

# NEWTRITION

## INNOVATION SUMMIT PERSONALISED NUTRITION 2019

GET READY FOR  
THE FUTURE

SUNDAY, 6 OCTOBER 2019  
KOELNMESSE IN COLOGNE,  
GERMANY



Congress at the world's leading trade fair for the food and beverage industry  
(Anuga takes place from 5 to 9 October 2019)

**EARLY BIRD  
INFORMATION:  
BOOK BEFORE  
26 JULY 2019 AND PAY  
ONLY €395.00 PLUS  
19% VAT.**

## THIS IS WHAT MAKES NEWTRITION X. SO SPECIAL.

### VISIONARY

The Innovation Summit offers focused access to the future trend of Personalised Nutrition and to the leading players in the food sector.

### INTERDISCIPLINARY

Scientific experts from various fields as well as decision-makers from the fields of food technology and product manufacturing will present a broad range of current findings across all disciplines.

### NETWORKING

Beyond the lectures, the congress offers the opportunity for lively discussions and face-to-face talks with speakers and participants.

### FOCUS ON PRACTICE

The congress will show how to give consumers an understanding of the benefits of Personalised Nutrition and the possible contribution of commerce and the food industry.

## WELCOME TO NEWTRITION X.



Lorenz Alexander Rau  
Director Anuga



Prof. Dr. Björn P. Jacobsen  
foodRegio e.V.



”

Rapid advances in technology, ground-breaking scientific findings and a consumer who increasingly expects tailor-made products – the world of Nutrition is changing: Personalised Nutrition is one of the biggest, if not the biggest, trend of the future. We are very pleased to announce the presentation of NEWTRITION X. Innovation Summit Personalised Nutrition this year at the Anuga in Cologne.

”

We at foodRegio e. V. are also excited about the cooperation with Anuga, the world's leading trade fair for the food and beverage industry. The co-developed programme for 2019 looks set to become an exciting conference on Personalised Nutrition. Last September in Lübeck, we succeeded in bringing together the latest research results from the universities with interested parties from industry and retail trade. Because it is only through the interdisciplinary interaction of science, technology, the food industry and the service sector that solutions and products can actually be developed which can reach households and consumers.

”

This is why in 2019 the focus is on the implementation into practice. With their solutions, more and more established companies and start-ups are taking the step into the future. They show us what is already possible today and will perhaps be a new standard tomorrow. Nothing can stop the personalisation of our diet.

”

Yes, we will answer some important questions: Which biomarkers will help us to define the right nutrition? Which digital systems will help the individual to understand their needs? What can retailers do to provide a personalised shopping experience? Which companies are already successful in the field of Personalised Nutrition? What opportunities do companies, industry and commerce have?

We – Anuga and foodRegio e.V., the North German Food Processing Industry Network, are looking forward to welcoming you on 6 October 2019 in Cologne: Allow yourself to be inspired, and come along to exchange ideas and make valuable contacts at the second NEWTRITION X. Innovation Summit on Personalised Nutrition.

Yours sincerely,

Lorenz Rau

Björn Jacobsen



## NEWTRITION X. INNOVATION SUMMIT PERSONALISED NUTRITION 2019.



## PROGRAMME OVERVIEW.



Time	Subject	Speakers
10:00 - 10:15	Welcome by the CEO of Koelnmesse GmbH and by the moderator	Gerald Böse & Prof. Dr. med. Yong-Seun Chang-Gusko
10:15 - 10:45	The ecosystem of Personalised Nutrition	Michael Gusko
10:45 - 11:15	Personalised Nutrition status quo	Prof. Dr. med. Christian Sina
11:15 - 11:45	Nutrigenomics: Do our genes determine what we should eat?	Prof. Dr. Ahmed El-Sohemy
11:45 - 12:15	What changes does Big Data bring for the food industry?	Dr. André Boorsma
12:15 - 13:45	Lunch break & networking	
13:45 - 14:15	Making Personalised Nutrition a daily habit	Roland Napierala & Michael Haase
14:15 - 14:45	What impact does Personalised Nutrition have on the retail trade?	Ignace de Nollin
14:45 - 15:15	Internet of Food: Opportunities through the linking of data	Nick Holzherr
15:15 - 16:00	Coffee break & networking	
16:00 - 16:30	Personalised Nutrition in practice - Improved customer loyalty	Dominik Burziwoda
16:30 - 17:00	Personalised Nutrition for all - Requirements for companies & start-ups	Dr. Simone K. Frey
17:00 - 17:30	Get together & networking	

