



- ✓ Meeting Challenging Trends & Industry Developments
- ✓ Thriving on Innovations &
- ✓ Driving Successful Sales, Communications & Branding Strategies for Success in Functional Beverage Markets in Asia



18-19 MAY 2009
swissôtel NAI LERT PARK BANGKOK

FUNCTIONAL BEVERAGE

MARKETS ASIA 2009

Hear Expert Perspectives from Key Industry Speakers:

Dr Pisuth Lertvilai, President
Health Food and Supplements Association, Thailand

Dr Malyn Chulasiri, Technical Director
S&J International Enterprises PLC

Mr Chanit Suwanparin
General Manager, Marketing Department
Green Spot Co Ltd

Ms Pakakrong Kwankhao, Pharmacist
Chao Phya Abhaibhubejhr Hospital

Mr Tim Arrowsmith, Creative Director
Blue Marlin Asia Co Ltd

Mr Oliver Kittipong Veerataecha, Vice President,
Director of Idea Strategy & Brand Consultant
Young & Rubicam

Mr Abhirak Rojvithee, Business Development Director
Market 911 Co Ltd

Ms Pathamawan Sathaporn, Head of Business Planning
Mindshare

Ms Patcharin Sukprasert, Sales Manager
Cognis Thai Ltd

Ms Joy Smithangura, Director, Equirnox Research

INTERNATIONAL VIEWPOINTS FROM:

Mr Philippe Chan, Asia Manager, Canadean Asia Ltd

Ms Krithika Tyagarajan, Research Director
Chemicals, Materials & Food, Asia Pacific
Frost & Sullivan, Singapore

Mr Kiyomi Miyauchi, Managing Director
Intage (Thailand) Co Ltd

Dr Motohiko Hirotsuka, Director, Food Science Research
Institute Research & Development Headquarter
Fuji Oil Co Ltd, Japan

Mr Andreas Pils, Director of Sales and Marketing
WILD Flavors, China

Ms Tan Hui Fern, Technical Sales Manager
BENEOPalatinit Asia-Pacific Pte Ltd, Singapore

Mr Gilles Jequier, Marketing and Sales Manager
Lonza Limited, Switzerland

Dr Anders Henriksson, Group Manager,
Culture Development, Danisco, Singapore

SPECIAL ADDRESS:

FDA regulatory updates and guidelines for the functional beverages market in Thailand by
Ms Malee Jirawongsy, Senior Food Specialist,
Food Control Division
Food & Drug Administration (FDA)

KEY ISSUES TO BE ADDRESSED AT THE CONFERENCE INCLUDE:

International Perspective Issues:

- Global & regional trends & developments in the functional beverage industry
- Mapping the growth & development of functional beverages in APAC, EU & the US
- Trends and market developments in the functional beverages market in Japan
- Functional and nutritional trends in beverages – What's hot globally?
- Market challenges & opportunities for functional water
- Next generation soft drinks: Innovations in functional beverages
- Nutritional and functional ingredients trends in beverages: Global and regional
- Innovations in digestive health beverage: Key issues and guidelines
- The physical function and health benefit of soy protein

Marketing Strategies Issues:

- ⚙️ Assessing consumer behavior and market trends in the functional drink sector
- ⚙️ Examining consumer trends in the functional health beverages market in Thailand
- ⚙️ From consumer insights to brand success in functional drinks: Best practices in Asia
- ⚙️ Winning effective communications strategies & advertising campaigns to promote functional drinks products in the Thai market

Other Critical Concerns on Functional Beverages Industry:

- ✓ Trends of functional herbal beverages & new product developments
- ✓ Functional beverages for beauty: Trends in market growth

Plus! Participation in a Roundtable Panel Discussion on: Examining current and future new product development activities in functional & health beverages

All presentations will be in English.

