracts essential nutrients, like vitamins or amino acids. Food, drinks, nutritional supplements, exercise and other lifestyle parameters have a large impact on our body. Today, many of these parameters can be tracked using mobile applications.

This presentation will be looking at one particularly innovative technology to recently enter the personalised nutrition space – Kenkodo. Kenkodo is changing the way consumer data can be collected, easily and without the burden or cost. Through a single drop of blood Kenkodo can analyse of thousands of metabolites.

The presentation will then move on to talk about how to tackle the collected data. Data from the thousands of metabolites is combined with user lifestyle data and monitored using mobile sensors and user feedback. In order to tackle this, a large scalable IT platform is required. Furthermore, we will then look at the use of artificial intelligence algorithms to identify patterns and prediction models, which can then be used for lifestyle recommendations.

In this presentation, hurdles, challenges and the benefit for personalised nutrition will be discussed.

Nicolas Schauer, CEO, **METABOLOMIC DISCOVERIES GMBH**

Policy and Regulation Specialist

15:00 Personalised Nutrition - Regulatory Framework, Health Claims and Legislation

Brian will talk about the current regulatory framework in the EU for personalised nutrition, including medicines, devices, foods (supplements and medical foods), cosmetics and unregulated products. He will also discuss the rules on communicating with consumers about personalised nutrition. This will cover issues like when does a communication become a form of regulated communication, e.g., is it a health claim or merely factual information? Also, there are a number of questions about who can communicate such information, including the companies that market personalised foods, therapists, doctors etc. and what the legal consequences of that are. Brian will consider the implications of such advice/ communications and address what needs to happen at a legislative and policy level to create legal certainty for this innovative area.

Brian Kelly, EU Lawyer, **COVINGTON & BURLING LLP**

15:30 Afternoon Networking Break

16:00 Nutrigenetics and Personal Nutrition – Are we ready? How Do We Know What to Choose?

Genetic based personalised nutrition first appeared on the market back in 2001 (by Sciona Ltd) - it was a difficult but interesting start and a rocky road has led us to where we are today. In our opinion we are ready, we can and we should incorporate genetic information into nutritional advice. We know that common genetic variation affects individual nutrient requirements which provides information to modify behaviour compatible with improved long term health. The use of nutrigenetics has been growing. This has also created a problem as the unregulated growth has spawned a lot of companies, some good but a lot are less so. Since the early days we (Sciona and later Eurogene & Eurogenetica and others) developed a Code of Practice which has been necessary in the absence of regulations. The commercial market is a serious challenge but there are signs that it has started to settle down as there are now several serious companies backed by good scientists (e.g. DNAFit, Nutrigenomix, Arrivale, Sorgente Genetica, Genovive, IABC) who have embraced the ways of good practice.

The major challenges include

- The increased ease to create an online company anywhere in the world to sell opportunistic tests based on exaggerated claims
- There is still scepticism in some parts of the academic world
- There is a need for more public resources dedicated to unbiased, objective review and dissemination of nutrigenetics information to the health practitioner and the customers

The objectives of the talk:

- A brief overview of Nutrigenetics: the journey from 2001. Background, misconceptions, possibilities
- A guide to the evidence required based on scientific validity and health utility/personal benefit. The evidence should be assessed in the context of standard nutritional guidelines
- Why now is the right time to bring personalised nutrition to the consumer
- How to choose a personal nutrition service, what to look for - the good vs. the less good
- How nutrigenetics combines with other technologies and biomarkers

Keith Grimaldi, Director, **EUROGENETICA & CHIEF SCIENTIFIC OFFICER AT DNAFIT**

16:30 ING's View on Personalised Nutrition in the Dutch Food Sector

In this presentation we will show that there is an ongoing search for added value going on within the Dutch Food sector. Venturing into personalised nutrition is one of the possible outcomes for food companies. We will give an overview of the favourable conditions for both manufacturers and retailers in the current market and show the obstacles that need to be overcome. The presentation will be based on the insights from our publications Food 2030 and Food: a healthy future.