## PROGRAMME, 6 OCTOBER 2019, CONGRESS-CENTRE NORTH, RHEINSAAL (THIRD FLOOR)

### 10:00

#### WELCOME NOTE



#### MODERATOR: PROF. DR. MED. YONG-SEUN CHANG-GUSKO

Professor for Health and Social Management, FOM University for Economy & Management, Hamburg, Germany, [fom.de](http://fom.de)

The FOM's Health and Social Affairs Department focuses on health promotion, prevention and occupational health management in various settings as well as on the sustainable implementation of the various measures in practice.

### 10:15

#### THE ECOSYSTEM OF PERSONALISED NUTRITION



- What will the future of nutrition look like?
- What are the respective prospects for industry and commerce?
- What does market research say about Personalised Nutrition in Europe?
- In what way will the world of trackers influence us?



#### MICHAEL GUSKO

Chairman of the foodRegio Focus Group on Personalised Nutrition and Managing Director of GoodMills Innovation, Hamburg, Germany [goodmillsinnovation.com](http://goodmillsinnovation.com), [foodregio.de](http://foodregio.de)

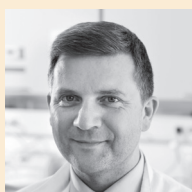
GoodMills Innovation is the innovation hub of Europe's largest milling group and one of the leading innovators in the field of grain-based ingredients.

### 10:45

#### PERSONALISED NUTRITION STATUS QUO



- New findings on the influence of the microbiome on the metabolism.
- Microbiome, metabolome and more – which biomarkers make sense in Personalised Nutrition?
- How personalised can nutritional recommendations be?
- Are there different nutritypes?



#### PROF. DR. MED. CHRISTIAN SINA

Director of the Institute of Nutritional Medicine and Head of the Section, Nutritional Medicine, University of Lübeck, Germany and co-founder of Perfood GmbH, Lübeck, Germany, [uksh.de/Ernaehrungsmedizin\\_Luebeck](http://uksh.de/Ernaehrungsmedizin_Luebeck)

The University of Lübeck has sharpened its medicinal profile in research and academia and developed into a life science university. The scientific focus of the institute of nutritional medicine is on researching the modulatory potential of Personalised Nutrition for the interaction of host and microbiome as the key to prevention and therapy of chronic diseases.

### 11:15

#### NUTRIGENOMICS: DO OUR GENES DETERMINE WHAT WE SHOULD EAT?



- How do genetic differences influence our nutrient requirements?
- Can genetic information influence consumers' dietary choices?
- What possibilities does Personalised Nutrition offer the food and dietary supplement industry?



#### PROF. DR. AHMED EL-SOHEHY

Professor and Canada Research Chair in Nutrigenomics at the University of Toronto; President and Chief Science Officer, Nutrigenomix Inc. Toronto, Canada, [nutrisci.med.utoronto.ca](http://nutrisci.med.utoronto.ca), [nutrigenomix.com](http://nutrigenomix.com)

The biotechnology start-up Nutrigenomix provides a comprehensive genetic analysis test kit through a network of 8,000 health and nutrition consultants in 35 countries to improve individual health and performance through personalised nutritional recommendations.

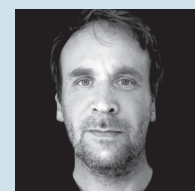
GENETIC

### 11:45

#### WHAT CHANGES DOES BIG DATA BRING FOR THE FOOD INDUSTRY?



- What impact does Digital Health have on consumers and their diet?
- What tools are available to improve health and nutrition?
- What can databased health and personalised nutrition guidance achieve?
- Will marketplaces for personal health data drive innovation in the health and nutrition fields?



#### DR. ANDRÉ BOORSMA

Senior Researcher Life Sciences, TNO, Zeist, The Netherlands, [tno.nl/en](http://tno.nl/en)

As an independent research company, TNO links people and knowledge to create sustainable innovations that serve industry and society. Amongst other things, TNO has contributed to the development of a personalised food platform of Habit. One of the current projects is the establishment of a "marketplace for personal health data", which should enable the individual organisation and control of one's own data.

