



Natural Health Product & Functional Ingredient Building Success Conference Agenda

Wednesday, October 21, 2015

7:30 a.m. to 8:30 a.m.	Registrations & Networking Breakfast
8:30 a.m. to 9:00 a.m.	Welcome Bob Rimes, Executive Director, Agri-Food Discovery Place
9:00 a.m. to 10:00 a.m.	Consumer Demands & Trends Lindsay Sutton, Alberta Agriculture and Forestry
10:00 a.m. to 10:15 a.m.	Energy Break
10:15 a.m. to 11:00 a.m.	Canadian Perceptions of Healthy Foods & Ingredients Bev Stangeland, Ag West Bio Inc.
11:00 a.m. to 11:45 a.m.	Sales & Marketing of Functional Ingredients Lisa Rodwin, Nutritional Brand Manager, AIC
11:45 a.m. to 12:00 p.m.	Q & A with Speakers
12:00 p.m. to 1:00 p.m.	Networking Lunch –
1:15 p.m. to 2:00 p.m.	Entering the global market place – IRM Branch Panel Albert Eringfeld, Dusan Rnjak & Aarij Bashir, International Relations and Marketing (IRM) Branch [a] Americas/ Europe, [b] Russia/India/Middle East And [c] East Asia/Oceania
2:00 p.m. to 2:15 p.m.	Q & A with IRM Panel
2:20 p.m. to 2:25 p.m.	Introduce Company Showcase
2:25 p.m. to 2:35 p.m.	Grain Frac Showcase – Nicole Suteau
2:35 p.m. to 2:45 p.m.	From the Earth Naturally Showcase – Anita Dyrbye
2:45 p.m. to 3:00 p.m.	Energy Break
3:00 p.m. to 4:15 p.m.	Financing For Success Panel Warren Bergen (AVAC), Randy Thompson (VA Angel), RJ Pant (AFSC)
4:15 p.m. to 4:30 p.m.	Q & A with Finance Panel
4:30 p.m. to 5:30 p.m.	AFC Annual General Meeting
4:30 p.m. to 7:00 p.m.	NHP/FI Welcome Reception & Ingredient Showcase Stan Blade, Dean Faculty of Agricultural, Life & Environmental Sc.



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Thursday, October 22, 2015

8:00 a.m. to 9:00 a.m.	Welcome & Breakfast Bob Rimes, Executive Director, Agri-Food Discovery Place John Brown, ADM, Alberta Agriculture and Forestry
9:15 a.m. to 10:45 a.m.	Business Development with Canada's Food Regulations – <i>an interactive workshop</i> Carol Culhane, International Food Focus Ltd.
10:45 a.m. to 11:00 a.m.	Energy Break
11:00 a.m. to 11:30 a.m.	Overcoming the challenges of applying regulations Brenna Boonstra, NHP Consulting Inc.
11:30 a.m. to 11:45 a.m.	Q & A with the Panel
11:45 a.m. to 11:55 a.m.	Company Showcase -TBA
12:00 p.m. to 1:00 p.m.	Networking Lunch
1:00 p.m. to 1:45 p.m.	Getting to the Market with <i>Distribution</i> Matthew James, President/CEO Purity Life Health Products LP
1:45 p.m. to 2:45 p.m.	Getting into the Market Panel – Moderated by Lindsay Sutton, AF Henrik Lauridsen, DVS Air & Sea Inc. Barry Charnay, Bio Neutra Jacqueline Shan, Affinity Life Sciences Karina Birch, Rocky Mountain Soap
2:45 p.m. to 3:00 p.m.	Wrap Up - Keys to selling – Lindsay Sutton, AF
3:00 p.m. to 3:15 p.m.	Q & A Getting to Market Speakers
3:15 p.m. to 3:30 p.m.	Closing Remarks –Bob Rimes, Executive Director, AFDP
3:30 p.m. to 5:30 p.m.	Other meetings/tours as scheduled between participants.