Dietary and Food Supplements in the Middle East

April 14 2016 – Hotel Al Jaddaff, Dubai

During the ISANH Middle East World Congress, which will be held from 12th to 14th of April in Dubai, a special day will be dedicated to Dietary and Food Supplements in the Middle East.

8h55 – Opening

9h00 – Introduction by Chairman of ISANH

9h30 – Dietary and Food Supplements Europe 2016 - All you need to know from A to Z

By Dr. Stoffer Loman, NutriClaim, The Netherlands

1/ The regulations of Food Supplements in Europe

- The EU system of Food Regulation
  - Food supplements
- The lastest Food Regulations imposed by the EC
  - General Food Law
  - Food Supplements
    - Vitamins and minerals that may be added to foods
    - Vitamin formulations and mineral substances that may be added to foods
  - Safety
    - Limits to microbiological, heavy metal and chemical contamination
    - Certified lab
  - Labeling
    - Mandatory requirements
- Novel Food
- Claims
  - Authorized health claims
  - Claims related to a general, non-specific well-being

- The EU Food Supplement Market:
  - Impact of EFSA safety evaluations
  - Impact of EC decisions?
The EU Food Supplement Market: Impact of regulation and authorization
  o What is the impact of EFSA/EC strategy on the credibility of food supplements? Safety first!
  o Impact on consumers? Health benefit first!

10h30  Coffee break

11h00  Dietary and Food Supplements Middle East 2016 - All you need to know from A to Z
       By Dr. Stoffer Loman, NutriClaim, The Netherlands

2/ The regulations of Food Supplements in the Middle East
  ❖ Issues with harmonization between the Member States
  ❖ Are Food Supplements defined as « Food » in the Middle East?
  ❖ Food supplements - claim driven market
  ❖ Scientific credibility and Clinical Studies
  ❖ Template regulations (e.g. Saudi Arabia ?)
  ❖ Where are we now ?

3/ Why ISANH Food Supplements Platform?

We offer up-to-date Scientific and Regulatory support of Food Supplement businesses importing and exporting Food Supplements (Middle East – Europe)

❖  Science Safety and Health Benefit

Launching your brand of Food Supplements in the EU and Middle East?

1/ The credibility of ingredients

2/ Novelty of ingredients

3/ Toxicity Primary concern in the EU. Food Safety is paramount.

4/ Clinical studies. Target population! Ethnicity, scientific rigor, methodology

5/ Claims in other countries

6/ Decision

12h30  Lunch
14h00  Food Supplies 2016: Practical Cases

We will present a few practical examples of Food Supplements in the market such as Food Supplements for Sliming, Aging, Men Sexual Formula, Brain health and function, ….. and the scientific substantiation of the corresponding claims. The gap between the claims and the scientific and clinical evidence will be highlighted.

Among presentations selected:

The Effect of Ginger Powder on Blood Glycaemia, Blood Lipidemia and Body Composition on Adults at Risk for Cardiovascular Diseases: A controlled, randomized, single blind, parallel-design study
Ayesha Salem Al Dhaheri, University of United Arab Emirates, Al Ain, UAE

Food supplements, natural antioxidants and brain function
Mohamed Essa, Food Science and Nutrition College of Agricultural and Marine Sciences, Sultan Qaboos University, Muscat, Oman

Targeting Colorectal Cancer with Dietary Antioxidants
Mostafa Waly, Sultan Qaboos University, Muscat, Oman

Vitamin D deficiency disorders assessment among healthy pregnant women in United Arab Emirates
Latifa Rashid, Head of Nutrition Section Department, Ministry of Health, Al Ain, UAE

Dietary & food supplements: science and reality
Alain Pelletier, International Society of Antioxidants, Paris, France

16h00  Call for Innovations: short oral presentations upon abstracts submission

The scientific committee invites academics & industrials to present their innovative researches related to dietary supplements.

Discussion: Dietary Supplements in 2016: Recommendations

What is the future of health ingredients supplementations in the Middle East?
Visit of the Middle East Dietary Supplements Exhibition Space

Dietary Supplement to Prevent Metabolic Syndrome (Diabetes & Obesity)
Dietary Supplements, Antioxidants & Physical Performance
Antioxidants & Metabolism to boost gut microbiota
Dietary Supplements & Fertility: Impact of Antioxidants Formulation
Dietary Supplements & Women/Men Health
Dietary Supplements & Ageing

Conclusion of ISANH Middle East World Congress 2016
In the presence of Organizers & Speakers from scientific committee
ISANH Middle East 2016 Awards:
- Scientific Contribution Award 2016
- Young Scientific Contribution for Oral and Poster Contribution

Concluding Remarks by the chairpersons
End of ISANH Middle East World Congress
Dr Stoffer Loman  
Senior Consultant at NutriClaim BV  

Stoffer is a successful Health Claims & Novel Foods consultant and has been involved in over 25 health claim and 6 Novel Food projects. Up to date, 9 (nine) applications prepared by Stoffer have already been evaluated by EFSA - cause and effect relationship has been established for all nine of them!

One second opinion was delivered on a Health Claim dossier. Following submission, a cause-and-effect relationship was established.

Currently, 4 health claim applications prepared by Stoffer, in collaboration with Scientific & Regulatory Affairs Experts of International Food and Food Ingredient Companies are at the desks of the EFSA's NDA panel. Further, two Novel Food applications are currently under evaluation.

Stoffer is also involved in the EU FP7 Project MyNewGut (www.mynewgut.eu) as Work Package Leader (WP11). This project is devoted to unravel the Microbiome's influence on energy balance and brain development/function, put into action to tackle diet-related diseases and behaviour) - See more at: http://www.mynewgut.eu/partners

Stoffer brings a scientific background in Nutrition (MSc) and Immunology (PhD). Because of his interdisciplinary focus his innovative approach aims at integration of valuable scientific information from different scientific disciplines (nutrition, immunology, physiology, cell biology, biochemistry, toxicology,......) in order to strengthen the scientific substantiation of Health Claims and Novel Food applications by developing convincing and scientifically sound concepts and successful application strategies.


To register and to take part in this meeting, please register at www.isanh-me.com