



bright* Kids*

NUTRITION

* INSIGHTS, * SCIENCE & * INSPIRATION *



* OUR SPEAKERS *

KELLY LI, SUSSEX AUSTRALASIA



Kelly Li has worked with a wide range of clients from Woolworths, Expedia, Sanitarium to ASUS, Air China, Fonterra, OFX and Bayer. She has lived and worked in China, the UK and Australia and has developed an in-depth and strategic understanding of the cultural and commercial forces driving the changes we are seeing now in the cross-border industry.

Kelly works for Sussex Australasia which is a strategic media planning and buying agency supercharged with in-house strategy, creative and production capabilities. Starting their journey in Sydney 29 years ago, Sussex has a deep understanding of the Australian media environment, as well as close connections with both Chinese and local brands. Sussex's cross-border team has worked with brands in the financial services, fashion, dairy, healthcare/supplement and tourism industry.

TALK: Cultural and Human Forces Reshaping the Kids Nutrition Space in China

Kids' nutritional products are witnessing strong growth in China. However not all products are created equal, and what Chinese parents choose when it comes to products for their children is influenced by many factors outside of the product alone. Their perception and understanding of nutrition, their wellness routine, food symbolism, parenting style and the macro environment all play a role in shaping their decisions. While these cultural and human factors impact on consumers behaviour might not seem obvious at first glance, their collective force in shaping and reshaping purchase decisions are fundamental and cannot be overlooked. In this presentation, we'll take a deeper look at some of these factors and their implications for your business.

POOJA PORWAL, DSM



Pooja Porwal leads the Asia Pacific region for the Early Life Nutrition segment at DSM Nutritional Products. Being a mother of two herself, she is passionate about kids nutrition and has spent most of her career growing early life nutrition brands. Prior to joining DSM, Pooja led the APAC regional marketing for Abbott Nutrition for brands such as Similac and PediaSure. She has also had extensive experience working in global roles for Abbott and at Mead Johnson in the USA. In her various roles, Pooja has led new product launches, developed consumer campaigns and generated consumer insights in the early life nutrition space. Pooja holds an MBA in Marketing from Indiana University in the USA and she currently lives in Singapore with her husband and two young boys.

TALK: What Matters to Mum: Revelation About Mums' Health Concerns for their Kids

DSM has conducted multiple consumer research to understand deep motivations and health concerns that moms prioritize for their kids globally. This talk will focus on presenting insights for Australian and Chinese mums and what drives their purchase decisions.

- What keeps Mums awake at night? The top health concerns for children's health and development.
- What influences the decision to purchase nutritional products? The advantages they shop for.
- Where do we go from here? How the survey's findings can inform innovation.

OUR SPEAKERS



MELANIE MCGRICE, BSc (Nutr), Hons, MNutrDiet, AdvAPD NUTRITION PLUS



Melanie McGrice is a leading dietitian. She is the founder of Nutrition Plus Women's Nutrition Clinics, which provide specialist fertility and prenatal nutrition support around Australia. She runs the 'Nourish with Melanie' YouTube channel and is an ambassador for Compassion's 'Mum's and Bub's Nutrition Clinics', with the Nutrition Plus team sponsoring one in Tanzania. For more information see www.melaniemcgrice.com

TALK: Nutritional Gaps - An Australian Perspective

We all know that good nutrition is essential for growing children. However, Australian children have a long way to go to meet current recommendations. This presentation reviews the Australian recommendations for 3 to 12 year old children, and compares them to current intakes.

OUR SPEAKERS



MEGAN MOUAT, INVITA



Celebrating fourteen years with ingredients distributor Invita, Megan as Managing Director leads the commercial team with a passion for delivering quality food and beverage ingredients, facilitating Invita's customers to confidently develop and market their products and brands.

Beginning her career with a Bachelor of Food Technology at Massey University in New Zealand, Megan has extensive experience in the dairy and sugar industries across Australia, New Zealand and the UK in both sales and applications.

With over a decade worth of knowledge in flavour and its synergistic capabilities with functional ingredients, Megan appreciates the opportunities and challenges manufacturers face when developing and exporting healthy products for kids that taste great.

ROBERT MURPHY, INVITA



Robert draws on his interdisciplinary knowledge in his successful 11-year role of Account and Product Manager at ingredients distributor Invita.

Beginning his career with a Bachelor of Science in Chemistry at Auckland University and continuing with a Postgraduate Diploma in Food Technology at Massey University, Robert employs his knowledge and prior experience as Product Development Technologist at Pepsico Foods, to provide his clients the necessary know-how for creating great quality products that drive consumer preference.

Specialising in product management of dairy enzymes and cultures, specialty fats and emulsifiers, Robert understands the manufacturing and export requirements involved in developing nutritious products that appeal to children and parents alike.

LUCY CHEN, INVITA



During her 11-years with ingredients distributor Invita, Lucy has advanced through multiple roles giving her a thorough understanding of all aspects involved in selecting the right ingredients.

After completing a Bachelor of Science in Food Science at the University of Auckland followed by a Postgraduate Diploma in Food Technology at Massey University, Lucy gained experience as a Laboratory Technician for AsureQuality before joining the Invita family.

With over a decade worth of knowledge in flavour and its synergistic capabilities with functional ingredients, Lucy appreciates the opportunities and challenges manufacturers face when developing and exporting healthy products for kids that taste great.

TALK: Looking Beyond Nutrition: Making Healthier Taste Great.

We would like to share with you the ways the market is evolving to meet the changing needs of the global food and beverage industry. Synergistic technologies are at the forefront of the Industry with DSM Maxilact® Lactase, DSM Gellan Gum and patented Firmenich Taste Modulation technology perfectly positioned to meet this demand.

We are optimistic about the future and ideally placed to deliver positive change, helping our customers to thrive in a changing environment. Influence from current trends and government initiatives means we need to rethink how we develop and reformulate products for the future health and wellbeing of our children.

Our specialty is in creating technologies that Make Healthier Taste Great ensuring improved nutritional choices are easier for consumers.

OUR SPEAKERS



TABATA SOMMERVILLE, MINTEL



Tabata joined Mintel in 2016. Over her career she has worked across an impressive number of markets including Latin America, EMEA and ANZ. She is responsible for pioneering Mintel services within the New Zealand market. Tabata brings with her a wealth of experience in food, drink & beauty.

KATIE WHEATLEY, MINTEL



Katie joined Mintel in 2018. Previously she has worked for global testing houses, ensuring product quality & performance for global retailers and manufacturers. She is responsible for managing and enriching account relationships within the Australian FMCG sector. Over her career she has worked across multiple markets including Australia & EMEA.

TALK: Kids Nutrition Trends: APAC

A deep dive into the health strategies that brands are adopting to target kids, such as functional benefits and fortification, to uncover opportunities for food, drink and supplement innovation. Additionally, Mintel will explore the opportunity to make nutritional products more tasty and experiential in order to entice parents and kids.