



Natural Health Products & Functional Ingredients Industry

Conference - Building Success

This is a must attend event for executives, entrepreneurs, buyers and professionals involved in Natural Health Product, Functional Food and Cosmetic Ingredient Industry.

Join us in Edmonton, Alberta October 21 & 22 for the natural health products, functional food and cosmetic Ingredients conference.

October 21 & 22, 2015

To register go to:
www.afdp.ualberta.ca

**Alberta Innovates
Technology Futures
Auditorium, Edmonton,
Alberta**

**250 Karl Clark Road NW,
Edmonton, AB**

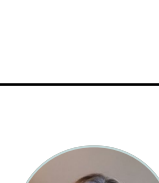


Event Speakers



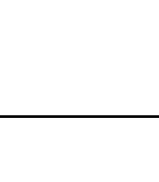
Consumer Demands and Trends

Lindsay Sutton is the Market Development Specialist at Alberta Agriculture and Forestry (AF) where she uses her varied industry experience to coach Alberta food makers in driving profitable and sustainable growth for their business and the industry as a whole. With over a decade of experience in the food and biotech industry, she has become a resource for new global developments and emerging trends. Before joining AF, she leveraged her technical and marketing skills to assist in bringing an ingredient from start-up to a multi-million dollar success story. She has a passion and the expertise in food trends, food science, commercialization, worldwide regulations, food marketing and has been a speaker at a variety of events throughout North America.



The Canadian Consumer Perspective of Healthy Foods & Ingredients

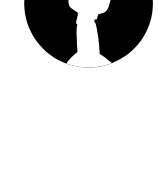
Bev Stangeland works in International Business Development with Ag-West Bio in Saskatoon, SK. Ag-West is Saskatchewan's bioscience industry association helping to move research to market and grow bio-business in the province. She was formerly the Executive Director of the BioAccess Commercialization Centre, an organization that provided business assistance to small and medium sized enterprises (SME's) in the functional foods and natural health product (FFNHP) industry across western Canada.



The Sales and Marketing of Functional Ingredients - American International Chemical (AIC)

Lisa Rodwin, is the sales and product manager of nutritional ingredients at American International Chemical (AIC). AIC is an ISO Registered sales and marketing company serving the North American market since 1972. Their success is built on long term partnerships with global manufacturers enabling their customers to be provided with consistent sources of quality raw materials. AIC has the experience to help guide you through the challenging regulatory and documentation process.

Entering the Global Market Place—International Relations and Marketing Branch Panel



Dusan Rnjak



Aarij Bashir is currently working a Trade & Relations Officer with a focus on Middle East, Central Asia and Turkey. He works with industry and governments to promote trade and develop strong working relationships. Aarij has a Bachelors in Economics from Lahore University of Management Sciences and Masters in International Development from Simon Fraser University. Aarij was born in Pakistan and has experience working overseas on international development projects. He is fluent in English, Urdu and Hindi. He has also been an active participant numerous international conferences focusing on diplomacy and international relations and has travelled to Europe, Asia, Central and North America.



Albert Eringfeld is currently the Manager of Trade and International Relations for the East Asia and Oceania Team in the International Relations and Marketing Branch at Alberta Agriculture and Forestry. In this role Albert assists Alberta agri-businesses to help identify opportunities and assist in expanding their export sales into the East Asian and Oceania markets including Korea, Japan, Greater China, Southeast Asia, Australia and New Zealand.

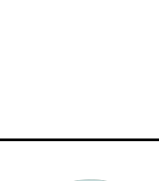
Financing for Success Panel



Randy Stewart Thompson (Randy) is a builder of companies, angel investor and leader of Canada's most active angel group. He is currently invested in twenty six companies with four exits and has been working in the start-up venture space for 20+ years. Randy is the Founder and CEO of VA Angels, which has led him to be named Angel of the Year in Canada by Start-up Canada 2014. VA Angels recently celebrated their 100th company funded for over \$38M in total investments which includes deals in the US, UK and Africa. As an entrepreneur he has been the founder or founding partner in four entities, and is currently building GenerUS Marketing Solutions, a platform for not-for-profits to raise money. Early in his career he founded Alberta SuperNet and worked as a venture capital advisor to the Province of Alberta. Randy currently works internationally with companies in Puerto Rico and the UK.



