FOODLEGAL

AUSTRALIAN LAWYERS & CONSULTANTS

presents

Breakthroughs for Making & Marketing Healthier Products

SYMPOSIUM

11 AUGUST 2014

Co-sponsored By

ABOUT THE SYMPOSIUM

- *Ensure that your company and products are at the forefront of the Australian food industry*
- *Is your marketing ready for the new battleground of health?*
- *Food? Complementary medicine? Therapeutic good? Is there a difference anymore?*
- *Are you aware of the most recent and innovative ingredients that could open up shelf space for your products?*
- *Do you know where the boundaries of regulation lie? Where there is opportunity and where there is risk?*
- *Have you considered new ways to leverage your brand into additional product categories?*
- *Is the ACCC looking at your category and your marketing claims?*
- *What does it take to turn your food company into a healthy successful business?*
- *Includes opportunities to put questions to a panel of experts*

TICKETS

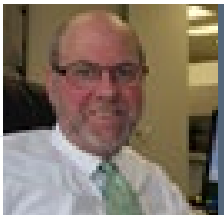
EARLY BIRD PRICE $345.00 (INC GST)
(CLOSES 18TH JULY 2014)

REGULAR PRICE $425.00 (INC GST)

Tickets can be purchased online by clicking button below or filling out the registration form on the last page of this document.

REGISTER ONLINE

SPEAKERS



Mr Joe Lederman is the Managing Principal of FoodLegal Lawyers & Consultants specialising in Food Industry law.

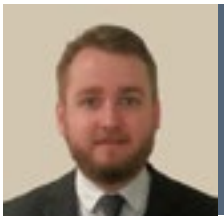
Mr David Williams, Managing Director of the investment bank Kidder Williams Ltd. David is one of Australia's best known food investment strategists and entrepreneurial investors in the food industry sector.

Mr Charles Fisher, a Principal of FoodLegal, technical advisor to leading Australian and international food companies.

Mr Robert Forbes, Managing Director of Robert Forbes & Associates, regulatory expert in therapeutic goods and complementary medicines.

Dr Lisa Ryan, Monash University department of nutrition and dietetics, principal researcher at the Monash BASE Facility working on functional foods, bio-accessibility and bioavailability of food nutrients.

Dr Vijaya Rajendram, CEO of Neptune Bio-Innovation, specialising in food ingredient reformulation for healthier nutritional profiles in foods.



Mr Luke McMahon is a Project Officer in the compliance and enforcement division of the Australian Competition and Consumer Commission (ACCC).