Dirk Mulder, Food sector specialist, **ING**

Thijs Geijer, Economist, **ING**

17:00 Development of Direct-to-Consumer Testing From Sciona to 23andMe: Lessons for Personalised Nutrition in the Digital Age

This presentation discusses the transformation of direct-to-consumer testing, and how each group delivers their results to the consume. From the now defunct early nutrigenetic testing company Sciona to the current market leader, backed by Google, 23andMe. Sciona offered its customers personalised advice on nutrition and supplements based on a panel of nutrigenetic tests. 23andMe provides its customers access to an interactive online portal with a changing spate of genetic test results, links to preventive advice, further tests and organizations (e.g. celiac.com) as well as internal user forums and ability to connect with other customers with shared DNA and/or conditions. The presentation discusses how these different strategies are informed by shifts in regulation and digital marketing and what lessons they might have for personalised nutrition.

Paula Saukko, Social Science and Medicine, **LOUGHBOROUGH UNIVERSITY**

17.30 Close of Conference Day One

Conference Day Two:

Thursday, 23rd June, 2016

08:30 Registration

09:00 Chairperson's Opening Remarks

Ground breaking Research

09:10 Personalised Nutrition Using Gut Microbiome and Clinical Data

Elevated postprandial (post-meal) blood glucose levels are a major risk factor for cardiovascular disease and development of type II diabetes, but existing methods for controlling the postprandial glycemic response are ineffective. Here, we measured the postprandial glycemic response of 50,000 meals in a cohort of 900 human individuals and found high variability in the response of different people to the same meals and in how macronutrient content, time of day, and exercise affect the response.

To unravel the determinants of this variability, we measured gut microbiota, blood parameters, anthropometrics, physical activity, and self-reported lifestyle behaviours in this cohort, and integrated this multi-dimensional data into a machine learning algorithm that successfully predicted individualized postprandial responses to any real-life complex meal.

Personally tailored double-blinded dietary interventions based on this algorithm resulted in significantly lower postprandial responses and in favourable alterations to gut microbiota composition, demonstrating the utility of our approach for treating prediabetic and impaired glucose tolerance individuals.

Eran Segal, Professor, **WEIZMANN INSTITUTE OF SCIENCE**

09:40 Commercialising the Research. A Journey to Better Health - Tailoring Your Food Choices to Your Gut Microbiome

DayTwo is a commercial organization providing personalised nutrition and actionable insights that allow for healthier living. Based on the research from the Weizmann Institute in Israel, led by Prof. Eran Segal and Dr. Eran Elinav, DayTwo employs machine learning algorithms to provide personalised nutrition and actionable insights that maintain lower blood sugar levels.

High post meal blood sugar levels are a major risk factor for cardiovascular disease and development of type II diabetes, but current dietary guidelines induce high blood sugar responses in many cases. People respond very differently to identical meals and therefore effective nutrition guidelines must be personally tailored. DayTwo's personalised prediction algorithm is specifically tailored for each person, based on their unique gut microbiome and makeup clinical data, and allows them to adopt a personalised diet that will keep their blood sugar levels at a lower level.

The personalised prediction algorithm examines people's dietary habits and suggests small changes that can have a big impact on people's health. The personalised plan may also include surprising foods people would not expect, allowing for easier compliance.

The presentation will share invaluable experience gained through commercializing the ground breaking research from Weizmann Institute. Challenges that have arisen will be addressed and further insight can be gained through an open Q&A.

Lihi Segal, CEO, **DAYTWO**

Roundtable

10:10 From Lab to Consumer – Bringing Research to the Market

Following on from the commercialisation example given by DayTwo we will be hosting round table discussions to allow delegates to share ideas on bringing current research to the market.

Discussions will focus on:

- Current or perceived consumer responses
- Technologies in development or future tech needed
- Necessary funding and possible sources
- Is the time right? Does further research need to be done?

