



EHPM
WORKSHOP

'Food Supplements: Trading more effectively throughout the EU'



Speakers *(among others)*

Alexandra Nikolakopoulou
Head of Unit
DG Sante

Olga Murogova
Senior Analyst
Euromonitor

Michał Czarnuch
Senior Associate
Life Sciences Practice,
DZP (Poland)

Michel Horn
CEO ORTIS- Belgium

Patrick Ahern
EHPM Director General

Jens Karsten
EHPM Legal Adviser

27 October Training Session

in BRUSSELS

Setting the scene/ The Commercial Opportunity

- Market Data
- Consumer trends

The Commission and Stakeholder Perspective

- Supporting SMEs in Europe
- EHPM outreach in Brussels

Market Access/Barriers to Trade

- The Regulatory Environment/
National Legal Frameworks
- Notification systems/ Mutual recognition
- A national case study



PROGRAMME

Tuesday 27 October

Overview

This workshop is designed to provide companies with practical information on how to place products on the market across the EU. While EU legislation has harmonised requirements to a certain extent, there are still significant regulatory differences between countries that any company seeking to operate across multiple EU Member States needs to be aware of. The workshop will also provide information on market data and evolving consumer trends. Those attending the workshop will receive a complimentary copy of EHPM's quality guide for the manufacture of food supplements in addition to country profiles developed by EHPM that answer the main questions faced by a company seeking to place a product on the market in a particular EU Member State. We will also be joined by the head of unit from DG SANTE responsible for developing EU policy in the area of nutrition, food composition and information.

- 09:30-10:00 Registration & Welcome Coffee
- 10:00-10:10 Welcome: Alban Maggiar EHPM Chairman



Chair: **Alban MAGGIAR**
EHPM Chairman

Session I Setting the scene/ The Commercial Opportunity

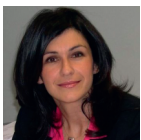
- 10:10-11:10
 - Market data
 - Consumer Trends



Olga MUROGOVA
Senior Research Analyst,
Euromonitor International

Session II The Commission and Stakeholder Perspective

- 11:10-11:35
 - Adapting EU rules to make them workable for SMEs - What elements of REFIT could be relevant for food supplement companies
- 11:35-12:00
 - Promoting best practise - the EHPM Quality Guide



Alexandra NIKOLAKOPOULOU
Head of Unit - DG Sante



Michel HORN
CEO Laboratoires ORTIS

- 12:00-12:15: Discussion and Q&A
- 12:15-13:30: Lunch break

Session III Market Access/ Barriers to Trade

- 13:30-13:45
 - Internet sales - Key regulatory requirements
- 13:45-14:30
 - EHPM Country profiles - Key information on market access



Jens KARSTEN
EHPM Legal Adviser

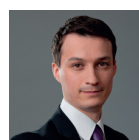


Patrick AHERN
EHPM Director General

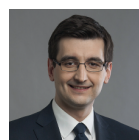


Magdalini SELANIKLI
EHPM Board Member

- 14:30-15:00
 - Poland - A case study: Life Sciences Practice, DZP (Poland)
- Detailed overview of the regulatory structure in place for food supplement
- 15:00: Discussion and Q&A
 - 15:15: Final Discussion & Results



Michał TRACZ
Associate



Michał CZARNUCH
Senior Associate



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REGISTRATION FORM



ehpm

European Federation of Associations
of Health Product Manufacturers

27 October Training Session in BRUSSELS

VENUE

Rue Jacques de Lalaing 4
B-1040 Brussels
e-mail: info@ehpm.org
www.ehpm.org

PLEASE REGISTER WITH

PATRICK AHERN
Tel.: + 32 2 721 64 95 •
e-mail: p.ahern@ehpm.org

PARTICIPATION FEE

Yes, I would like to participate for the:

- Regular fee: € 400,-*
- Reduced fee for members: € 300,-*

CANCELLATION POLICY

Cancellations should be made in writing by email or post. Please note that the full fee will be charged for cancellations received after 9 October 2015. Nomination of a substitute remains possible.

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Name

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Institution

.....
Department/Position

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Address

.....
Postal Code/Country

.....
Phone Fax

.....
E-mail

.....
VAT Reg. No.

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Date, Signature



Alexandra Nikolakopoulou
Head of Unit - DG Sante

Alexandra Nikolakopoulou received her law degree from the University of Athens after which she was called to the Athens Bar. She completed her DEA in European law at the University of Toulouse. After three years working for the legal Unit of the European Commission's Consumer Protection Directorate General she joined EuroCommerce, the European Association of retail and wholesale companies, where she worked as a food law advisor. She joined DG SANTE in 2003 (ex DG SANCO) where she serves today as Head of Unit in the Unit 'nutrition, food composition, and information' in the Food Safety Directorate. Throughout her career in DG SANTE she has been dealing with issues relating to food labelling and general food law. More specifically she is one of the authors and was responsible for the preparation, negotiation and adoption of Regulation (EU) No 1169/2011 of the European Parliament and of the Council on the provision of Food Information to Consumers. Today, among other things, she is responsible for the preparation and adoption of delegated acts and actions pertaining to the aforementioned Regulation.



