



Conference Agenda

GOED

EXCHANGE 2012

June 6-8, 2012
Boston Marriott Long Wharf
Boston, MA

To register:
www.goedexchange.com





GOED EXCHANGE 2012

Agenda at a Glance

Wednesday, June 6th

1:00-1:45 pm: Opening Keynote

1:45-2:45 pm: Market Overview

2:45-3:15 pm: *Coffee Break*

3:15-4:15 pm: Sourcing Issues Around Omega-3s

4:15-5:15 pm: Communicating with Consumers about Omega-3s

5:30-7:00 pm: *Cocktail Reception and book signing*

Thursday, June 7th

8:30-9:45 am: Featured Presentation

9:45-11:15 am: Regulatory Developments and Intake Recommendations

11:15-11:45 am: *Coffee Break*

11:45 am-1:00 pm: Debate on Safe Intakes of Omega-3s

1:00-2:00 pm: *Attendee Lunch*

2:00-3:30 pm: The Chinese Market In-Depth

3:30-4:00 pm: *Coffee Break*

4:00-5:30 pm: Sustainability of Marine Sources of EPA and DHA

6:30-9:00 pm: Annual GOED Awards Dinner

Friday, June 8th

8:00-9:30 am: Early History of Omega-3 Research

9:30-10:00 am: *Coffee Break*

10:00-11:30 am: Out-of-the-Box Marketing Challenges

11:30 am-12:30 pm: *Attendee Lunch*

12:30-1:30 pm: Improving Healthcare Crises with Omega-3s

1:30-3:00 pm: Innovative Uses of EPA and DHA

3:00 pm: Closing Remarks

SPONSORS:



Enhance your GOED Exchange experience with an event sponsorship! Email exchange@goedomega3.com

To register: www.goedexchange.com



GOED EXCHANGE 2012

Full Conference Program

Wednesday, June 6th

1:00-1:45 pm: Opening Keynote

Michael Crawford, PhD, Imperial College

One of the fathers of omega-3 research, Dr. Michael Crawford, takes a look at the connection between DHA and DNA and how omega-3s have made humans what they are today.

1:45-2:45 pm: Market Overview

Christopher Shanahan, Frost & Sullivan
David Sprinkle, Packaged Facts

The market dynamics in the omega-3 business revolve around a fluctuating supply situation and aggressive product launch initiatives. These two speakers have been invited back to present new data on market statistics and product development market research commissioned by GOED.

2:45-3:15 pm: Coffee Break

3:15-4:15 pm: Sourcing Issues Around Omega-3s

Tony Bimbo, International Fisheries Technology
Tom Clough, Health Strategy Consulting

The future of omega-3s depends on new sources and applications as well as overcoming obstacles to growth. These speakers will analyze the roadblocks around sourcing as well as look at potential new supply options.

4:15-5:15 pm: Communicating with Consumers about Omega-3s

Maria Bailey, Author, Power Moms – The New Rules for Engaging Mom Influencers Who Drive Brand Choice
William Sears, MD, Author, The Omega-3 Effect

Everything you Need to Know about the Super Nutrient

Consumer awareness of omega-3s is high but there is much more education to be done. Two speakers will share their perspectives on how best to talk to consumers about omega-3s.

5:30-7:00 pm: Cocktail reception and book signing

Network with colleagues at our kick-off reception, which will also include a book signing by Dr. Sears.

Thursday, June 7th

8:30-9:45 am: Featured Presentation

Tom Fishburne, Marketoonist

Innovation pitfalls are a challenge to any industry and our ideas are only as strong as how we communicate them. In this presentation and workshop, Tom Fishburne will focus on innovation challenges for omega-3 companies, showcasing how to foster creativity, avoid mediocrity, and create more remarkable innovation. He will also challenge attendees with a hands-on workshop on visual note-taking as a simple tool to unlock creativity, capture insights, form ideas, and share with others.

9:45-11:15 am: Regulatory Developments and Intake Recommendations

Susana Socolovsky, PhD, Pentachem SRL
Jacques Delarue, MD, PhD, CHU Cavale Blanche
Kathy Musa-Veloso, PhD, Cantox

The regulatory environment is ever evolving. This panel will discuss the latest regulatory developments, health claims and intake recommendations and the implications for your business.