DIGITAL REVOLUTION

### 12:15

#### LUNCH BREAK & NETWORKING





13:45

## MAKING PERSONALISED NUTRITION A DAILY HABIT

- How can domestic appliances support Personalised Nutrition?
- Intelligent domestic appliances – Potentials and barriers
- How can AI help create habits out of Personalised Nutrition?

## ROLAND NAPIERALA &amp; MICHAEL HAASE

Roland Napierala, Business Development, Miele & Cie. KG, Gütersloh, Deutschland, [miele.de](http://miele.de) & Michael Haase, CEO and Founder, Plant Jammer, Copenhagen, Denmark, [plantjammer.com](http://plantjammer.com)

*Miele@home* networks intelligent domestic appliances and revolutionises the way they are operated. For more flexibility and convenience – when you are at home or out and about. *Plant Jammer* is an app that helps users create their own recipes based on personalised health and nutrition, taking into account individual taste and availability.

STATE OF THE ART

14:15

## WHAT IMPACT DOES PERSONALISED NUTRITION HAVE ON THE RETAIL TRADE?

- Food-as-a-Service: Transparency, Convenience and Personalisation.
- Digital bridge between food and consumer: How to communicate the complex topic of a healthy diet?
- What impact does Personalised Nutrition have on the retail trade?
- Practical experience and creation of value.

## IGNACE DE NOLLIN

Managing Director, SmartWithFood, Gent, Belgium, [smartwithfood.com](http://smartwithfood.com)

The goals of SmartWithFood are to facilitate healthy purchasing decisions and to increase customer loyalty by using data and AI to unlock value. The spin-off company of the Colruyt Group, the largest retailer in Belgium, has developed a real “food intelligence platform” to enable service for retailers that provides individual advice and personalised food recommendations.

PERSONALISATION IN THE RETAIL TRADE

14:45

## INTERNET OF FOOD: OPPORTUNITIES THROUGH THE LINKING OF DATA

- What does the future of a digital food experience look like?
- How can new technologies facilitate the networking of data – and how can they help to create shopping experiences?
- What opportunities can be opened for nutritional recommendations and commercial success?
- Case Study: How we created the world's largest ecosystem with 100 million users.

## NICK HOLZHERR

CEO, Whisk at Samsung NEXT, Birmingham, Great Britain, [whisk.com](http://whisk.com)

Whisk uses combined data to develop software solutions which offer the customer seamless and personalised shopping experiences – from recipe suggestions to shopping lists to health score information. Founded in 2012 as a start-up company, Whisk has become part of Samsung NEXT, the software and innovation division of Samsung, in March 2019.

PERSONALISATION IN THE RETAIL TRADE

15:15

## COFFEE BREAK &amp; NETWORKING



16:00

## PERSONALISED NUTRITION IN PRACTICE – IMPROVED CUSTOMER LOYALTY

- How can food manufacturers improve customer loyalty, shopping baskets, sales and results through Personalised Nutrition?
- What are the requirements for successful products and structures in a world of Personalised Nutrition?
- Case study: How to personalise product ranges with little effort and how to retain customer's loyalty.

## DOMINIK BURZIWODA

Managing Director and Founder, Perfood/Million Friends, Lübeck, Germany, [millionfriends.de/](http://millionfriends.de/)

The nutritional start-up company Perfood is a spin-off of the University of Lübeck. The MillionFriends scheme offers personalised nutritional recommendations based on blood sugar measurements and microbiome analysis. Nutritypes are defined based on human studies.

CASE STUDIES/MICROBIOME

16:30

## PERSONALISED NUTRITION FOR ALL – REQUIREMENTS FOR COMPANIES &amp; START-UPS

- From concept to start-up.
- What platforms are there?
- What are the opportunities and limits of Personalised Nutrition for start-ups and companies?

## DR. SIMONE K. FREY

Managing Director and Founder, Nutrition-Hub, Berlin, Germany, [nutrition-hub.de](http://nutrition-hub.de)

NUTRITION HUB is the largest Community for Food and Nutrition Experts in Europe. NUTRITION HUB connects the most influential experts online as well as offline and ensures that these experts play a leading role in innovation and within start-ups. The mission: Positioning expert know-how as core driver in the health & nutrition market and empower consumers thereby to uncover fake news from credentialed expert knowledge.