A moderator from each table will then present findings to the floor

10:40 Morning Networking Break

11:40 Developing n-of-1 Experimental Designs for Health Research

The progress in and success of biomedical research over the past century was built on the foundation outlined in R.A. Fisher's The Design of Experiments (1935), which described the theory and methodological approach to designing research studies. A key tenet of Fisher's treatise, widely adopted by the research community, is randomization, the process of assigning individuals to random groups or treatments. Comparing outcomes or responses between these groups yields "risk factors" called population attributable risks (PAR), which are statistical estimates of the percentage reduction in disease if the risk were avoided or in the case of genetic associations, if the gene variant were not present in the population. High throughput metabolomics, proteomic and genomic technologies provide 21st century data that humans cannot be randomized into groups: individuals are genetically and biochemically distinct. Gene – environment interactions caused by unique dietary and lifestyle factors contribute to heterogeneity in physiologies observed in human studies. The risk factors determined for populations (i.e., PAR) cannot be applied to the individual.

Our previous work demonstrating interindividual variation in plasma metabolite interactions has been extended to study in which individual responses are being analysed in response to a defined nutritional intervention conducted in two successive years in the same population in Brazil. We are using results from this study to develop individual risk or benefit factors in light of the genetic diversity in this population, the complexity of their diets, culture and lifestyle, and the variety of metabolic processes that lead to health or disease. These are significant challenges for personalizing dietary advice for healthy or medical treatments for individuals with chronic disease.

Jim Kaput, Senior Expert, Nutrition and Metabolic Health Unit, **NESTLE INSTITUTE OF HEALTH SCIENCES**

Roundtable

12:10 How to Make Sense of the Data

Data will be ubiquitous in the near future and these open table discussions will address the importance of the personalised nutrition industry putting all this data to good use. Conversation will be focused around:

- Data collection methods
- Integrating and interpreting the quantity of data
- The Quantified Self movement
- Privacy concerns

A moderator from each table will then present findings to the floor

12:40 Lunch

14:00 Experiences with a Personalised Nutrition Program - Bodykey by Nutrilite

Bodykey by Nutrilite was one of the first truly personalised nutrition offerings by a large CPG organisation in Europe. Developed by a team at Nutrilite Health Institute bodykey is an effective weight-loss programme, based on the consumer's individual lifestyle and genetic predisposition.

René has been directing the product development, quality assurance and regulatory affairs at Amway Europe since 2011.
In this presentation he will address some of the challenges Amway faced while delivering the bodykey service to the consumer and how the service has developed over time as well as touch on future plans. Further insight can be gained through a Q&A.

Dr René Roth-Ehrang, Director European Technical Services, **AMWAY**

14:30 Are We Ready to Use Genomics for Personalised Nutritional Interventions?

Giles Yeo is a Principal Research Associate and Director of Genomics & Transcriptomics at the MRC Metabolic Diseases Unit, University of Cambridge Metabolic Research Labs, Wellcome Trust - MRC Institute of Metabolic Science.

He is interested in studying how the brain controls food intake and determining how this differs between lean and obese people.

This presentation will review recent advancements in nutrigenomic research and also look at the current state of the commercialised personalised nutrition industry. Is now the right time to start releasing products and services in this space or does more research need to be undertaken? Also what are the implications for the industry as a whole if groups make invalid health claims.

Giles Yeo, Director of Genomics/Transcriptomics, **UNIVERSITY OF CAMBRIDGE AND BBC**

15:00 Current and Future Scenarios for Personalised Nutrition Services

Personalised nutrition (PN) is emerging as a fundamentally new approach to address the growing health issues resulting from inappropriate dietary and lifestyle habits. By individualising the advice, i.e. based on the individual's condition and his/her dietary and lifestyle preferences, PN aims to overcome the huge barrier of achieving a dietary behaviour change that is lasting in time.