Warren Bergen is an award-winning entrepreneur, investor, corporate advisor and has directly raised or assisted in the capital raise for many growing businesses. He has participated directly with early stage ventures for over 20 years and has raised growth capital from venture capitalists, accredited investors, private equity groups and public markets. He was the Executive Director of Alberta Deal Generator, a network of venture capitalists, private equity and angel investors. He is a former board member of the National Angel Capital Organization and has participated as a guest lecturer and panelist at many investment conferences. He is currently President, AVAC Ltd., a company that has invested over \$100Million in venture capital funds and directly into promising early-stage businesses in agri-value, ICT, life science, and other industrial technology sectors.



Ranjan Plant has a MBA and B.Sc. degree from University of Nebraska and 10+ years' experience in lending and business risk management at Agriculture Financial Services Corp. (AFSC). He is currently working as a Product Specialist - Lending for AFSC in High River, managing a \$50 million portfolio with 10-15% growth expectation every year. Over 20 years of Sales, Administration and Leadership experience on the job. Former Director, Rotary Club of Olds - International Service. Served clients throughout the province of Alberta out of Lacombe, Drumheller, La Crete, Olds, Calgary and High River AFSC offices. Previous experience includes, IT Web Application Development, Instructor at Lethbridge Community College and Bow Valley College. Various on campus jobs as Graduate Assistant at University of Nebraska - assistant to Vice Chancellor, Residence Life, Teaching

Mini Workshop: New Food and Natural Health Products Regulations - Is your company ready?

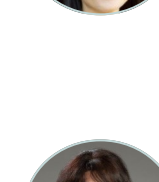


Carol T. Culhane, PHEc, MBA, is President, International Food Focus Ltd. a food industry analysis and business development firm that provides marketplace validation and regulatory compliance services to the food and allied industries. The firm's clients are located in Canada, the US and the EU and comprise both large and small organizations within government, private industry, academic, healthcare, media, not-for-profit organizations, and, the legal and judicial sectors. In addition to providing organizations with path- finding insight and strategic recommendations, Carol serves as an active member for associations at the trade, professional and community levels.

Getting Into the Market Panel



Matthew James has 23 years of experience in the natural health industry. Matthew's experience spans all aspects of the supply chain including manufacturing, distribution, brand marketing and export. He is currently the President and CEO at Purity Life Health products a national distributor of natural health products. Purity distributes over 200 natural health brands to Health Food, Grocery/Chain Drug and Mass retailers across Canada. Matthew has also been a board member of the Canadian Health Food Association (CHFA) for the past 5 years.



Karina Birch is co-owner of Rocky Mountain Soap Company. She and her husband, Cam, nurtured the company from its days as a 300 square foot shop in Canmore to the now 11 retail stores, over 700 wholesale accounts and 16,000 square foot workshop. Rocky Mountain Soap has been on the Profit 100 and Alberta Ventures "Fastest Growing Companies". The company is on a mission to remove toxins from the bath & body industry and makes a serious commitment to their 100% natural products. Karina has been honored as a female entrepreneur on the 'W100' list; a 'Fierce Woman of Influence' and sits on the board for EO Calgary (Entrepreneurs Organization).



With over 20 years of industry experience, **Dr. Jacqueline Shan** has led the way in bringing natural medicine into the mainstream. Her innovative evidence-based approach to natural health products has set the standard for quality and efficacy in the industry. She is the founder and CSO of Afinity Life Sciences, co-founder and CSO of Trusted Health Group and co-founder of COLD-FX, the best-selling natural cold and flu remedy in Canada. In August 2015, Afinity launched their newest product, Allergy-FX, a proprietary blend of quail eggs for combating seasonal and environmental allergies. Dr. Shan has received over 25 national and international business and science awards. She has also made the Women's Executive Network's list of Canada's 100 Most Powerful Women, Profit magazine's list of Canada's 50 Most Powerful Women, and inducted into the Canadian Pharmaceutical Industry Hall of Fame



Special Guests



Dr. Stan Blade, Dean, Faculty of Agricultural, Life and Environmental Sciences, University of Alberta

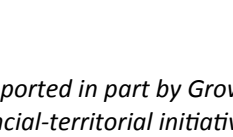
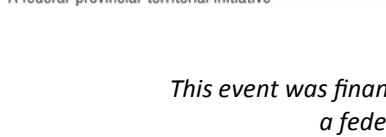


John Brown, Assistant Deputy Minister, Industry and Rural Development Sector, Alberta Agriculture and Forestry.



Sponsors

PLATINUM



This event was financially supported in part by Growing Forward 2, a federal-provincial-territorial initiative

GOLD



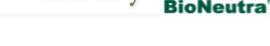
SILVER



BRONZE



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