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FUNCTIONAL BEVERAGE MARKETS ASIA 2009

DAY ONE

MONDAY, 18 MAY 2009

8:00 Registration & Morning Coffee

9:00 Chairperson's Opening Address

Dr Pisuth Lertvilai
President

Health Food and Supplements Association, Thailand

Dr Pisuth Lertvilai works for Rovithai Ltd, an affiliate of DSM Nutritional Products, a Life Science based company in the Netherlands. His current position is Regional Marketing Manager for Thailand & Indochina. He has also served in various positions in a number of associations and institutes in the food and pharmaceutical industries. These include lecturer in public and private universities, Director of Food Science and Technology Association of Thailand (FoSTAT), President of Health Food and Supplements Association (HFSA) and Executive Committee of the Asian Alliance of Health Supplement Associations (AAHSA).

9:15 **SPECIAL ADDRESS: FDA REGULATORY UPDATES AND GUIDELINES FOR THE FUNCTIONAL BEVERAGES MARKET IN THAILAND**

- Regulatory requirements for new and emerging functional beverages
- Steps in preparation on registration process
- Safety and quality requirements
- Limitation in registration process of functional beverages in Thailand
- Some considerations in regulatory & promotional aspects
- Update on health claims legislation

Ms Malee Jirawongsy
Senior Food Specialist

Food Control Division

Food & Drug Administration (FDA)

Malee Jirawongsy started her career as Food Technologist for Manufacturing Plant Control Section, Food Control Division, at Thai FDA after her graduation from Kasetsart University in 1981. Recipient of the government of Germany training scholarship on Advanced Food Technology in 1986, she returned in 1987 and resumed her work at Registration section in the capacity for all category of food products registration. She worked as Senior Food Technologist for Beverage and Weight Control, Food Additives and Product Classification Sub-Section in 1993 and moved to Dietary Supplement and Food for Special Dietary Use Sub-Section, Pre-Market Section eight years later. Presently she has been serving as Head of Dietary Supplement Sub-Section and Food for Special Dietary Use Sub-Section since 2002.

9:45 Morning Refreshments

10:00 **GLOBAL & REGIONAL TRENDS & DEVELOPMENTS IN THE FUNCTIONAL BEVERAGE INDUSTRY: ASSESSING MARKET TRENDS & KEY GROWTH AREAS**

MARKET RESEARCH
VIEWPOINT

- Overview of global & regional functional beverage market
- Opportunities to capitalize on expanding sectors of the functional drinks market
- Examining global growth trends in different functional beverages segments:
 - Energy drinks
 - Sports drinks
 - Herbal drinks
 - Wellness drinks
 - Functional dairy
- Emerging innovative functional beverage products
- Future trends and market developments in the functional beverages industry

Mr Philippe Chan
Asia Manager

Canadean Asia Limited

Philippe Chan is Canadean's Asia Regional Manager with over 15 years' research experience. His specialization is in China and Asia beverage markets and he has managed wide ranging projects with leading players in the industry. He regularly contributes to the media as well as conferences around Asia. Prior to joining Canadean, he spent 9 years in various research roles including HSBC Asset Management. His family is also closely involved with the wines & spirits industry in China including the distribution of imported wines with JIMA, the largest wines & spirits distributor in China. He has a degree in Business Management and MBA in Marketing Management.

11:00 **ASSESSING CONSUMER BEHAVIOR AND MARKET TRENDS IN THE FUNCTIONAL DRINK SECTOR**

- Identifying consumer behavior in the functional drink sector
- Key findings in current consumer lifestyles
- Prospective consumer behavior and implications to functional drink sector
- Potential functional beverage segmentation and innovation influenced by needs and consumer lifestyles

Ms Pathamawan Sathaporn
Head of Business Planning

Mindshare

Pathamawan Sathaporn, or more familiar as Linda from clients and colleagues, joined Mindshare in 2006 and is responsible for insights work & research across Mindshare. Her career started at Lintas (now Lowe) in 1990 as AE trainee where she was Account Director until joining Bates Thailand in 1995. After two years, she returned to Lowe as Associate Director, promoted to VP, and then moved to being a strategic planner. Through the years, she has wide experiences with a wide variety of brands ranging from consumer goods to luxury brands. She holds a Bachelors Degree in Marketing from University of Illinois. She enjoys traveling, scuba diving and helping out in non-profit work during her free time.

