

NEWTRITION X.

INNOVATION SUMMIT PERSONALISED NUTRITION 2021

PERSONALISED NUTRITION IN PRACTICE

TUESDAY, 12 OCT. 2021
KÖLNMESSE IN COLOGNE, GERMANY



Virtual and in-person attendance will be available.

Congress at the world's leading trade fair for the food and beverage industry
(Anuga takes place from 9 to 13 October 2021)

THIS IS WHAT YOU CAN EXPECT FROM NEWTRITION X. 2021.

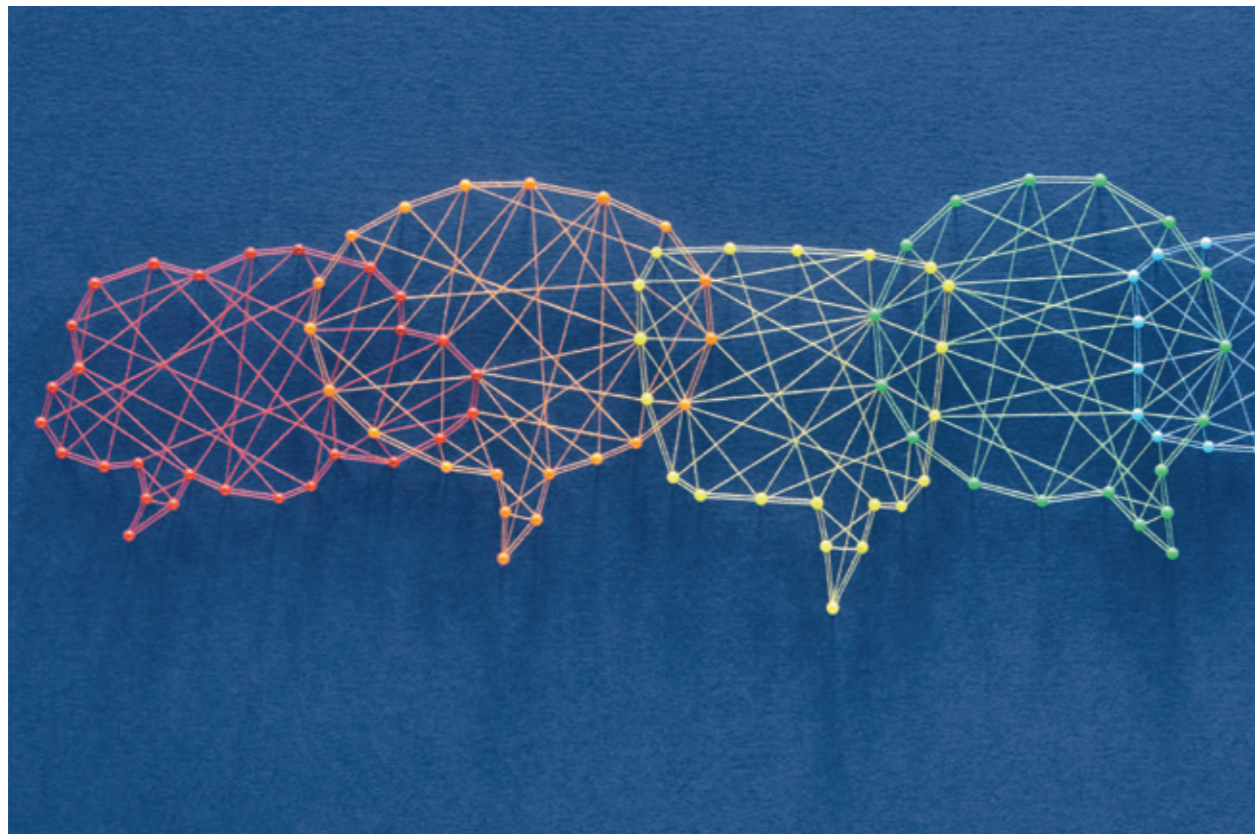
At NEWTRITION X. an interdisciplinary exchange takes place with visionary people who focus on implementation in practice. A lot of space is given to intensive discussions and networking.

The event will start with an **overview** of the state of the art in the Personalised Nutrition market and examples of **practical implementation**. It will be continued with a look at **trend research**. There is a good explanation for Personalised Nutrition in the Zeitgeist.

