



THV Soy Conference • Lange Dreve 8F, 8980 Zonnebeke, Belgium • VAT BE 0523 835 038

Brussels, September 1, 2009

New symposium for soy based food industry learns how to boost sales by making the right strategic marketing decisions

Following the success of the International Symposium Soy & Strategic Marketing in 2008, Soy Conference now presents the 2nd International Symposium Soy & Strategic Marketing due in Barcelona, Spain next 5 & 6 November 2009. More than 80 people attended the first Symposium in Ghent. This year's program will again provide a key advantage to professionals who attend.

The soyfoods and Soy ingredient market is entering into a new phase. The first boom in sales was mainly attributed to the health claim for heart disease which was approved by the FDA in 1999. New product introductions were rapidly reaching a peak, increased sales followed. The focus now has shifted to new components present in soy creating new value added products.

This year's edition of the symposium will help CEO's, marketing managers, R&D managers to further understand the latest developments in strategic marketing and improve their sale. The current market and trends will be reviewed in four different ways and explain how to advance into an uncertain future, how to tackle unsolved problems innovatively and achieve long-term performance excellence.

Soyatech will bring the latest update on soy and soyfood market development in the US and abroad. New business entrepreneur Ryan Schmidt will describe how he successfully introduced Genisoy, and now challenges the market again with the SoyLabs project based on lunasin science and health application opportunities. The latest state of the art in science & health and soy health claims in Europe will be presented by Dr. Mark Messina and by Yves Goemans of Solae, leaders in this field.

Creating consumer value with soy products is the best way forward to expand sales. The programme will learn how to strengthen the market position and bring new insights in the way to further develop the market. The crucial factors for building brands in the soy world will be presented by the London based Healthy Marketing team, and further illustrated with practical examples of successful communication on soyfoods and products.

A more focussed product positioning is needed to boost sales. Research has shown that the presence of the name "soy" on a label can induce negative ratings of taste but favourable ratings regarding nutritive value. For certain consumers segments ingredient labelling may have more favourable consequences, while for others the opposite is true. Therefore a good segmentation and positioning of the product is essential.

The Symposium will offer excellent networking opportunities for people active in the Soy Ingredients, Soy Foods and Supplement business. It can be combined with a dedicated training session on Marketing Nutrition with Cornell Food and Brand Lab the day before the event.

Updates on this future event will be posted on www.soyconference.com. For more information please contact info@soyconference.com; Tel. +32 51 31 12 74 or +32 57 46 64 46.

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