11:45 **MAPPING THE GROWTH & DEVELOPMENT OF FUNCTIONAL BEVERAGES IN APAC, EU & THE US**

INTERNATIONAL
VIEWPOINTS

- Defining functional beverages
- Comparing functional foods & beverages: In terms of growth, product innovations, technology advances & ease of formulation
- Ingredient trends: Well established & Upcoming Functional Beverages: Comparison of
 - Trends across geographies (APAC, EU, the US)
 - Challenges
 - Product Launches
 - Current market size
 - Future Market Potential

Ms Krithika Tyagarajan
Research Director

Chemicals, Materials & Food, Asia Pacific

Frost & Sullivan, Singapore

Krithika Tyagarajan is a Research Director with Frost & Sullivan Chemicals, Materials, and Food Practice, based in Singapore. She is a senior executive with 15 years' experience in market research, strategy, business research and consulting. Since joining Frost & Sullivan in Dec 2000, Krithika has been involved in managing several global scale research studies and consulting projects in the chemical industry. Her experience spans Industry specific B2B research, market sizing, forecasting, competitor intelligence, customer satisfaction, distribution, strategy, M&A, project management, B2C research-end-user research, quantitative and qualitative research and strategy research.

12:30 Lunch

1:45 **TRENDS AND MARKET DEVELOPMENTS IN THE FUNCTIONAL BEVERAGES MARKET IN JAPAN: GROWTH AND MARKETING STRATEGIES**

JAPANESE
VIEWPOINTS

- Overview on functional beverages market in Japan
- What consumers are looking for
- Modern-day functional beverage ingredients to enhance health benefits
- Successful market developments and strategies for growth in the functional beverage market in Japan
- Future trends and market developments

Mr Kiyomi Miyauchi
Managing Director

Intage (Thailand) Company Limited

Kiyomi Miyauchi started his research career at Intage Inc., Tokyo, Japan, in 1983. During his 25 years at Intage, he was involved in various aspects of research work such as customer service, sales & marketing, planning & analysis, etc., and was assigned to work with several leading Japanese companies including one in the beer industry. He was later promoted to the Global Research Department, and then responsible for the global business of Intage. In April 2008, he was transferred to look after the new branch in Bangkok, Intage's first branch in South-East Asia, as Managing Director of Intage (Thailand) Co., Ltd.

2:45 **FUNCTIONAL AND NUTRITIONAL TRENDS IN BEVERAGES – WHAT'S HOT GLOBALLY?**

Mr Andreas Pils**Director of Sales and Marketing****WILD Flavors (Beijing) Company Limited, China**

Andreas Pils is Director of Sales & Marketing at WILD Flavors (Beijing) Co Ltd. He joined WILD in 1999 and has been transferred to China in 2003 where he is responsible for leading the Sales, Marketing and Business Support Teams.

3:30

EXAMINING CONSUMER TRENDS IN THE FUNCTIONAL HEALTH BEVERAGES MARKET IN THAILAND

- 👉 Emerging functional/health beverages segment, the rationale
- 👉 Analyzing purchasing trends – establishing what consumers want from a functional product
- 👉 Assessing the potential for future growth in the functional drinks market
- 👉 Critical concerns about functional beverages in the Thai market

Mr Abhirak Rojvithee**Business Development Director****Market 911 Company Limited**

Abhirak Rojvithee has over 25 years' experience in marketing research. He was Managing Director at InsightAsia Market Research Co., Ltd. He was Head of Research Insights & Consultancy at Market Support Co., Ltd, Senior Research Manager at Colgate-Palmolive (Thailand) and Research Executive and Deputy Managing Director at Research & Data Resources Co., Ltd. He has done many research training such as Qualitative Techniques, Sensory Testing, Ethnography/ Observation Study, Multi-Variate Analysis in Thailand and etc. He was responsible for key major accounts such as Nestle (Thai) Ltd, Coca-Cola (Thailand), Dutch Mills Co. Ltd, Unilever Thailand Ltd, Sri Muang Insurance (Tokio Marine), Samitivej Hospital, Berli Jucker, Mc Thai (McDonald), Tri Petch Isuzu, True Vision (UBC Cable TV) and etc.