Product development, nutritional medicine, technology, distribution and inter-disciplinarity are in the foreground:

- How can **artificial intelligence** be used to conduct consumer research and product development?
- What influence does Personalised Nutrition have on **health**?
- How can Personalised Nutrition be used in **medicine** in the future?
- How can **science, industry** and **nutritional advice** cooperate in product development and optimisation?
- What new **technologies** - from wearables to 3D printing - are there?
- What innovative ideas does the **trade** need?

Join the discussion!



FOREWORD.



Stefanie Mauritz
Director Anuga

Welcome to NEWTRITION X. 2021, the Innovation Summit Personalised Nutrition.

The NEWTRITION X. Innovation Summit is taking place for the third time now! The topic of Personalised Nutrition is no longer only known to science, but has also arrived in many companies and minds.

The event two years ago, also as part of Anuga - the world's largest trade fair for food and beverages - was a great success with many interesting presentations and meetings. In Cologne, experts presented current findings and solutions to the questions of what our daily diet will look like in the future, how we cook and, above all, which foods we will choose with which decision-making aids. While nutritional medicine is now relying on personalisation as an effective remedy against welfare-related diseases, technology providers are working on the tools for an all-round carefree package of health tracking, smart home appliances and nutrition plan. You can find the presentations and videos on www.newtritionx.com.

Nevertheless, there are still many unanswered questions. At NEWTRITION X. 2021, we therefore want to place even more emphasis on practical implementation. Innovative companies and startups show us successful examples of how personalised products can be created and brought to the consumer. Renowned speakers show how science, nutrition advice, industry and trade together can find the way into the future of Personalised Nutrition. It can be much discussed, debated and "networked".

Take advantage of the opportunity and be inspired. Expand your knowledge and your network at the third NEWTRITION X. Innovation Summit on Personalised Nutrition.

The organiser foodRegio e.V. - the North German industry network of the food industry - and we from Anuga are looking forward to seeing you in Cologne in 2021.

Yours sincerely



SPEAKERS:

GoodMills X



perfood
Your Food. Your Health.

Bloom
trend & marketing agency

THE
D N A
DIETITIAN



GARMIN
HEALTH NOURISHED

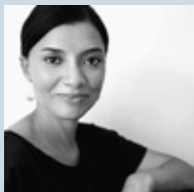
Qina

PROGRAM OVERVIEW.

Time	Subject	Speaker
09:00 - 09:30	Registration	
	Moderation	Mariette Abrahams
09:30 - 10:00	Overview: Status Quo on the market of Personalised Nutrition	Michael Gusko <i>GoodMillsX, foodRegio</i>
10:00 - 10:45	Food trends and Personalised Nutrition explained by the "Zeitgeist"	Peter Heshof <i>BLOOM</i>
10:45 - 11:15	Coffee break & Networking	
11:15 - 11:45	Adopting an agile ecosystems approach to innovate in Personalised Nutrition	Mariette Abrahams <i>Qina</i>
11:45 - 12:15	Startup "MY HEALTHY FOOD": Personalised Nutrition is the future!	Sergej Vdovitchenko <i>My Healthy Food</i>
12:15 - 12:30	Q&A session	
12:30 - 13:30	Lunch & Networking	
13:30 - 14:05	Healing through Personalised Nutrition?	Dr. med. Dr. rer. nat. Torsten Schröder <i>Perfood</i>
14:05 - 14:40	Opportunities for collaboration between dietitians and industry in the field of Personalised Nutrition	Rachel Clarkson <i>The DNA Dietitian</i>
14:40 - 15:10	Coffee break & Networking	
15:10 - 15:45	Authentic Personalisation through 3D printing	Melissa Snover <i>Nourished</i>
15:45 - 16:20	Wearables and Apps for your own Personalised Nutrition	Benedikt Kurz <i>Garmin Health</i>
16:20 - 17:00	What are the requirements of medicine for Personalised Nutrition?	Prof. Dr. med. Christian Sina <i>Universität zu Lübeck</i>
17:00	End of event. If possible until then due to corona: Networking with snacks until 18:00	

PROGRAM, 12 OCTOBER 2021, CONGRESS-CENTRE NORTH, RHEINSAAL (THIRD FLOOR)

MODERATION



MODERATOR: MARIETTE ABRAHAMS

Founder & CEO of Qina, Faro, Portugal, qina.tech

09:30

OVERVIEW: STATUS QUO ON THE MARKET OF PERSONALISED NUTRITION

- Personalised Nutrition: an attempt at a definition.
- Who are the current players in the Personalised Nutrition market?
- Where do we currently stand and where is the journey going?