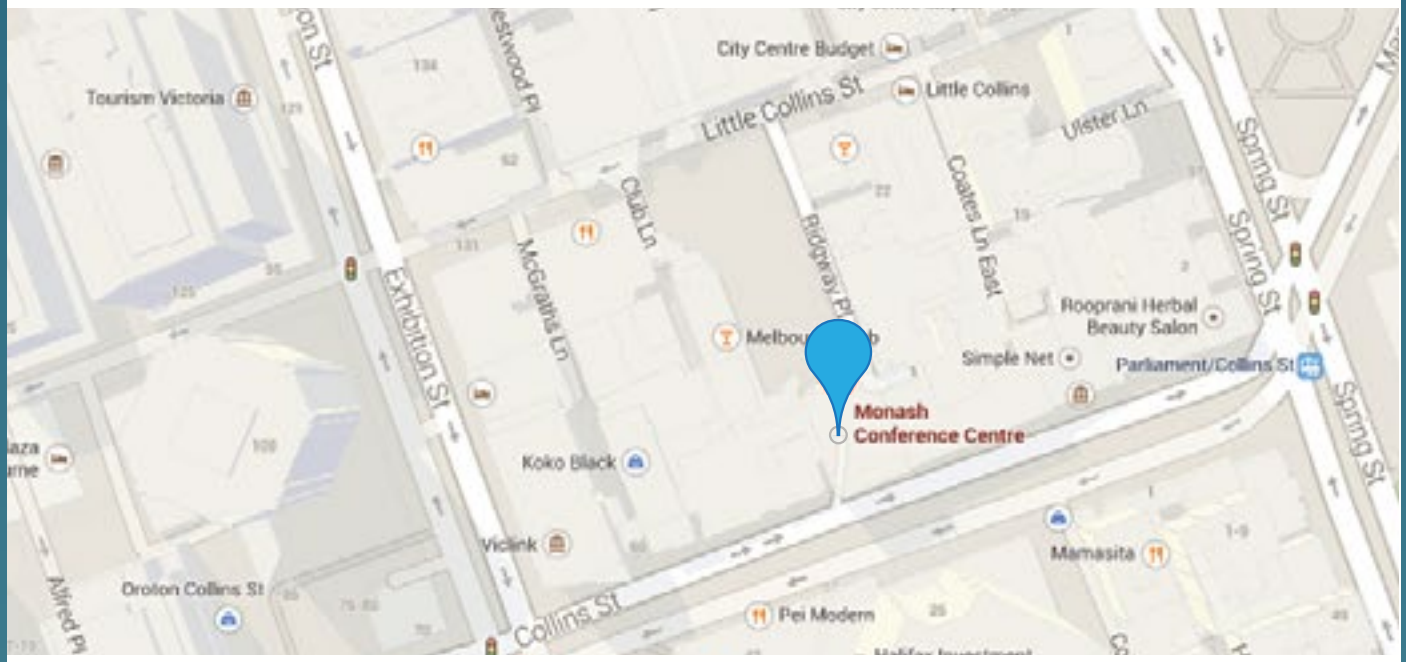
Ms Janelle Borham, Principal at Griffith Hack, patent attorneys. Specialising in patent registrations relating to new functional food areas including food chemistry, pharmaceuticals and nanotechnology.

SCHEDULE

8:15am-8:45am	Registration, check-in and networking
8:50am-8:55am	Mr Joe Lederman (Chair, Managing Principal, FoodLegal) WELCOME AND INTRODUCTION OF ISSUES
9:00am-9:25am	Mr David Williams, Kidder Williams Limited Tips and Breakthroughs to achieve financial health for Australian food businesses
9:30am-9:55am	Mr Charles Fisher, FoodLegal Using food regulation to a healthy advantage: special purpose carve-outs and dissecting the Health Star algorithm
10:00am-10:20am	Dr Vijaya Rajendram, Neptune Bio-Innovation Scientific breakthroughs in substitute products and the driving forces behind them
10:25am-10:45am	Dr Lisa Ryan, Monash University, BASE Facility Harnessing functional foods: thermogenics and other product opportunities
10:50am-11:15am	Mr Robert Forbes, Robert Forbes & Associates Classifying products as foods or therapeutics, how the TGA is affecting new types of consumable products akin to foods
11:20am-11:35am	Morning Tea
11:40am-12:00pm	Mr Luke McMahon, ACCC ACCC enforcement priorities
12:05pm-12:25pm	Ms Janelle Borham, Griffith Hack Breakthroughs in IP: Trends in Patents and Trademarks by food companies in Australia
12:30pm-1:00pm	Panel Forum and Questions: PANEL and SUMMATION

WHERE AND HOW TO GET THERE

Venue: Monash Conference Center
Level 7, 30 Collins Street,
Melbourne, 3000



REGISTRATION FORM

Symposium Ticket :

BREAKTHROUGHS FOR MAKING AND MARKETING HEALTHIER PRODUCTS
MONDAY, 11th AUGUST, 8:15AM - 1:00PM

EARLY BIRD TICKET PRICE (CLOSES 18 JULY 2014)	$345 (INC GST)
REGULAR TICKET PRICE	$425 (INC GST)

*all Symposium booking conditions can be found on FoodLegal website

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Company: .....

Job Title: .....

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PLEASE FAX OR EMAIL REGISTRATION FORM TO: (03) 9606 0882 OR EMAIL MICHELLE.HOLSMAN@FOODLEGAL.COM.AU
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