4:15

Networking Coffee Break

4:30

NUTRITIONAL AND FUNCTIONAL INGREDIENTS TRENDS IN BEVERAGES: GLOBAL AND REGIONAL

- 👉 Overview of functional ingredients on beverages in global sphere
- 👉 What are the innovative functional beverage ingredients in the market
- 👉 New innovative ingredients for product differentiation
- 👉 Exploring market opportunities for ingredients – added beverages
- 👉 Future trends on nutritional and functional ingredients on beverages

Ms Patcharin Sukprasert**Sales Manager****Cognis Thai Limited**

Patcharin Sukprasert is Sales Manager at Cognis Thai Ltd. She is responsible for Thailand and Vietnam markets. She has experience in Sales and Marketing for food industry for 9 years and she also has experience in QC, R&D and purchasing in Food and pharmaceutical company for 6 years. She was Product Manager at DPO (Thailand) Ltd, Assistant Sales Managers at FMC Chemical (Thailand) Ltd, Product manager at Berli Jucker Specialties Ltd, Senior Sales Rep – Sales Sup – Sales Manager at The East Asiatic (Thailand) PLC and etc.

5:00

TRENDS OF FUNCTIONAL HERBAL BEVERAGES & NEW PRODUCTS DEVELOPMENT BY USING BOTANICAL INGREDIENTS

- 👉 Trend of functional herbal beverages in Asia
- 👉 Trend of functional herbal beverages in Thailand
- 👉 The situation of herbal beverages in Thailand
- 👉 The benefits/properties of Thai herbs in functional beverages
- 👉 The examples of Thai herbs such as Butterfly Pea, Samor Thai, Makham Pom, Roselle, etc.
- 👉 How to educate people to drink herbal beverage in Thailand context

Ms Pakakrong Kwankhao**Pharmacist****Chao Phya Abhaibhubejhr Hospital**

Pakakrong Kwankhao is Pharmacist, Thai Traditional and Alternative Medicine Cooperative Center, Pharmacy Department, Chao Phya Abhaibhubejhr Hospital. Prior to that, she worked at Drug Information Services and Herbal Product Production, Pharmacy Department, Chaophya Abhaibhubejhr Hospital. She has also experiences in Herbal Products Research and Development, Thai herbal use training, and Thai traditional and alternative medicine clinical researches. She is also a Editor and writer of Hospital's herbal journal "Abhaibhubejhr Sarn", and a Cooperator for setting up Thai traditional and alternative medicine exhibitions in Thailand and foreign countries.

5:45

End of Day One

DAY TWO

TUESDAY, 19 MAY 2009

8:30 Morning Coffee

9:00 Chairperson's Opening Address

Ms Joy Smithangura**Director****Equinox Research**

Joy Smithangura has over 10 years' experience in market research, focusing on Qualitative Research. She currently runs Equinox, a specialized Qualitative agency catering to international clients and large local organizations. Joy has been constantly engaged in numerous studies within the beverage market spanning across various types of drinks for leading companies, in Thailand and across Asia Pacific.

9:15

MARKET CHALLENGES & OPPORTUNITIES FOR FUNCTIONAL WATER AS A NATURAL ALTERNATIVE TO ENERGY DRINK

- 👉 Capitalizing on the rapidly expanding functional water market and meeting consumer demand for range and functionality in drinks
- 👉 Analyzing the isotonic properties and added benefits of functional water
- 👉 Assessing the product life cycle in an increasingly competitive market
- 👉 Examining the functionality that is currently being added to enhanced water drinks and ingredients in R&D

Ms Tan Hui Fern**Technical Sales Manager****BENEO-Palatinit Asia-Pacific Pte Limited, Singapore**

Tan Hui Fern has over 10 years of working experience in the food and beverage industries, serving customers across Asia Pacific. She is the technical sales manager at BENEOPalatinit Asia Pacific, providing technical and marketing support to her clients in Asia. Prior to BENEOPalatinit, she worked in CP Kelco, as a technical service manager. She holds a Bachelor's Degree in Food Science and Technology (University of New South Wales, Australia).