MICHAEL GUSKO

Chairman of the foodRegio Focus Group on Personalised Nutrition and Global Director Innovation, GoodMills Group, Wien, Österreich
goodmills.com, foodregio.de

As head of GoodMillsX, a GoodMills Group corporate initiative to drive innovation and disruptive business models, Michael Gusko is driving Personalised Nutrition within the company (moonshot-factory.eu).

10:00

FOOD TRENDS AND PERSONALISED NUTRITION EXPLAINED BY THE "ZEITGEIST"

- What do the consumer ask next?
- The Zeitgeist model as an explanatory model.
- Consumer and food trends until 2025.
- Consumer value of Personalised Nutrition.
- Opportunities for business and brands.



PETER HESHOF

Founder BLOOM, Trend & Marketing Agency, Zeitgeist-trendwatcher and Consultant, Amsterdam, The Netherlands, www.tobloom.nl

The Dutch trend and marketing agency BLOOM helps to build future-proof brands, based on consumer and food trends. By presentations, workshops and advice on brand positioning, strategy and innovation.

THE BIG PICTURE

TREND RESEARCH

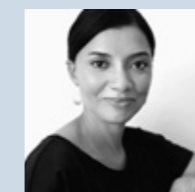
10:45

COFFEE BREAK & NETWORKING

11:15

ADOPTING AN AGILE ECOSYSTEMS APPROACH TO INNOVATE IN PERSONALISED NUTRITION

- Why ecosystems lead to better insights and enhanced consumer value.
- How to effectively select ecosystem partners to develop shared plans and goals.
- A case-example of an ecosystem approach for the development of sustainable personalised foods.



MARIETTE ABRAHAMS

Founder & CEO of Qina, Faro, Portugal, qina.tech

Qina is a platform that helps companies navigate, compare and find ecosystem partners in Personalised Nutrition to develop evidence-based solutions that benefit all.

DATA DRIVEN INNOVATION

11:45

STARTUP "MY HEALTHY FOOD": PERSONALISED NUTRITION IS THE FUTURE!

- First direct-to-consumer food webshop that uses Personalised Nutrition as a guiding principle.
- Unique functional product concepts with a focus on the use of biodiversity, supported by AI, scientific analytics and the latest nutritional insights.



SERGEJ VDOVITCHENKO, M.A.

Business Developer and Co-Lead for Innovation, My Healthy Food, Wien, Austria, myhealthyfood.ai

The food start-up "My Healthy Food" is an experimental approach to bringing together the benefits of biodiversity through functional ingredients with the world of Personalised Nutrition and the increasing consumer demand for healthier and life-enhancing food. The success of the direct-to-consumer shop is expected to lead the way in shaping overall better nutrition concepts that are adapted to the individual.

FUNCTIONAL FOOD FOR PN

12:15

Q&A SESSION

12:30

LUNCH & NETWORKING

PRESENTATIONS & SPEAKERS

13:30

HEALING THROUGH PERSONALISED NUTRITION?

NUTRITIONAL MEDICINE

- Improving migraine and other diseases through Personalised Nutrition.
- Study results.
- Application of the new findings in practice.



DR. MED. DR. RER. NAT. TORSTEN SCHRÖDER

Medical Director, Perfood GmbH, Lübeck, Germany perfood.de

The nutrition start-up Perfood is a spin-off of the University of Lübeck. The MillionFriends programme offers Personalised Nutrition recommendations based on blood sugar measurements and microbiome analyses. With the help of human studies, nutrition types are to be defined.

14:05

OPPORTUNITIES FOR COLLABORATION IN THE FIELD OF PN (PERSONALISED NUTRITION)

NUTRITIONAL CONSULTANCY/INDUSTRY

- How healthcare professionals can use PN to enhance health of their patients.
- The sceptical views of most healthcare professionals about PN.
- How industry can work with nutrition scientists to enhance their products.



RACHEL CLARKSON

Dietitian, The DNA Dietitian, London, UK, thednadietitian.co.uk

Rachel Clarkson is the UK's leading Nutrigenomic Dietitian offering her patients health solutions based on personalised nutrition analysis.