CASE STUDIES

17:00

## GET TOGETHER &amp; NETWORKING



## MARKETTRENDS 2019: IT'S HIGH TIME WE GET PERSONAL.

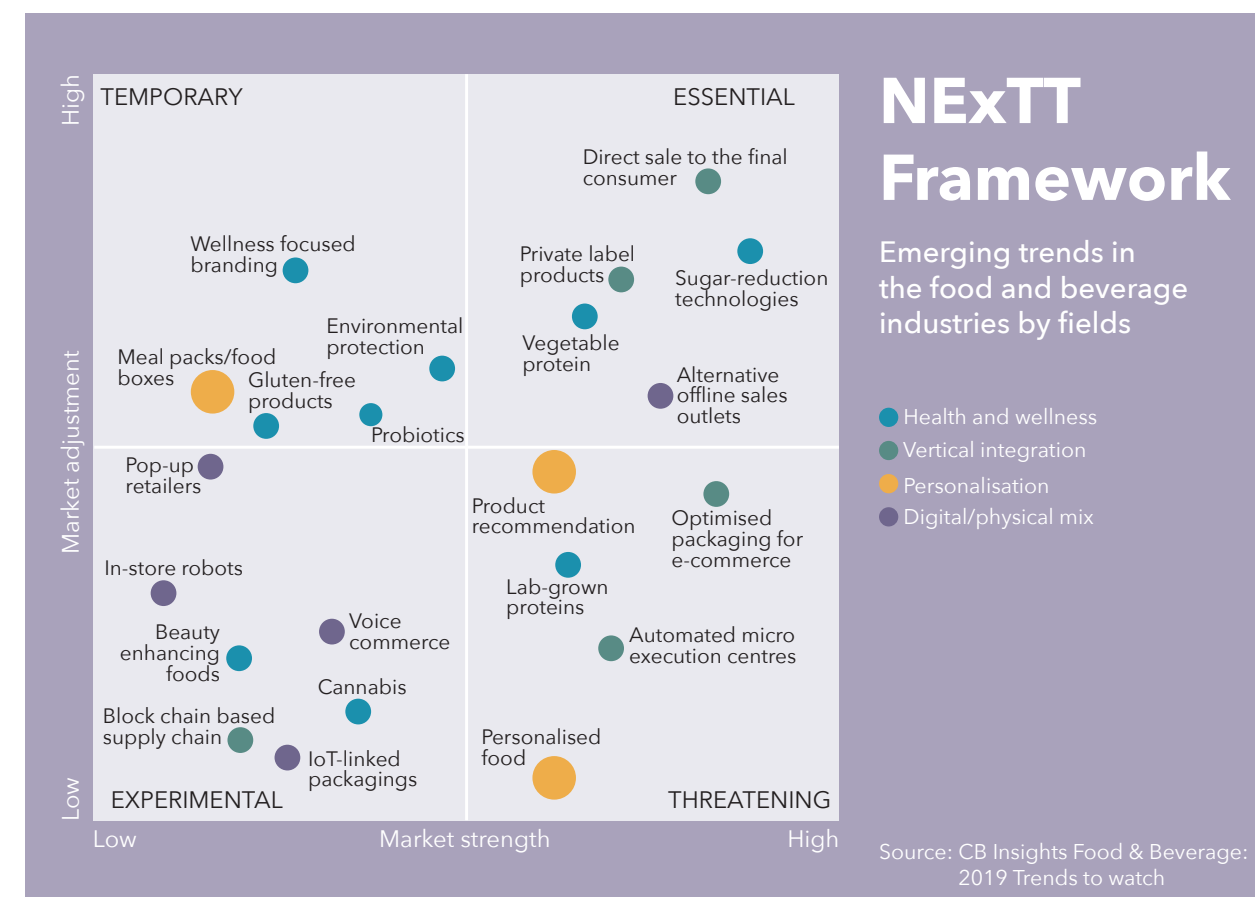
Global market research shows that customers are looking for personalised products and services. Increasingly, new technologies are allowing this need to be met: Health trackers and Big Data, self-learning algorithms, DNA and microbial analyses and even improvements in production are allowing more differentiated and targeted product innovations.