Food4me, an FP7 project exploring the barriers and opportunities of PN, has shown that PN has a significant potential to bring societal changes by affecting how people make informed food intake choices that are relevant for long term health. It will result in a whole new category of personalised nutrition integrators which link food, health, diagnostics and information sources to a large group of service providers that wish to offer personalised nutrition services to consumers, citizens, and patients. All of them will need to be able to rely on scientifically validated and coherent data and interpretations of this in order to deliver sound dietary and lifestyle advice based on individual analysis and preferences.

QuaLiFY, an FP7 project (http://qualify-fp7.eu/) especially designed to implement FP7 research results into a marketable solution, is developing QUISPER, a digital information platform that provides access to the necessary scientifically validated data and knowledge rules to interpret personal data and information to yield personalised dietary and lifestyle advice. QUISPER will be a not-for profit association. Its suppliers of information and algorithm sources will be scientifically validated. QUISPER will continuously explore to expand its services by further integrating sources into increasingly comprehensive algorithms that can interpret a combination of food intake data, physical parameters, biomarker analysis and genetic background into a comprehensive set of personalised diet and lifestyle advice.

Clients of Quisper are developers of health-related applications which connect to Quisper to retrieve data and execute knowledge rules, which can be combined

to form a coherent service based on scientifically validated genotype-phenotype-nutrition interactions.

The aim is to make QUISPER operational by the beginning of 2016

Jo Goossens, Partner, **SHIFTN AND FOOD4ME**

15:30 Afternoon Networking Break

16:00 Healthcare Professionals in the Genomic Era – Reality, Dilemmas and Future Opportunities for Personalised Nutrition

Personalised nutrition which includes genotype information has the potential to change how we deliver nutritional & lifestyle advice. As the field develops, consumers become more interested and the nutrition industry becomes more crowded, nutrition professionals find themselves in a position where new career opportunities are opening up that did not exist a short few years ago. In order for healthcare professionals to stay relevant and up to date, embracing omics technologies is becoming an unavoidable reality. The changing role of healthcare professionals in delivering personalised nutrition services will be discussed during this talk.

This talk will cover:

- The evolving landscape of delivering personalised nutrition
- The role of healthcare professionals in interpreting, translating and delivering personalised nutrition services
- The attitudes and perceptions of healthcare professionals delivering personalised nutrition using genetic testing
- Bridging the gap between academia, industry and healthcare professionals

Mariette Abrahams, **MARIETTE ABRAHAMS CONSULTING**

16.30 Bioinformatics for Nutrition Research Including Lessons from Big Pharma

With the complexity of the metabolic system, one of the main challenges that comes with research and delivering products and services in the nutrition field is how to tackle big data. This presentation will provide evidence through first hand research and translatable examples from big pharma to help overcome this challenge.

Chris will look through current statistical methods for nutrigenomic analysis is recent years and, through practical examples, address their advantages and drawbacks. He will then move on to talk about the comparisons that can be made between bioinformatics nutrition and pharmacology. Examples will be given from the nutritional phenotype data infrastructure project (best known as dbNP) and the ENPADASI project.

There will also be a look into some of the tools used in pharmacology research and success stories will be shared from the work at BiGCaT.

Chris Evelo, Department Head, Bioinformatics – BiGCaT, **MAASTRICHT UNIVERSITY**

17:00 Close of Conference

2016 Media Partners: IFT New York Section Institute of Food Technologists NUTRA ingredients-usa.com

Venue & Accommodations

Personalised Nutrition 2.0 will take place in Amsterdam, The Netherlands. Accommodations are not included in the conference ticket. Kisaco Research is pleased to offer attendees a discounted rate at the venue hotel. More details will be shared online at www.personalisednutrition-eu.com.

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Phone: _____ Email: _____

Payment Information:

❑ Visa ❑ MasterCard ❑ American Express ❑ Discover

Credit Card Number: _____ Expiration Date: _____/_____/_____ Security Code: _____

Card Holder's Name: _____

Signature: _____

Billing Address on Card: _____