To register:
www.goedexchange.com

11:15-11:45 am: Coffee Break

11:45 am-1:00 pm: Risk/Benefit Analysis and Communication Challenges for Omega-3 Intakes

A. Wallace Hayes, PhD, DABT, Spherix Health Science
Livar Frøyland, PhD, The Norwegian National Institute of Nutrition and Seafood Research

Despite a huge body of work, the facts are not clear-cut on how to recommend upper limits on omega-3 intakes. Two scientists will share their opinions on what's been done and what's needed, the process and data needed to establish upper intakes and the research gaps that industry needs to consider as we move forward.

1:00-2:00 pm: Attendee Lunch

2:00-3:30 pm: The Chinese Market In-Depth

Dr. Wang Dahong, China Health Products Association
Prof. Yiyong Cheng, Chinese Nutrition Society
Zhang Jian, Chinese Centers for Disease Control

China is rapidly becoming the market to watch for omega-3 developments but it is confusing to navigate. This panel will provide insights into this very dynamic market.

3:30-4:00 pm: Coffee Break

4:00-5:30 pm: Sustainability of Marine Sources of EPA and DHA

John Heckman, PE International
Ellen Pikitch, Institute for Ocean Conservation Science
Sandra Cedrone, Marine Stewardship Council

This panel will discuss the current sustainability status of omega 3 fisheries and offer advice on how to benchmark your company's sustainability practices.

6:30-9:00 pm: Annual GOED Awards Dinner

Robert Orr, former chairman, Ocean Nutrition Canada
Steve Dubin, former president, Martek

GOED will present a special award at our Gala Awards Dinner. The dinner will also include a lively conversation between two former competitors from the fish and algal sides of the omega-3 industry.

Friday, June 8th

8:00-9:30 am: Early History of Omega-3 Research

Bruce Holub, PhD, University of Guelph
Nicolas Bazan, MD, PhD, Louisiana State University
Peter Nichols, PhD, CSIRO

This popular panel promises to provide insight into how it all began as the early trailblazers in omega-3 research share their stories.

9:30-10:00 am: Coffee Break

10:00- 11:30 am: Out-of-the-Box Marketing Challenges with Omega-3s

Dave Kingsbury, New Hope Natural Media
Adam Ismail, GOED
Sam Graham-Felsen, "Narrator-in-Chief" for 2008 Obama Presidential Campaign

GOED is introducing an "Out-of-the-Box" Session and this year it will cover Marketing Challenges for Omega-3s. Understanding the millennial generation, examining the buying progress for supplement users and non-users and gaining insight into consumer behavior beyond a typical market research survey are all challenges our industry faces. This session will provide unique perspective on these concerns.

11:30 am-12:30 pm: Attendee Lunch

12:30-1:30 pm: Improving Healthcare Crises with Omega-3s

Dariusz Mozaffarian, MD, DrPH, Harvard University
William Harris, PhD, Health Diagnostics Laboratory

Low intakes of omega-3s are helping create public health crises. These speakers will highlight the extent of the problem and discuss some innovative ways, such as insurance reimbursement of omega-3 diagnostics, of addressing the issues.

1:30-3:00 pm: Innovative Uses of EPA and DHA

Charles Serhan, PhD, Harvard University
Mark Puder, MD, PhD, Children's Hospital Boston
Adina Michael-Titus, Blizard Institute of Cell and Molecular Science

Our closing session looks beyond present-day to spotlight new and emerging applications for omega-3s. This was one of the most popular sessions at last year's GOED Exchange and this year delves into the worlds of infant short bowel syndrome, resolvins/protectins and intravenous injections of omega-3s for central nervous system injuries..

3:00 pm: Closing Remarks

Agenda subject to change without notice.

Hotel Accommodations:

The conference takes place at the Boston Marriott Long Wharf Hotel, Boston, MA, and GOED has reserved a block of rooms at a special discounted rate of \$289 per night for all attendees. To book your room, please call 617-227-0800 or visit marriott.com.