10:00

Morning Refreshments

10:30

NEXT GENERATION SOFT DRINKS: INNOVATIONS IN FUNCTIONAL BEVERAGES

- 👉 New trends in Japan, USA and Europe
- 👉 Recent product innovations in soft drinks
- 👉 Example of functional ingredients in innovative soft drink; The Purest L-Carnitine
- 👉 Key recommendations for driving future growth for soft drinks in the market

Mr Gilles Jequier**Marketing and Sales Manager****Lonza Limited, Switzerland**

Gilles Jequier is Marketing and Sales Manager at the Life-Science company Lonza in Switzerland. After graduating as a food engineer at the Swiss Federal Institute of Technology in Zurich he worked for several years as R&D Manager in a major dairy company where he developed innovative dairy ingredients for the food industry. Later, he joined a Spanish company specialising in functional ingredients in which he developed export activities. Last year he started with Lonza and is now responsible for the marketing and sales of its health ingredients in South-East Asia and in the South of Europe. As well as travelling he likes endurance sports like swimming, running or ski-touring.

11:15

FUNCTIONAL BEVERAGES FOR BEAUTY: TRENDS IN MARKET GROWTH**Dr Malyn Chulasiri****Technical Director****S&J International Enterprises Public Company Limited**

Prof Dr Malyn Chulasiri is currently the Technical Director of S & J International Enterprises Public Co. Ltd. She is responsible for research & development for beauty and health products. She is a pharmacist with a doctorate degree in microbiology and worked previously as a full professor at the Faculty of Pharmacy, Mahidol University.

12:00

Lunch

1:15

PANEL DISCUSSION: EXAMINING CURRENT AND FUTURE NEW PRODUCT DEVELOPMENT ACTIVITIES IN FUNCTIONAL & HEALTH BEVERAGES

- 👉 Examining product manufacturers' views on mass market and niche market, functional & health beverage opportunities
- 👉 Examining recent product launches in terms of:
 - Product positioning
 - Branding
 - Health claims
- 👉 Key consumer segments
- 👉 What are the key areas for further developments?
- 👉 Manufacturing perspective on soy milk

Moderator:

Ms Joy Smithangura
Director
Equinox Research

Panelists:

Ms Krithika Tyagarajan
Research Director
Chemicals, Materials & Food, Asia Pacific
Frost & Sullivan, Singapore

Mr Gilles Jequier
Marketing and Sales Manager
Lonza Limited, Switzerland

Mr Chanit Suwanparin
General Manager, Marketing Department
Green Spot Company Limited

Chanit Suwanparin, as General Manager – Marketing of Green Spot, the strategic plan of all brands, namely Vitamilk soymilk, V-Soy soymilk, Green Spot beverage, is under responsibility and accountability. Recent success were the launch of nationwide lucky draw promotion – 70 days 70 thousands – gaining the proof-of-purchase over two million pieces, and the timely launch of seven SKUs of new product within 10 months.

2:15 FROM CONSUMER INSIGHTS TO BRAND SUCCESS IN FUNCTIONAL DRINKS: BEST PRACTICES IN ASIA

- 👉 Latest global trends in functional beverages
- 👉 Keys to successful brand development and refreshment
- 👉 Identifying insights to connect with consumers
- 👉 Communicating your brand story
- 👉 How to communicate the benefits and differentiate your brand

Mr Tim Arrowsmith
Creative Director
Blue Marlin Asia Company Limited

Tim Arrowsmith was appointed Blue Marlin's Creative Director (Asia) in 2006, coming from a similar role at Interbrand Australia. With over 15 years in the industry behind him, he brings a wealth of creative and strategic know-how to BMBD, with experience stretching across corporate rebranding and repositioning, packaging design, branded environments and naming. At Interbrand he was heavily involved in the global overhaul of Thai Airways and also a number of other high profile projects in Asia for clients including Toyota, CadburySchweppes, Kraft, Australia Post, Huawei, Sensis, and Masterfoods. He now heads up a multi-cultural team of talented local and international designers based in Bangkok. He is the creative lead on all branding programs, responsible for design direction and delivery. His main focus over the last 18 months has been the repositioning of Thailand's leading supermarket brand, Tesco Lotus – from strategy, through to brand identity design, store environments, and points of sale.

