



... "Stevia will be a Major Player to Prevent Obesity and Diabetes"...

2nd World Congress on Stevia

Malta Stevia & Stevia Growing 2010

**Scientific Advances, Stevia Growing Opportunity
& Food and Beverage Formulation**

October 28-29th, 2010 - Radisson SAS, St-Julian, Malta

Programme

Day-1

Thursday October 28th, 2010

Session 1

**Current Situation & Recent Scientific Advances
*Is there a place for Stevia to prevent metabolic syndrome?***

8.30 Registration

**9.00 Opening of the conference: Malta Strategies to reduce sugar and salt
*Salt between pleasure and health: the Janus face***

Pr Marvin Edeas, Chairman of International Society of Antioxidants in Nutrition and Health

9.05 Hyperglycemia, Diabetes and Oxidative stress: Strategic role of antioxidants

- Oxidative Stress and Protein Glycation : Can Stevia decrease this process?
- How to exploit antioxidant activity of Stevia?

Pr Marvin Edeas, Chairman of International Society of Antioxidants in Nutrition and Health

9.35 Current Situation & Recent Advances

- Botanical Varieties
- Stevioside metabolism
- Pharmacological potential : Anticarcinogenic & antihypertensive effects
- Toxicology
- Effects on Insulin release & Insulin sensitivity
- ROS scavenging effect

Pr Jan Geuns, Head of the Laboratory of Functional Biology of Leuven University, Belgium

10.05 Discussion

10h30 Coffee and Tea Break- Poster Session

*Stevia juices Tasting Bar
Business to Business Session*

11.00 Short Oral Presentation: upon abstract submission of Stevia Effects on Health

- Clinical Studies
- Anti-aging effects
- Stevia and Metabolic Syndrom
- Anti-diarrhoeal effects
- Anti-microbial effects

Session 2 **Stevia Regulation** *Leap on opportunity*

11.30 Stevia Rebaudiana: Regulation and Perspective

- International and European regulation, where are we?
- What is the impact on applications?
- How to adapt strategy to the changing regulatory?
- What are the pitfalls?

Pr Jean-Michel Maixent, Vice president of the additives flavors and processing aids committee, AFSSA-ANSES, University of poitiers, France

12.00 Discussion

12h30 Lunch Break and Poster Session

Session 3 **Stevia Formulation** *All you need to know about formulation with Stevia in Food & Beverage Industry*

14.00 Sensory profiles of various Stevia Extracts

- Sensory attributes & Taste profil of Steviol Glycosides
- Which are the differences with other sweetener?
- Steviol Glycosides' Sweetness intensity

Mrs Katja Obst, Technische Universität München

14.30 Tools to optimise the taste profile of Stevia?

- How to surpass the bitter taste? Should we mask it?
- Tools to improve after-taste
- Challenges to overcome when formulating with Stevia

Mrs Claudia Scholten, Jungbunzlauer Austria AG, Austria

15.00 Effects of matrice on Stevia formulation?

- Difficulties in Industrial development
- Characterization of Stevia Extract: stability, association, level usage
- How to combine Stevia? At which concentration?
- Association with other Ingredients
- What are the pitfalls?

15h30 Juice Break- Poster Session
Stevia juices Tasting Bar
Business to Business Session

Session 4

Stevia application in the Food & Beverage Industry: Practical Cases

For the first time in Europe, the Malta Stevia 2010 Scientific committee decided to collaborate with the **Japanese experience** to show all you can do with Stevia extracts, and to show more application behind the sweetener.

16.00 Presentation of Stevia's Japanese Products:

- Successful applications of Stevia in Japanese products: display of different classes of these products (Beverage, Food, Candies, Japanese sauce...)
- Possible Application for Agro-industry

Mrs Yuri Hatanaka, International Association of Stevia, Japan

16.30 Successful Applications with Stevia: 10 minutes to convince

The Organizing committee will select Successful Applications using Stevia in Food & Beverage Industry to present their project.

Session 5

Network Session

Producers, Suppliers, Retailers: How to choose Stevia Extract?