14:40

COFFEE BREAK & NETWORKING

15:10

AUTHENTIC PERSONALISATION THROUGH 3D PRINTING

3D-PRINTING

- Technical possibilities and consumer needs.
- How personalised are the recommendations and products actually?
- Are there legal concerns and hurdles?



MELISSA SNOVER

CEO and founder, Nourished, Birmingham, UK, get-nourished.com

Nourished is a start-up using a revolutionary new 3D printing method and patented vegan encapsulation formula to combine seven active ingredients - out of a choice of 28 - to create a personalised chewable vitamin stack tailored specifically to an individual's nutritional needs.

15:10

WEARABLES AND APPS FOR YOUR OWN PERSONALISED NUTRITION

TECHNOLOGY

- How do gadgets help to find your own Personalised Nutrition?
- What's on the market?
- Where is the journey going?
- What are the opportunities for food industry and trade?



BENEDIKT KURZ

Business Development Manager, Garmin Health, Würzburg, Germany garmin.com/health

Garmin has been developing, manufacturing and supplying innovative products worldwide for 30 years. Garmin-Health has one of the largest wearable portfolios in the market and offers flexible solutions for many projects.

16:20

WHAT ARE THE REQUIREMENTS OF MEDICINE FOR PERSONALISED NUTRITION?

NUTRITIONAL MEDICINE

- How can Personalised Nutrition be used in medicine in the future?
- Why is the food business part of the health sector?



PROF. DR. MED. CHRISTIAN SINA

Director of the Institute of Nutritional Medicine and Head of the Section, Nutritional Medicine, University of Lübeck, Germany uksh.de/Ernaehrungsmedizin_Luebeck










The University of Lübeck has sharpened its medicinal profile in research and academia and developed into a life science university. The scientific focus of the institute of nutritional medicine is on researching the modulatory potential of Personalised Nutrition for the interaction of host and microbiome as the key to prevention and therapy of chronic diseases.

17:00

END OF EVENT

IF POSSIBLE UNTIL THEN DUE TO CORONA: NETWORKING WITH SNACKS

GENERAL INFORMATION.

	Date: 12 October 2021, 09:30 – 18:00. Registration from 9:00 am.
	Venue: KOELNMESSE, Congress Centre North, Rheinsaal (third floor), Deutz-Mülheimer Str. 111, 50679 Köln The event will be streamed simultaneously.
	Target group: Decision-makers from the food industry, nutrition and retail trade, working in the fields of innovation, business development, nutrition, health and wellbeing.
	Language: English
	Registration fee: Face-to-face event (incl. day ticket Anuga and Anuga@home for all days): 495€ plus 19% VAT. Online (incl. Anuga@home for all days): 69€ plus 19% VAT. Online registration from mid of July 2021 only at: foodregio.de/en/NEWTRITIONX With your confirmation of participation you will also receive the opportunity to purchase the following tests at a special price: 1. MillionFriends original edition for 199€ (instead of 389€) 2. DNA-Test (Nutrigenomix) incl. 45 min. video consultation with 15 min. follow up call for 492€ (instead of 565€) 3. DNA test + MillionFriends original edition for 691€ (instead of 954€) See last page for information on the tests. The billing of these offers is done by the providers.
	Organisation: foodRegio - the North German Food Processing Industry Network - in cooperation with Anuga.
	Exhibition: We are organising a small specialist exhibition during NEWTRITION X. Innovation Summit Personalised Nutrition. If you would like to take part in the exhibition, please contact Ms Inken Meifort, Tel.: +49 451 70655-472, E-Mail: meifort@foodregio.de
	For more information, please contact: Ms Inken Meifort, Tel.: +49 451 70655-472, Fax: +49 451 70655-20, E-Mail: meifort@foodregio.de , Internet: foodregio.de/en/NEWTRITIONX
	Accommodation: https://www.anuga.com/participation-and-planning/travel-and-accommodation/ <i>Note: It is advisable to book your accommodation early. There is a good train service.</i>