3:00 THE PHYSICAL FUNCTION AND HEALTH BENEFIT OF SOY PROTEIN

Dr Motohiko Hirotsuka
Director, Food Science Research Institute
Research & Development Headquarter
Fuji Oil Company Limited, Japan

Dr Motohiko Hirotsuka is Director, Food Science Research Institute Research & Development Headquarter, Fuji Oil Co Ltd. His main research is Physical and Physiological Properties of Soy Protein & Soy Peptide. His recent research papers are "Improvement in the Absorption of Soy Protein by Enzymatic Digestion to Oligopeptide in Healthy Adult Men"; "Effect of Soy-Peptide Intake on Exercise – Induced Muscle Damage"; and "Decrease in Serum Triacylglycerol and Visceral Fat Mediated by Dietary Soybean Beta-conglycinin". He graduated from Graduate school, Faculty of Agriculture major in Chemistry of Fishery from Kyoto University. He has received an acquisition of Ph.D. from Kyoto University in 1983.

3:45 Networking Coffee Break

4:00 INNOVATIONS IN DIGESTIVE HEALTH BEVERAGE: KEY ISSUES AND GUIDELINES

- 👉 Assessing the added health benefits of pre and probiotics
- 👉 Examining potential for growth in the one shot market
- 👉 Maximizing future functional development
- 👉 New research and recent developments

Dr Anders Henriksson
Group Manager, Culture Development
Danisco, Singapore

Dr Anders Henriksson is the Group Manager for Culture Development and responsible for development of new starter and probiotic cultures at Danisco Singapore. He was previously a scientist at DSM Food Specialties and involved in culture development and research on probiotic efficacy and human nutrition. Anders has a BSc in biology and a PhD in microbiology from the University of Gothenburg, Sweden. After his graduation, he continued his research in the field of food microbiology, probiotics and prebiotics at the University of New South Wales in Sydney, Australia. Anders has published more than 40 scientific articles and book chapters, and is a co-inventor on three patents.

4:45 WINNING EFFECTIVE COMMUNICATIONS STRATEGIES & ADVERTISING CAMPAIGNS TO PROMOTE FUNCTIONAL DRINKS PRODUCTS IN THE THAI MARKET

- 👉 Tailoring effective advertising campaigns to capture the target audience
- 👉 Effective communications planning
- 👉 Selecting right media to reach target consumers
- 👉 Implementing IMC strategies for communicating with the consumer for optimal market penetration
- 👉 Successful case studies

Mr Oliver Kittipong Veerataecha
Vice President, Director of Idea Strategy & Brand Consultant
Young & Rubicam

Oliver Kittipong Veerataecha is Vice President, Director of Idea Strategy & Brand Consultant at WPP's Young & Rubicam Brands. He was previously with Taylor Nelson Sofres (TNS) on both Syndicated and Customized Research and with Nation Multimedia Group on New Media Services. His area of expertise is strategic communications planning. He acts as an integral part of the agency to ensure understanding of cultural and social trends, their impact on consumer attitudes and reactions are brought to bear at every stage of a brand campaign development, identifying ideal audience and optimum methods of communications, providing a springboard for the creative team to produce advertising ideas that solve defined business problems, as well as managing and planning integrated marketing communications programs.

5:30 Close of Conference

KEY BENEFITS OF ATTENDING

- **Hear first-hand information** on FDA updates towards regulatory and guidelines for functional beverages in the Thai market
- **Explore** opportunities and challenges of functional beverages as new entrants & future prospects for functional beverages in the Asia market
- **Capitalize on investment!** Guides you through the challenges and opportunities for those who intend to invest in the functional beverages market in Asia
- **International Viewpoints!** Benefit from vital global & regional issues and lessons learned on the global & regional functional beverages market outlook, trends and new developments, especially in the Japan market
- **Learn** about new strategies and methods in marketing campaigns to get your product ahead in a competitive marketplace
- **Develop** a credible and effective marketing message for your functional products
- **Real-life case studies!** Learn from practitioners on success stories in marketing, branding, advertising and key business strategies to enhance market share in the industry
- **Unparalleled executive-level networking opportunities!** This networking event introduces prospective investors / venture capitalists to emerging or evolving companies who have developed innovative products, ingredients and technologies in functional beverages, while ensuring they maintain their competitive edge in this increasingly lucrative market