Michał Tracz
Associate

Michał specialises in food law, particularly in regulations on FSMP and dietary supplements (labelling, advertising, placing on the market, novel food, and borderline products). He advises clients in disputes with inspection authorities, especially sanitary, pharmaceutical, commercial quality, and agri-food product commercial quality inspection authorities. Michał also deals with matters related to operations of pharmacies, legal assessment of marketing activities in the health care sector, compliance and regulations on placing medicinal and cosmetic products on the market. Michał is also President of the Ethics Committee of the Polish Council for Supplements and Nutritional Foods (KRSiO)



Michał Czarnuch
Senior Associate

Michał specializes in administrative law focusing on pharmaceutical law, medical law, food law, advertising law, EU law and competition law. Involved in advising for industries defined as sensitive, including pharmaceutical and FMCG sector (including alcohol and tobacco products) on available advertising and promotional actions, market access, reimbursement, compliance and criminal matters, distribution, labeling, production and quality control. Michał also advises on the development of healthcare systems, including issues related to financing of healthcare services, formation and restructuring of medical entities, telemedicine and healthcare insurance.



Michel Horn
Vice-President NAREDI
Vice-Chair EHPM Quality WG
CEO Laboratoires ORTIS

Michel has a longstanding experience in the field of Botanical Health Products. On the regulatory side, back in 1993, he participated to the process of drafting the Belgian plant preparations decree. Former member of the SIAG WG of the European-backed PlantLIBRA project, which aimed to better understanding the consumer habits and the industry's practice in the field of botanical based food supplements. At the product quality front, he implemented the HACCP methods back in 1998. After an ISO 9001/2000 experience aimed to describe the processes and good practices, his company chose to have its quality processes being reviewed on a yearly base by AFSCA, the Belgian food chain security agency.



Olga Murogova
Senior Research Analyst,
Euromonitor International

Olga Murogova joined Euromonitor International, the world's leading provider of business intelligence on industries, countries and consumers, as a Research Analyst for the CIS countries in 2010. In her current role Olga is responsible for managing research projects for consumer markets in various Central and Eastern European countries. Working as a strategic analyst and monitoring key trends and developments across a number of FMCG sectors, such as consumer health, beauty & personal care, retailing, she is fully responsible for the content and quality of Euromonitor International's research. Olga graduated from Belarussian Economic University, where she received degree in International Economics Relations. In addition, Olga regularly writes analytical articles for the trade magazines concentrating on FMCG markets.

About Euromonitor International

Euromonitor International is the leading provider of global strategic intelligence on consumer markets, with offices in London, Chicago, Singapore, Shanghai, Vilnius, Santiago, Dubai, Cape Town, Tokyo, Sydney, Bangalore, Sao Paulo and a network of 800 in-country analysts worldwide. For more than 40 years, Euromonitor has published internationally respected market research reports, business reference books and online information systems, providing strategic business intelligence for the world's leading FMCG multinationals.



Magdalini Selanikli
ISOPLUS Group Regulatory Affairs,
EHPM Board Member

Magdalini Selanikli is regulatory affairs manager with the Greek company ISO Plus with specific responsibility for Greece, Bulgaria, Cyprus and Romania. She holds a bachelor degree in political science from Aristotle University and a Masters in international relations and diplomacy from Leiden University. She is currently a candidate for an LLM in International Legal Practice by the University of Law, UK.

Through her expertise in regulatory affairs, Magdalini is intimately familiar with the impact of EU and national legislation for food supplement companies placing products on the market. In particular, she has considerable insight into the challenges faced by EU companies when trying to enter the national market in other member states. She was elected to the EHPM board in March 2013. Magdalini has also been a board member of EHPM's Greek member SESDI and chairs EHPM's communications working group.



Patrick Ahern
EHPM Director General

Patrick runs the EHPM office in Brussels and coordinates the work of EHPM's working group and manages relations with the European institutions. He manages the day to day operation of the EHPM office and works with EHPM's working groups and board to develop EHPM input into EU policy development.

Patrick has over 8 years experience in EU Affairs across a wide range of policy areas. Patrick's career in Brussels includes trade association, consultancy and in house corporate government affairs. Patrick's expertise in food issues has been gained through over 2 years' experience with a leading international nutrition company and 2 years working for a leading EU affairs consultancy. Patrick has BA in European Studies and Spanish from University College Cork and a Masters in European Integration from the University of Limerick. An English native speaker, Patrick also speaks Spanish and some French.



Jens Karsten
EHPM Legal adviser

Jens has more than 15 years experience in EU law and European Affairs. He has a Law degree from the University of Frankfurt am Main (Germany) as well as a Master of Laws in European law from the University of Nottingham (United Kingdom) and qualified for the German bar in 1999. Research and teaching at the Universite Catholique de Louvain (Belgium), Universidade Federal do Rio Grande do Sul in Porto Alegre (Brazil) and College of Europe in Bruges (Belgium). Legal Adviser to the Directorate General Health and Consumer Protection – DG SANCO (now: Health and Food Safety – DG SANTE) of the European Commission 2001-2004. Legal counsel to a European retail trade association 2004-2010. Author of numerous publications on European law. Attorney since 2010. Active mainly in food and farm law. Jens is a research fellow at the "VUB Food Forum" of the LSTS of the Vrije Universiteit Brussel.

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