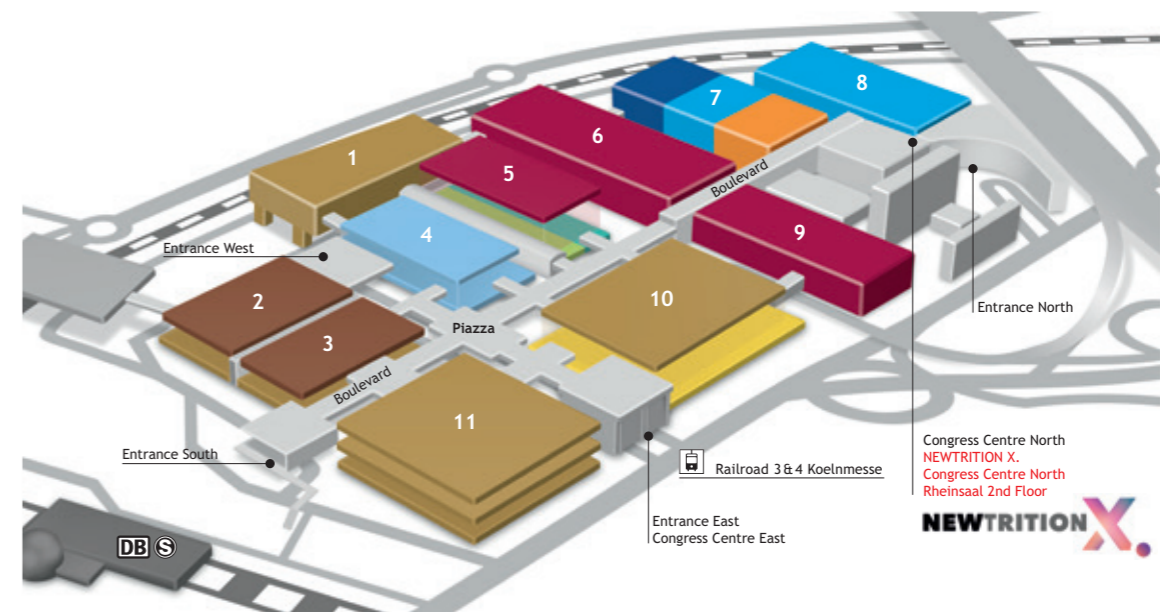


TASTE THE FUTURE
COLOGNE, 09. - 13.10.2021

10 TRADE SHOWS
IN ONE



Hall allocation



Halls	Specialized trade shows	Halls	Specialized trade shows
1, 2.1, 3.1, 7, 10.2, 11, Passage 4/5	ANUGA FINE FOOD Gourmet and delicatessen products and general provisions	2.2, 3.2	ANUGA BREAD & BAKERY Bread, baked goods and spreads
4.1, 4.2	ANUGA FROZEN FOOD Frozen food and ice cream products	7	ANUGA HOT BEVERAGES Hot beverages
5.2, 6, 9	ANUGA MEAT Meat, sausage, game and poultry	7, 8	ANUGA DRINKS Drinks
5.1	ANUGA CHILLED & FRESH FOOD Fresh convenience and delicatessen products, fish, fruit and vegetables	5.1	ANUGA ORGANIC Organic products
10.1	ANUGA DAIRY Dairy products	7	ANUGA CULINARY CONCEPTS Culinary, equipment and technology for the food service/catering market



Arrival information is available from

<https://www.anuga.com/participation-and-planning/travel-and-accommodation/>

Take advantage of the opportunity to combine your participation in NEWTRITION X. with a **visit to Anuga** through our combined congress ticket.

Your ticket to the face-to-face event also gives you access to Anuga on this day. In addition, you can follow Anuga and events live online from 11 to 13 October 2021 via Anuga@home.

You can also use Anuga@home with your online ticket for the congress.



THE SPECIAL OFFER FOR YOU AS A PARTICIPANT OF NEWTRITION X.

With the participation in Newtrition X. 2021, you have the opportunity to purchase two tests for Personalised Nutrition based on the latest scientific findings at a special price (see page 10)!



MillionFriends
YOUR FOOD · YOUR HEALTH

- 1. MillionFriends Original edition:** With the currently most modern nutritionally developed tool for self-recognition and optimisation of the body, you will test your body's blood glucose reaction to various foods for two weeks and receive a detailed analysis of your intestinal bacteria – and thus answers to your personal metabolism. millionfriends.de



EAT ACCORDING TO YOUR GENES

- 2.** Nutrigenomix testing is combined with a video consultation and follow up call with a Specialist Genetic Nutritionist to discover how you can eat according to your genes for life-long solutions to weight loss, energy, performance, heart health, food intolerances and eating habits. Studies have shown that the motivation to adhere to dietary recommendations is increased by DNA-based nutritional advice given by an expert. thednadietitian.co.uk

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www.newtritionx.com