*“Consumers today are looking for beverages fortified with ingredients that are meaningful to health and can offer nutritional solutions for **brain health, heart health, immunity, and other major concerns,**” says Bruce E. Artman, director, applications development, Martek Biosciences Corporation, Columbia, MD.*

*“The consumer is becoming more interested in **good-for-you functionality behind the drinks,**” he says. “I think they’re looking for something that’s got a benefit when they consume it. I think we’ll see a lot more **herbal-infused beverages, too.**”
Larry Williams, vice president of sales for Canton, Ga.-based Monarch Custom Beverages*

Dear Executive,

In past years, the market for functional beverages carried a significant portion of growth in the beverage industry in Asia. Along with an increasing Asian population and growing consumer awareness of health consciousness, all of these have driven the market for beverages with perceived health-promoting properties to grow rapidly. The functional drinks market is one of the fastest growing food segments and according to Datamonitor, the global functional drinks market grew by 5% in 2007 to reach a value of \$21.2 billion. Market forecast indicates a value of \$26.9 billion by 2012. **Consumers increasingly want drinks, which not only offer health benefits, but which are also “all natural”.**

Next Phase of Growth....

Functional beverages are drinks that have been enhanced with added ingredients to provide specific health benefits beyond general nutrition. These beverages have become so popular, they are displacing soft drink sales. Consumers are seeking specific health benefits in their food and beverages and these functional drinks fit neatly into the **“healthiness-on-the-go”** market. Functional drinks are promoted with benefits, such as **heart health, improved immunity and digestion, joint health, satiety, and energy-boosting effects.** Heart and digestive health beverages in one shot, daily dose formats, continue to be one of the biggest segments of the functional drinks market.

*In line with the continued growth of Asia’s wellness and health consciousness, Asia Business Forum has organized this 1st time conference on “**Functional Beverage Markets Asia 2009**” to explore the trends underlying the Asian beverage industry’s shift to healthful products, including key segments of the wellness drinks market, e.g. antioxidant beverages, hydration beverages, functional beverages or beverages & supplements targeted at senior consumers, protein drinks and probiotics. Regulatory and commercial issues, strategies assessment of the leading wellness/ beverages companies for successful market entry, new product innovations, ingredients, additives & flavors, beverage packaging, processing, food safety & quality control & other topical business issues related to the functional beverages market developments in Asia will be featured - including, exploring where the **Functional Beverage Revolution is today and where it is headed in the near future!***

Major Conference Features 2009 are:

- ✓ **View from authority** from the FDA on Regulatory updates & guidelines
- ✓ **International experience** from **Canadean Asia** on Global & Regional Trends; **Frost & Sullivan** on Mapping the growth & development of functional beverages in APAC, EU & The US; **Intage** on Trends and market developments in Japan; **WILD Flavors** on What’s hot globally?; **BENEO-Palatinit** on Functional water; **Lonza** on Next generation soft drinks; **Cognis** on Nutritional and functional ingredients trends; **Fuji Oil** on Soy protein and **Danisco** on Innovation in digestive health beverage
- ✓ **Exclusive information** from **Mindshare** on Assessing consumer behavior; **Market 911** on Consumer trends in Thailand; **Chao Phya Abhaibhubejhr Hospital** on Functional herbal beverages; **S&J International Enterprises** on Functional beverages for beauty; **Blue Marlin Asia** on Consumer insights to brand success; and **Young & Rubicam** on Communication strategies
- ✓ **Explore a unique and extensive opportunity** to learn about the **“Functional Beverage Markets Asia 2009”** with world leaders in the industry bringing regional focus to the country. This conference will provide an invaluable look at the exciting impact on Asia functional beverages sectors that will be of immense value to government officials, community leaders and business executives.

