



16 March 2023 - 09:00-11:00

PERSONALISED NUTRITION: HOW TO BRING PERSONALISATION TO THE MASS?

Health,
functional and
personalised



About the workshop

Consumer desire for personalised nutrition is growing rapidly. Because personalised food is still costly and complex to produce, it remains niche and companies focus on 'customisation', requiring the end consumer to do the hard work of choosing rather than personalising food to individual needs. But in the next ten years, we expect personalised nutrition to become more mainstream, supported by the use of smart devices that track, interpret, and advise consumers what their body is telling them. The challenges to overcome to reach the mass market are technological (e.g., real time biomarkers, near-effortless 'always on' monitoring), relevance and affordability. At this masterclass we will discuss and present promising business models bringing personalised nutrition to the mass.

Draft Program

9:00 – 11:00h CET

09:00 Welcome & General Introduction by Anni Simonsen, Food & Bio Cluster Denmark and Project Coordinator of Global Foodture

09:05 What is Personalised Nutrition? Introduction & European perspective by Judith van der Horst, Innovation Lead Food & Health Foodvalley NL (Netherlands)

Under Judith's lead, Foodvalley NL wrote a position paper with 53 stakeholders on the definition of Personalised Nutrition. The paper created a business definition and provides insights into profitable business models. Next, Judith is further developing and strengthening the personalised nutrition ecosystem by building a personalised nutrition community in which she guides parties on direction, process, content, and pace.

09:20 Introduction to the topic from an Asian perspective by Usha Viswanathen, Nutrition & Public Health director, Integrated Nutrition Solutions (Singapore)

With over 15 years of nutritional experience at Danone, Usha is another expert in bringing healthy nutrition to the consumer. With her nutritional knowledge she is currently consulting Asian organizations in building a foundation of good health through nutrition.

Masterclass 1: Personalised Nutrition from an Asian perspective

09:35 Presentation by the Singaporean company AMILI

AMILI is Southeast Asia's first and only precision gut microbiome company. The company performs advanced gut microbiome sequencing for service and research

purposes and develop these insights into products and services. They also support partners in validating the gut health effects of their products, along with co-developing gut health friendly products.

09:45 Presentation by Ms. Seoyoung Kim, Senior Researcher of the South Korean Advanced Institute of Convergence Technology

Foodpolis and The Advanced Institute of Convergence Technology are co-developing a "personalized dietary planning platform" for the food industry. This platform will provide consumers personalized recommendation of dietary intakes, based on their algorithms by measuring certain factors (life cycle, diseases, genetic information, personal preference, etc.), and an integrated database of food and human nutrition.

Masterclass 2: Personalised Nutrition from a European perspective

09:55 End of Master Class 1, Start Masterclass 2- European perspective.

10:00 Presentation by Lynette Kucsma, Co-Founder/CMO of the Spanish company Natural Machines

Being named by CNN as one of the seven tech superheroes to watch, Lynette is the Co-Founder of Natural Machines. Her business is based in Europe and Asia and develops 3D printers that enable customers to create personalised foods, which are especially useful for patients with dysphagia. Besides that, Natural Machines takes personalizing even further by making personalised pharmaceutical drugs, facial skin care masks and eye patches.

10:10 Presentation by Tuulia Järvinen, Founder/CEO of the Finnish company Venner Oy

Vegemi is an innovative food educational app and concept fighting one of the biggest global health problems, inadequate consumption of fruit and veggies by children. The solution utilises gamification, play and tech to engage and inspire children to eat their "five a day", in collaboration with retailers and early years educators.

10:20 Presentation by Jon Henningsen, CEO of the Danish company Movesca

Movesca developed an innovative digital food ordering and nutritional solution for hospitals, care homes and other centrally run kitchens and meal suppliers. The solution is an app called Min Menu (My Menu).

10:30 Open Talk moderated by Anni Simonsen, Food & Bio Cluster Denmark and Project Coordinator of Global Foodture

Time for a guided discussion with several speakers and participants about Personalised Nutrition.

10:55 Wrap up and closing

11:00 Opportunity for matchmaking via the Global Foodture Community platform

12:00 End of the session