



**GELITA** June 10–11<sup>th</sup> 2015  
Heidelberg

# SYMPOSIUM

Crossover Solutions:  
Inspiring Product Development

**PROGRAM**

## DAY 1 • JUNE 10

- 12:00 noon  
**Registration, lunch**
- 1:00 pm:  
**Welcome**
- 1:05 pm, Moderator Stefan Gates:  
**Introduction**  
Crossover Solutions: Inspiring Product Development
- 1:15 pm, Dr. Jürgen Eck:  
**Crossover Solutions – the intention to shape the future**
  - About enabling technologies and gatekeepers
  - Key factors driving the process
  - Pioneering BioEconomy
- 2:00 pm, Dr. Margarethe Plotkowiak  
**Versatility of an ingredient with unlimited opportunities**
  - Multifaceted properties of gelatine
  - Crucial component in various product categories
- 2:20 pm  
**Break**
- 2:50 pm  
**Interactive session: See, taste and feel different properties of food in relation to ingredients used**
- 4:35 pm, Melanie Felgate:  
**Where food and pharmaceuticals collide: Trends and opportunities in “Pharma Foods”**
  - What do we mean by pharma foods and who is the consumer?
  - What is the size of the market and at what rate is it growing?
  - Exciting and innovative examples from the pharma foods space
- 5:05 pm, Christiane Friedemann:  
**Cross-Innovations – Learning from other industries**
  - Innovation often takes place beyond the boundaries of your sector – by “crossing” with success factors and trends outside your own field of vision
  - Network culture: in order to be successful, cross innovation needs an environment of cooperation
- 5:50 pm:  
**Summary of day 1**
- 7:30 pm  
**Evening event at beautiful Landgut Lingental**

## KEYNOTE SPEAKERS



**Dr. Annemarie Dengler • RED OTC Development GmbH**

As director of business development Annemarie creates innovative and highly competitive over-the-counter (OTC) pharmacy products as a partner of the European consumer healthcare industry. She is an expert on Market Analysis, Portfolio Analysis and Definition of Brand Line Extensions.



**Dr. Jürgen Eck • B•R•A•I•N**

Jürgen is CTO and co-founder of BRAIN – Biotechnology Research And Information Network AG, a Biotech-company focused on the field of industrial or white biotechnology. Pioneering BioEconomy, BRAIN is providing solutions and novel ingredients for food, feed, cosmetics and medical device product development.



**Melanie Felgate • Datamonitor**

Melanie has over ten years' experience in researching and analyzing consumer insight related to the food and beverage industry. At Datamonitor Consumer Melanie has written and presented on a range of topics including sports nutrition, disease management, over-the-counter healthcare, and functional nutrition.



**Christiane Friedemann • Zukunftsinstitut Workshop GmbH**

Christiane studied Industrial Design at HDK Berlin. In 1998, she founded the Zukunftsinstitut together with Matthias Horx. Last year, Christiane founded Zukunftsinstitut Workshop GmbH, an affiliate specialized in applying trend- and future research in innovation projects – through workshops, tools and facilitative products.

## DAY 2 • JUNE 11

- 9:00 am:  
**Welcome**
- 9:05 am, Dr. Annemarie Dengler:  
**Make a choice – the challenge of defining the right product category**
  - SOTC medicinal products, food, medical devices, cosmetic – defining the product status of new health care products
  - Regulatory versus marketing and distribution challenges
  - Discussion of current market trends
- 9:35 am, Dr. Stephan Hausmanns:  
**Collagen Peptides bridge the gap between product categories**
  - Food becomes more and more healthy
  - Nutricosmetics evolve as the interface between food and cosmetics
  - Dietary supplements connect food, pharma and cosmetics
- 9:55 am  
**Break**
- 10:25 am  
**Interactive session: Experience some fancy product ideas to inspire your product development**
- 12:15 am, Prof. Charles Spence:  
**Neurogastronomy: the art and science of multisensory flavour perception**
  - Our experience of food and drink is more multisensory than any of us realize
  - Key rules governing flavour perception
  - Examples from food companies and top chefs
- 1:15 pm  
**Summary of day 2 and closing of the event**
- 1:30 pm  
**Lunch**
- 2:30 pm  
**Optional add-on program, such as a guided historical Heidelberg tour**



**Dr. Stephan Hausmanns • GELITA AG**

Stephan is Head of the Business Unit Health & Nutrition and in charge for global sales of collagen peptides. He is an expert in the area of food-biotechnology and bioprocess-engineering.



**Dr. Margarethe Plotkowiak • GELITA AG**

During her PhD studies Margarethe has focused on the sensory characteristics of meat products before moving on to the beverage industry. She now uses her international expertise in the food industry in the technical service, product development and product management.



**Prof. Charles Spence • University of Oxford**

Charles is a cognitive neuroscientist and an expert in the field of multisensory flavour perception and packaging/experience design. Being passionate about designing better-tasting, more stimulating, more memorable, and healthier food and drink experiences, he focuses his research at the interface of modernist cuisine and commercial food and beverage design.



**Stefan Gates • Moderator**

Stefan is a hugely popular writer and TV presenter with a vast breadth of knowledge. He's renowned for his love of quirky culinary quests and extraordinary food adventures.

## ***SYMPOSIUM VENUE***

**Conference Center**  
Mittelgewannweg 10  
69123 Heidelberg

## ***WIFI ACCESS***

Details will be provided on site.

## ***CONTACT***

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## ***EVENING EVENT VENUE***

**Landgut Lingental**  
Lingentaler Hof 2 – 10  
69181 Leimen

## ***DOCUMENTATION***

You will find the documentation and some pictures at [www.gelita-symposium.com/review](http://www.gelita-symposium.com/review) (password: gelita2015symposium) within the next few days.