Plus! Participation in a Roundtable Panel Discussion on: **Examining current and future new product development activities in functional & health beverages** from Equinox Research, Frost & Sullivan, Lonza and Green Spot

Don't miss

this opportunity to meet and network with beverage and functional ingredients experts from across the whole industry and gain an in-depth analysis of the rapidly expanding functional beverage market. Without doubt, some of the best known and respected names in the Asia & Thai Functional Beverage market will assemble here for two days of exhilarating conversation, debate and intelligent exchange surrounding this year’s theme of **“Meeting New Trends, Innovations & the Next Phase of Growth in Functional Beverage Markets.”**

WHO SHOULD ATTEND

This conference has been developed for Key Decision-Makers and Senior Management including:

- Presidents ● CEOs ● MDs ● GMs ● Regional Directors/Managers ● Country Heads ● Directors/Managers in Business Development ● Marketing ● Research ● Sales ● Distribution ● R&D ● Commercial ● Merchandising & Category
- Logistics & Supply Chain ● Advertising & PR ● Market Research & Strategic Planning

Plus! All those committed to driving growth in the promising beverage industry in Thailand within these organizations:

- Producers ● Bottlers ● Distributors ● Retailers ● Beverage Packaging Suppliers ● Beverage Ingredient Suppliers
 - Logistics & Supply Chain Providers ● Advertising & PR Agencies ● Market Research/ Consumer Research Providers
- In particular, **NEW ENTRANTS**, or **THOSE SEEKING GROWTH OPPORTUNITIES in the THAI BEVERAGE MARKET**

ADMINISTRATIVE DETAILS

METHODS OF PAYMENT:

- Crossed bank draft in US Dollar payable to **ASIA BUSINESS FORUM (THAILAND) LTD**
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Payment is required with your registration. An admission form will be sent to you prior to the conference. Walk-in delegates with payment will be admitted subject to space availability.

FOR NORMAL REGISTRATION

In order to avoid any inconvenient circumstances to delegates at the conference, payment should reach us 7 days prior to the conference date.

CANCELLATION

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and title of the substitute delegate at least 2 working days prior to the Conference. A refund less USD 150 administration charge will be made for cancellation received in writing on or before **28 April 2009**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

(Asia Business Forum reserves the right to the final decision if any dispute arises)

5 EASY WAYS TO REGISTER OR ENQUIRE



HOTLINE: (66 02) 652 0806
TELEPHONE: (66 02) 254 8321-4



FAX: complete and send this registration form to : **(66 02) 652 1533**



MAIL: ASIA BUSINESS FORUM (THAILAND) LTD
14/F, Maneeya Center Building, 518/5 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand



EMAIL: admin.bkk@abf-asia.com



WEB: <http://www.abf-asia.com>

ENQUIRIES

Please call Khun Charalrat or Khun Pawika - Conference Administrator at Tel: (66 02) 254 8321-4 if you need more information about the conference.

INCORRECT MAILING INFORMATION

It is possible that you will receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it.

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CONFERENCE REGISTRATION FORM

Please register the following delegate (s) for the conference on: **FUNCTIONAL BEVERAGE MARKETS ASIA 2009**

1) Name : _____ 2) Name : _____

Position : _____ Position : _____

Business Email : _____ Business Email : _____

Company : _____

Address : _____

City : _____ Zip Code : _____ Country : _____

Tel : _____ Fax : _____ Company Email Address : _____

Name & Title of Approving Manager : _____

Nature of Business : _____

(Please photocopy for more delegates. Kindly fill in the registration form in English.)

REGISTRATION INFORMATION (Please check as appropriate)

Fee for one delegate (Fee includes lunch, refreshments, and full conference documentation)	<input type="checkbox"/> Normal (USD)	<input type="checkbox"/> Group Registration(USD)(minimum of 3 delegates form the same company)
	Registration Fee	1,595.00
+7% VAT	111.65	100.49
TOTAL PAID	1,706.65	1,535.99

OUR TAX ID NO : 3 01 1 30909 4

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CONFERENCE VENUE & ACCOMMODATION INFORMATION

For reservations, please make your bookings directly with the hotel. To enjoy the special room rates, please quote Asia Business Forum's "**Functional Beverage Markets Asia 2009**". Hotel bills are to be settled by delegates directly with the hotel. For our record, please tick the nights of your reservations:

17 May 18 May 19 May 20 May

18-19 May 2009
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10% Discount for a group of minimum 3 registrations from the same company or group of companies. This group discount is applied only for item A (Conference only)