NFI CENTRO STUDI DELL'ALIMENTAZIONE
NUTRITION FOUNDATION OF ITALY

2nd International Conference

Regulation (EC) No. 1924/2006 on
NUTRITION AND HEALTH CLAIMS
State of Implementation

Thursday, 30th April, 2009

Aula Magna - Università Statale
Via Festa del Perdono 7 - Milan

In cooperation with
DEPARTMENT OF PHARMACOLOGICAL SCIENCES
UNIVERSITY OF MILAN

Two years since adoption, the Regulation (EC) 1924/2006 is still developing. Soon, functional, health and other claims will be defined, together with nutritional profiles which will have to be complied with by all food and food categories intended to bear such claims. These developments will change deeply communication modalities between food companies and consumers.

This Conference, with the participation of leaders in this sector, follows a first event on the same subject, organized by NFI in 2007. This second event is intended for all those who, in institutions, in companies and among consumers, are interested in these topics. It has the objective of evaluating, in an analytical manner, the development of Regulation (EC) 1924/2006 as well as all the other main aspects of such a Regulation. The Conference will also provide insights on science-based criteria applied by the Regulatory Authorities as well as on the impact of this Regulation on industry marketing strategies and consumer's behaviors, by promoting a deep debate on a regulatory and scientific scenario in permanent evolution.

Program

h. 8.30 **Registration**

h. 9.00 **WELCOME AND INTRODUCTORY REMARKS**

Rodolfo PAOLETTI (President, NFI - Nutrition Foundation of Italy)

h. 9.15 **I SESSION: SETTING THE SCENE**

Chair: **Vittorio SILANO** (Chair, Scientific Committee, EFSA- European Food Safety Authority)

Scientific substantiation of health claims in the EU
Albert FLYNN (Chair, Panel on Dietetic Products, Nutrition and Allergies NDA, EFSA - European Food Safety Authority)

Regulation (EC) 1924/2006: status of functional and health claims evaluations by EFSA
Juliane KLEINER (Head of Unit on Dietetic Products, Nutrition and Allergies, EFSA- European Food Safety Authority)

Regulation (EC) 1924/2006: activities of the Italian Ministry of Labour, Health and Social Policies
Lucia GUIDARELLI (Italian Ministry of Labour, Health and Social Policies)

h. 10.30 *Coffee break*

h. 11.00 **ROUND TABLE: IMPACTS OF REGULATION (EC) 1924/2006 OPPORTUNITIES AND CHALLENGES**

Chairs: **Romano MARABELLI** (Italian Ministry of Labour, Health and Social Policies)
Andrea POLI (Scientific Director, NFI -Nutrition Foundation of Italy)

Consumers' perception
Massimiliano DONA (Italian National Consumers' Union)

Viewpoints of advertising regulatory bodies
Iacopo BERTI (Italian Competition Authority)
Vincenzo GUGGINO (Italian Advertising Self-regulatory Body)

Viewpoints of industry associations
Daniele ROSSI (FEDERALIMENTARE - Italian Food and Drink Federation)
Roberto MENTA (AIDI - Italian Confectionery Industry Association)
Anna PAONESSA (AIIPA - Italian Association of Food Product Industries)
Claudio RANZANI (ASSITOL - Italian Oil Industry Association)
Francesco PIZZAGALLI (ASS.I.CA - Italian Meat Manufacturers' Association)
Massimo FORINO (ASSOLATTE - Italian Diairy Association)
Roberto CIATI (UNIPI - Italian Pasta Manufacturers Association)

h. 13.00 **General discussion**

h. 14.00 **Conclusions**
Romano MARABELLI (Italian Ministry of Labour, Health and Social Policies)
Vittorio SILANO (Chair, Scientific Committee, EFSA)

General Information

Venue of the Conference

The Conference will take place on **April 30, 2009** at the **Milan State University (Aula Magna)** in **Via Festa del Perdono 7** in **Milan**. The venue is in the city centre of Milan, at 5 minutes walking distance to the Dome.

Simultaneous Translation

The official language of the meeting will be Italian. A simultaneous translation from Italian into English (and *viceversa*) will be provided to participants.

Registration and Fee

Participants are entitled to: - attend the scientific sessions – receive the conference material - coffee break – receive access code to download speaker's slides (after the meeting).

The registration fee is: € 200,00 (€166,67 + VAT 20%). The deadline to register is: April 20, 2009.

To register after **April 20, 2009**, please contact the Conference Secretariat.

Participants must send both the Registration form (filled in all its parts) and a copy of the bank transfer to the Conference Secretariat (NFI - Centro Studi dell'Alimentazione - Nutrition Foundation of Italy, Viale Tunisia 38 – 20124 MILAN, ITALY - VAT code: 04062430154; Phone: +39 02 76006271 - +39 02 76399532 - Fax: +39 02 76003514; E-mail: meeting@nutrition-foundation.it).

Written notice of cancellation must be sent to the Secretariat not later than **April 15, 2009**. If cancellation notice is received by this date, the registration fee will be refunded, less 30%.

Cancellations received after **April 15, 2009** will not be refunded.

Method of Payment

Please transfer the payment to: **CENTRO STUDI DELL'ALIMENTAZIONE.**
Bank details: Credito Artigiano – Agency n. 13, Via Lazzaretto, 19 - Milan, Italy
Account number: 000000007889- IBAN: IT49Q0351201618000000007889-
SWIFT CODE/BIC: ARTI IT M2- CIN: Q - CAB: 01618 - ABI: 03512
Please note that all bank charges must be fully covered by participant.

For further information, please contact:

NFI – Centro Studi dell'Alimentazione
Nutrition Foundation of Italy
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Personal details

Family name/ Surname

First Name and middle initial(s)

Position

Department

Institution/Organization/Company

Address

City | Postal code/Zip

Country

Telephone | Fax

E-mail

Invoice details (compulsory)

Family name and First Name/Company

Address

City | Postal code/Zip

Country

VAT Code (compulsory for EC company)

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The personal data will be handled exclusively by Centro Studi dell'Alimentazione according to the law 675/96 and D.L. 196/2003.

Date | Signature