

Soy & Health

2nd International Symposium

Soy & Strategic Marketing

Soy Conference THV

Thursday & Friday, November 5-6, 2009

Hotel Rey Juan Carlos I

Barcelona, Spain

<http://www.soyconference.com>



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2nd *International Symposium*

Soy & Strategic Marketing - Program

Thursday November 5, 2009

- 19:00 Symposium reception & networking
20:00 Gala Dinner

Friday November 6, 2009

- 8:30 Registration
9:00 Opening
9:10 **Soy markets, ingredients, supplements & soyfoods**
Soy, Soy Ingredients and Soyfoods market in the World, Mrs. Sarah Day-LeVesque, Content Manager & Research Analyst, Soyatech, Southwest Harbor, ME, U.S.A.
Novel soy ingredients and soyfood product introductions, Mr. Ryan Schmidt, President, SoyLabs LLC, Fairfield CA, U.S.A.
10:30 Coffee Break & Networking
11:00 **Soy, Nutrition, Health and Health Claims**
Soy & Health: Science and Evidence, Dr. Mark Messina, Nutrition Matters, Port Townsend WA, U.S.A.
Soy Claims in Europe, Mr. Yves Goemans, Solae, Geneva, Switzerland - EUVEPRO
12:30 Lunch & Networking
14:00 **Creating consumer value with soy products**
The Four Factors for building Brands - Opportunities for Soy Products, Mr. Sam Waterfall, Healthy Marketing Team, London, U.K.
Practical examples of successful communication on soyfoods and products, Dr. Janice Harland, HarlandHall, U.K.
15:30 Coffee/Tea Break & Networking
16:00 **Marketing Health & Nutrition - Labelling, Composition & Consumer Acceptance**
Marketing Nutrition: Lessons for Positioning Soy-Based and Other Healthful Foods, Dr. Ron Guymon, Food & Brand Lab, Cornell University, Ithaca NY, U.S.A.
17:15 Symposium wrap-up
17:30 Adjourn
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Soy & Strategic Marketing can be combined with **Marketing Nutrition** training session of 5 November 2009.

Combined registration is available at a reduced rate

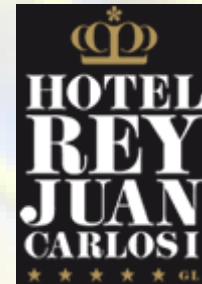


The 2nd International Symposium on Soy & Strategic Marketing is designed for marketing & sales people active in the soyfood and soy ingredient industry or entering this market.

The programme will learn how to strengthen the market position and bring new insights in the way to further develop the market

Venue:
Hotel Rey Juan Carlos I

Avda. Diagonal, 661-671
08028 Barcelona (Spain)
Tel. +34 933 644 040
Fax +34 933 644 264
www.hrjuancarlos.com
hotel@hrjuancarlos.com



The comfortable and spacious accommodation features the latest facilities and outstanding views over Barcelona. The 19th century Mediterranean gardens and outdoor pools create a tranquil resort in the city centre.

With 433 luxury rooms and professional conference facilities, Hotel Rey Juan Carlos I is the ideal location for a business or leisure visit to Barcelona.

SOY CONFERENCE THV is the organizer of the International Conferences SOY & HEALTH and of the International Symposium SOY & STRATEGIC MARKETING). SOY CONFERENCE THV also publishes and distributes the quarterly e-mail Magazine SOY & HEALTH

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Organization

Hotel Reservations

Please book directly at the hotels by clicking the e-mail link. Please mention Soy CONFERENCE

Five Star *****

Hotel Rey Juan Carlos I

Rooms from €149.00

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2nd International Symposium **Soy & Strategic Marketing 2009**

Registration Form

TITLE Dr/Mr/Mrs/Miss _____

FAMILY NAME _____ FIRST NAME _____

Thursday & Friday
November 5-6, 2009

ORGANISATION _____

POSITION/TITLE _____

Hotel Rey Juan Carlos I
Barcelona
Spain

ADDRESS _____

POSTCODE _____ CITY _____

COUNTRY _____ TELEPHONE _____

FAX _____ EMAIL _____

VAT (EU companies) _____

Symposium Fee



Early booking rate (on or before October 4, 2009) 695 EUR

Regular rate (after October 4, 2009) 845 EUR

Combined with

Marketing Nutrition

Combined early booking rate (on or before October 4, 2009) 1265 EUR

Combined regular rate (after October 4, 2009) 1525 EUR

Method of Payment

Credit Card Payment

Follow instructions given on the Soy Conference website:

http://www.soyconference.com/health-marketing_registration-cc.asp

By International Bank Transfer

EUR payments

KBC BANK IZEGEM
IBAN Account #: BE22 4650 1317 4147
BIC/sort code: KREDBEBB

USD Payments (1 EUR = 1.42 USD)

KBC BANK IZEGEM
IBAN Account #: BE64 4650 1317 4652
BIC/sort code: KREDBEBB

By bank cheque payable to the order of Soy Conference THV, to be sent to Soy Conference THV, Lange Dreve 8F, B-8980 Zonnebeke, Belgium. Please include a copy of the registration form.

Registration fee Includes registration, program and handouts, coffee breaks, and the Symposium dinner on Thursday evening November 5, 2009.

VAT: Spain applies the reverse charge mechanism; VAT will be charged to private person registrations only. Please provide VAT registration number (EU companies)

Cancellation policy: Cancellations have to be sent by fax or e-mail to the organizers; please ask for confirmation.

- Cancellations received up till 30 days before the event, will be refunded at full price minus bank costs and extra 50 EUR handling cost

- Cancellations up till two weeks before the event, will be refunded at full cost minus bank costs and extra 100 EUR handling cost

- No refund is possible later than two weeks before the event

- Registrations are always fully transferable by sending a fax or e-mail indicating the name change

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