Other sectors show where the journey is heading: The beauty sector has already opted for personalisation. The product ranges are becoming more and more differentiated. There is suitable product for every individual condition, for every skin or hair problem and for every colour type – including the corresponding type analyses. When it comes to dietary supplements, consumers are increasingly less satisfied with a “one size fits all” approach and demand a product tailored to their individual nutrient requirements. Suppliers such as persona, care/of, Baze or Thryve meet this demand:

Individual requirements are determined by questionnaires, blood, microbiome or DNA tests and are satisfied by suitable probiotics, vitamins or trace elements.

### Customers want more than just a uniform mush

From this market environment, the consumers learn that individualised products are possible. Their expectations increase – also in terms of diet issues. It will only be a matter of time before the trend penetrates the food market, possibly even revolutionises it: Individuality instead of uniformity. Currently, start-ups dominate this market, but established suppliers are also launching personalised products in pilot schemes, such as Nestlé in Japan, which offers DNA-personalised dishes. This is also demonstrated by the Expert Automation & Augmentation Software from CB Insights (see diagram). Their data analysis, visualised in the NExTT framework, has put the topic of Personalised



Nutrition in context to other market trends: While the trends in the upper right quadrant have been established and are currently determining the market, making them necessary for anyone striving to dominate the market, those in the lower right represent a threat: Their market strength (x-axis) is already high: Early adopters have accepted it, market forecasts confirm considerable potential and the first serious investments have been made. However, market adjustment (y-axis) is still low. However, if the media and consumers continue to drive them forward and/or industry and commerce start to invest heavily in these areas, there is a risk that market participants without appropriate strategies and products will be left behind.

### Opportunities of Personalised Nutrition

Two personalisation topics (yellow), namely personalised food and individualised product recommendations, are precisely in this threatening quadrant. Currently, there is a

great opportunity for stakeholders in the food industry to play an active role in shaping the personalisation of nutrition and setting the course for the future. Product recommendations – providing classification based on customer needs – are already better adapted to the market adjustment than the much more difficult to implement, truly personalised foods.

Food boxes have already been substantially adapted to the market, but they have less market strength; they are located in the temporary quadrant at the top left: They have not yet been able to really succeed on the market. The companies – mainly small start-ups – are confronted with logistical problems in the supply chain that they cannot solve on their own. Nevertheless, this trend also has the potential to become a necessity if retailers continue to address the issue and, for example, offer more food boxes in supermarkets.



## THE DEVELOPMENT OF PERSONALISED NUTRITION.

**O**ur world of nutrition is changing: Away from the general dietary recommendations including the food pyramid, towards a Personalised Nutrition approach, which is based on knowledge about the different characteristics of the individual: microbiome, biomarkers, genetics, nutritional requirements, lifestyle, physical features and personal preferences. The technical tools and methods are beco-

ming more and more sophisticated and the players more diverse. Nutrition is well on the way of no longer being a question that can only be answered by health organisations, food manufacturers and retailers. There is an entirely new set of specialised service providers appearing on the scene that are increasingly able to make detailed recommendations as to which foods will have a positive impact on the health of individuals.

In addition, health apps and diet trackers are changing customer understanding. The consumer as a hub is increasingly using the entire network to put together his or her very own healthy diet.

Get ready for the future. At the Innovation Summit NEWTRITION X. 2019 in Cologne in October, you will find out what is already possible today, what scientific and technical

advances will shape the food of the future and what the new food market regulation could look like. Start networking with actors from technology and science and take the step into the world of Personalised Nutrition.

# NUTRITIONAL (R)EVOLUTION

### FOOD: FOOD, TRADE & SHOPPING SOLUTIONS

	 ADULTS AND KIDS PORTION SIZES	 BY WHOLE FOODS MARKET  whisk	 tespo gyft	 SMARTWITHFOOD whisk ShopWell™ LACTOSE-FREE, GLUTEN-FREE, WITHOUT NUTS ETC.	 CAFFEINE-FREE COFFEE FOR SLOW CAFFEINE METABOLIZERS	 FUNCTIONAL FOODS	 ISOThrive™ RUTIN X TATARISCHER BUCHWEIZEN
---	---	---	--	--	---	--	--

### TECHNOLOGY: FOOD, HEALTH AND FITNESS TRACKER

	 "REMOTE CONTROL"	 scio by Consumer Physics vessyl telspec ConsumerPhysics	 NutriProfile platejoy zipongo EMOTIV BitBite NeuroSky Body and Mind Quantified muse the brain sensing headband Rise noom.	 NIMA EDAMAM NUTRILYZE	NOT APPLICABLE, ONLY PROFESSIONAL SOLUTIONS	 InsideTracker Apple WATCH HEALBE oneX	 MillionFriends
---	--	--	--	--	--	---	---