The Organizing committee will invite all specialists involved in Research and Development, Extraction, Purification, Formulation, Marketing and Commercialisation of Stevia (suppliers, growers, sellers, marketers...) to introduce their trade strategy, sustainability strategy...

The Aims of this Session is to bring together all actors to set up the global market and particularly Stevia Suppliers and Byers.

17.00 Creating high performance Stevia Practice

- Stevia intensification or win-win

Mrs Lucy Dahlgren, Bayn Europe AB, United Kingdom

17.30 Stevia Broking, the Stevia Brokers of London approach

- The influence of a stevia broker as a step towards as a mature ingredient

Mr Christian Wiss, United Kingdom

18.00 End of the first day

Gala Dinners - Pick up from the hotel Radisson SAS, St Julian Malta.

Day-2
Friday October 29th, 2010

Session 4
Stevia Marketing, Pleasure and Consumer

9.00 Presentation & Trends on Stevia

- Stevia's market data
- Last trend and evolution
- Which segments growth?
- Perspective

Mrs Olivia Sant'Angelo, Innova Market Insights, Netherlands.

Symposium on
Stevia Growing
Opportunities & Challenge

How to grow Stevia in Developing and Emerging Countries
All you need to know about...

Programme

Session 1
Economical view of Stevia's production

9.30 Economical View: perspective of investment and profitability

- Which is Stevia yield in comparison to classical growing (wheat growing, sugar cane growing, sugar beet growing, tobacco growing...)?
- Is it relevant to grow Stevia?
- Budgetary cost of stevia production
- How to fit out your exploitation?
- Yield of Stevia growing
- What is the capital budget for this investment?

Session 2
Technological view of Stevia Growing
Keys to success

10.00 How to adapt Stevia growing to specific country?

- What are the more efficient growing technologies?
- The best Stevia soil and climate
- What is the Stevia's amount of water ?
- How to get a sustainable stevia growing? Which is the best stevia variety to get most sweetness?
- How to choose its seeds? Sprouts?
- What are the planting secrets? (Time to sow the seeds, how to dig stevia leaves, which fertilizer...)
- The most efficient Stevia Extraction to get the best flavour

10.30 Classical Agriculture VS sprouts Culture

- Advantages of the sprout culture of *Stevia rebaudiana Bertoni*
- What are the possibilities?
- What are the possible uses of this method?

Dr Yaroslav Shevschenko, Institute of Food Technology and Food Chemistry, Berlin, Germany

10.30 Juice Break- Poster Session

Stevia juices Tasting Bar

Business to Business Session

11.00 The growing of Stevia: biological and practical issues

- Which parameters can influence the concentration of steviol glycosides in the Stevia plant?
- Which are the optimal growing conditions to get the best harvest?

Mr Stijn Ceunen, Laboratory of Functional Biology of Leuven University, Belgium

11.30 Experience and technique of Stevia cultivation and production for sustainable growth through community farming along with fulfillment of Social Responsibility

Mr Sourabh Agarwal, CEO India Stevia Association, India

Session 3

Toward a sustainable and a Fair-trade development

12.00 Stevia growing: opportunity for emerging countries?

- Solution to improve living condition of farmer?
- What are the possibilities?
- Which are the keys to success?

The Scientific committee will invite Emerging Countries to explain their point of view concerning this filed.

12.15 Short oral presentations: 6 minutes to convince

Companies could present their knowledge in technology, agriculture, seeds, sprouts, plants, machines, innovations or even their extracts...

12.45 General Discussion of Symposium:

Stevia Growing, Opportunity for industrial and emerging countries?

13.15 General Discussion of Malta Stevia Congress

Stevia, Challenges and perspectives: Conclusion and recommendations

Malta Stevia Congress 2010 Awards

Best World Stevia Ingredient of the year 2010

Stevia Growing Award

13.00 Lunch

End of the Conference

**All participants invited to a free visit of Malta - Pick up from the hotel Radisson SAS, St Julian
Malta -**

**For more information:
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