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# Preparing for **STEVIA** Approval in Europe



Wednesday, 29 September 2010 | Radisson Blu Portman Hotel London

## A guide to optimising the opportunities of Stevia

**Have all of your questions answered at this must attend one day conference, before it's too late:**

- ✓ Formulation Challenges
- ✓ Marketing Guidelines
- ✓ Regulatory Compliance
- ✓ Product Innovation
- ✓ Sourcing Strategy

Featuring Stevia extract experts including:

**Prof. Dr. Jan M.C. Geuns**, Founding member of **EUSTAS** and Head of Laboratory of Functional Biology  
**Leuven University**

**Elena Groothuizen**, Emerging Trends Specialist  
**Innova Market Intelligence**

**Sophia Johansson**, Senior Regulatory Advisor  
**Leatherhead Food Research**

**James May**, President & CEO  
**Sweetleaf Sweetener, Wisdom Natural Brands**

**Greg Horn**, Senior Director Technology  
**WILD Flavors, Inc.**

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