

EULAFF Debate

“Economic Valorisation of agro-biodiverse crops: food industry position on intellectual property rights”

Porto, Portugal, 6th May 2008

The Association BioEurolatina (BEL), the European Federation of Biotechnology (EFB) and the Escola Superior de Biotecnología of the Portuguese Catholic University (ESB-UCP) have joined efforts to organize this Debate, within the framework of the EULAFF Project “*Europe-Latin America Action on Functional Foods*”, sponsored by the European Commission. This project is focused on the promotion of innovation partnership links between the S&T and industry communities of functional foods in the European Union and Latin America.

The objective of the Debate is to discuss strategic issues in the innovation, development and commercialization process of new functional food products, both in Europe and Latin America, highlighting the opportunities, hurdles and challenges to be overcome, from the position of the food industry, with particular emphasis on IPR regulations.

The Debate is open to industry and R&D participants of Europe and Latin America, and it will be followed by another scientific meeting organized by the CYTED Network and the ESB-UCP: the “*II Journeys on Functional Foods*” (Porto, May 7th and 8th, 2008), to be held in the same venue.

PRELIMINARY PROGRAMME

Tuesday, 6th March 2008

9:00 Registration

9:30 Conference Opening

By Xavier Malcata, ESB-UCP (Portugal), Christian Suojanen, EFB (Spain), and Javier Verástegui, BioEuroLatina (Spain).

10:00 “Development and marketing of functional foods - opportunities or difficulties?
Drivers, obstacles, challenges”

- **Hans Elbek Pedersen**
Vicepresident, Global Innovation/Food Science, DANISCO
(TO BE CONFIRMED)

10:30 “The strength of Latin America resources and advances of European research in the development of new functional foods: importance of networking and cooperation”.

- **Mike May**, University of Ghent, Belgium

11:00 Coffee break

- 11:30** "Management and exploitation of innovations in functional foods toward successful commercialisation".
- **Carlos Malpica**, Progenika, Spain (TO BE CONFIRMED)
- 12:00** "How to face the new EC regulations on health claims? Implications on handling practice in Latin-America countries"
- **Argentinean Expert representing FELAEB** (TO BE CONFIRMED)
- 12:30** "Proof of health claims: technical and economical hurdles to be overcome"
- **Maria Saarela**
VTT, Finland, and Evaluator of health claims, EFSA
- 13:00 Lunch Break**
- 14:30** "Development of nutrigenomics and applications in functional foods: Patenting of results"
- **Damares Monte**
Embrapa, Brasil
- 15:00** "Overview of functional foods regulation for health claims in the case of Brasil: strengths and weaknesses"
- **João Ernesto Carvalho**
Centro de Farmacologia e Toxicologia, Univ. Est. de Campinas, Brasil
- 15:30** "Best practices of SMEs in the commercialization of functional foods and health ingredients. Case study–Industry"
- **Representative of FIAB** (TO BE CONFIRMED)
- 16:00 Coffee break**
- 16:30** "Challenges in intellectual property management in the field of functional foods: outcomes of the debate discussions"
- **José Luís Solleiro**
CCADET-UNAM, Mexico
- 17:00** Final Remarks
- 17:00 Closure of the Debate**
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For more information, please contact:

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