### MEDICINE: PERSONAL HEALTH SERVICE PROVIDER

 FOOD PYRAMID	 Spoon Guru™	 PERSONAL TRAINER DIETITIAN	 kiweno MEDICAL DOCTOR	 VITAGENE BIOGENIQ 23andMe FITNESS GENES DNAFit 3TANDAI NUTRIGENOMIX EAT ACCORDING TO YOUR GENES	 FOOD, PERSONALIZED NUTRILYZE lipotype Lipidomics for a better life InsideTracker METABOLOMIC DISCOVERIES	 Your Food. Your Health. DAY TWO MillionFriends VIO ME PREDICT
--	---	--	--	---	---	--

**"One size  
fits all"**  
General nutrition  
recommendations

**Personal  
preference**  
Consumer  
decision

**Physical traits  
& lifestyle**  
Tailored diet  
recommendations

**Dietary  
needs**  
Exclusion diet











**Genetics**  
Diet based on  
Your DNA

**Human  
Biomarkers**  
Diet based on human  
bio-monitoring

**Microbiome**  
"Feed your  
microbiome"

Personalisation  
& Sophistication

## GENERAL INFORMATION.

	<b>Date:</b> 6 October 2019, 10:00 – 17:30
	<b>Venue:</b> KOELNMESSE, Congress Centre North, Rheinsaal (third floor), Deutz-Mülheimer Str. 111, 50679 Cologne, Germany
	<b>Target group:</b> Decision-makers from the food industry, nutrition and retail trade working in the fields of innovation, business development, nutrition, health and wellbeing
	<b>Languages:</b> English (Simultaneous interpretation into German is available)
	<b>Registration fee:</b> €495.00 plus 19% VAT (includes Anuga fair ticket for 5 days) For foodRegio members €395.00 plus 19% VAT. <b>Early bird information:</b> Book before 26 July 2019 and pay only €395.00 plus 19% VAT. Online registration only at: <a href="http://foodregio.de/en/NEWTRITIONX">foodregio.de/en/NEWTRITIONX</a>
	<b>Organisation:</b> foodRegio – the North German Food Processing Industry Network – in cooperation with Anuga.
	<b>Exhibition:</b> We are organising a small specialist exhibition during NEWTRITION X. Innovation Summit Personalised Nutrition. If you would like to take part in the exhibition, please contact Ms Kim Liza Krüger, Tel: +49 451 70655-361, Email: <a href="mailto:krueger@foodregio.de">krueger@foodregio.de</a>
	<b>For more information, please contact:</b> Ms Kim Liza Krüger, Tel.: +49 451 70655-361, Fax: +49 451 70655-20, Email: <a href="mailto:krueger@foodregio.de">krueger@foodregio.de</a> , Internet: <a href="http://foodregio.de/en/NEWTRITIONX">foodregio.de/en/NEWTRITIONX</a>
	<b>Accommodation:</b> - <a href="https://www.anuga.com/participation-and-planning/travel-and-accommodation/overnight-stay/overnight-stay-5.php">https://www.anuga.com/participation-and-planning/travel-and-accommodation/overnight-stay/overnight-stay-5.php</a> Note: It is advisable to book your accommodation early. There is a good train service.
	<b>Outlook / Save the Date:</b> The next NEWTRITION X. Innovation Summit Personalised Nutrition is sche- duled to take place on 16/17 September 2020 in Lübeck, Germany. It will be a two-day event with plenty of opportunities for workshops and discussions.

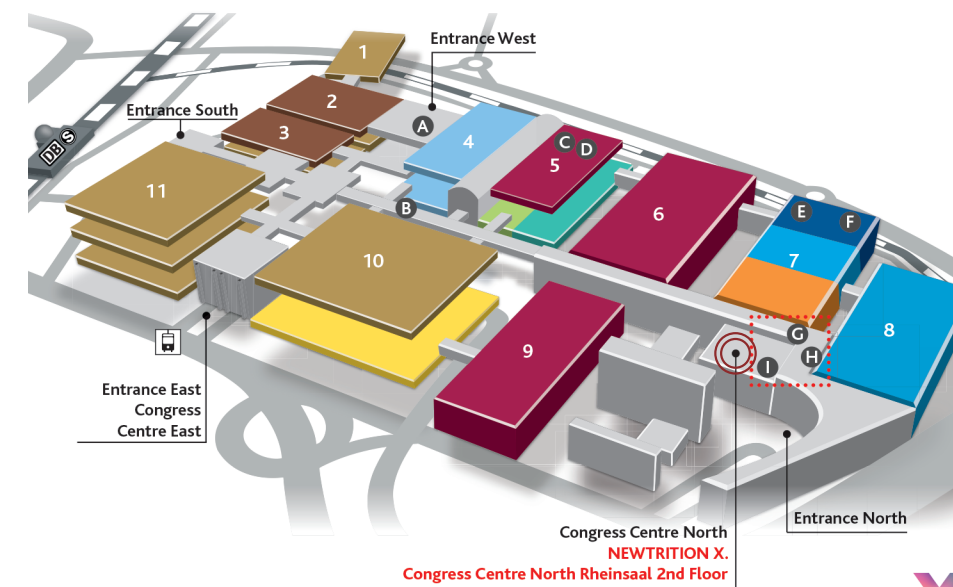
**EARLY BIRD  
INFORMATION:  
BOOK BEFORE  
26 JULY 2019 AND PAY  
ONLY €395.00 PLUS  
19% VAT.**



**TASTE THE FUTURE**  
COLOGNE, 05.–09.10.2019

**Hall allocation**

10 TRADE SHOWS  
IN ONE



May 2019, schematic representation

**Special events**

- A** Anuga Halal Market
- B** BVLH-Retailforum 2019
- C** Anuga Organic Market
- D** Anuga Organic Forum
- E** Anuga Culinary Stage
- F** Catering Marketplace

**Boulevard of Inspiration**

- G** Anuga taste Innovation Show
- H** Anuga Trend Zone
- I** Anuga Horizon 2050



Halls	Specialized trade shows
1, 2.1, 3.1, 7, 10.2, 11, Passage 4/5	<b>ANUGA FINE FOOD</b> Gourmet and delicatessen products and general provisions
4.1, 4.2	<b>ANUGA FROZEN FOOD</b> Frozen food and ice cream products
5.2, 6, 9	<b>ANUGA MEAT</b> Meat, sausage, game and poultry
5.1	<b>ANUGA CHILLED &amp; FRESH FOOD</b> Fresh convenience and delicatessen products, fish, fruit and vegetables
10.1	<b>ANUGA DAIRY</b> Dairy products

Halls	Specialized trade shows
2.2, 3.2	<b>ANUGA BREAD &amp; BAKERY</b> Bread, baked goods and spreads
7	<b>ANUGA HOT BEVERAGES</b> Hot beverages
7, 8	<b>ANUGA DRINKS</b> Drinks
5.1	<b>ANUGA ORGANIC</b> Organic products
7	<b>ANUGA CULINARY CONCEPTS</b> Culinary, equipment and technology for the food service/catering market

**Arrival** information is available from  
<https://www.koelnkongress.de/en/locations/congress-centrum-koelnmesse/congress-centrum-nord.html>  
Take advantage of the opportunity to combine your participation in NEWTRITION X.  
with a **visit to Anuga** through our combined congress ticket.

October 2019								
THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI
3	4	5	6	7	8	9	10	11
			 <b>NEWTRITION X</b>					

**SPONSORS AND PARTNER:**



**GoodMills**  
Innovation



UNIVERSITÄT ZU LÜBECK





# NEWTRITION X.

THE FUTURE STARTS NOW!



[www.newtritionx.com](http://www.newtritionx.com)

## SPEAKERS:

**NEWTRITION X.**  
FOCUS GROUP  
PERSONALISED NUTRITION



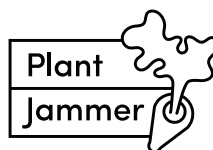
UNIVERSITÄT ZU LÜBECK

**NUTRIGENOMI**  
EAT ACCORDING TO YOUR GENES

**TNO** innovation  
for life



**Miele**



**SMARTWITHFOOD**

**whisk**

**SAMSUNG**

**MillionFriends**

**NUTRITION HUB**