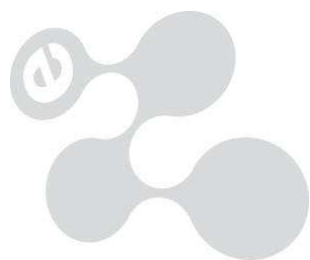


Lille, April 14th, 2008



NutrEvent®
Where innovation and regulation meet nutrition

Nutritional innovation in Europe gains a major annual, professional event

On June 17th and 18th 2009, NutrEvent® will bring together 2500 public- and private-sector stakeholders from the world of nutrition. The event is a novel collaboration between a cluster (Nutrition Health Longevity cluster), a major convention centre (Lille Grand Palais), an economic development agency (Eurasanté) and an international scientific & medical congress organiser (Colloquium).

As a major component of public health policies in most European Union member states, nutritional health truly needs a event focused on research and innovation – an event where scientists, physicians, businesspeople and regulatory affairs experts can get together to discuss the latest scientific and clinical progress, market trends, regulatory changes and much more.

This dialogue is now essential, in view of (i) the ever stricter regulatory requirements that apply to health and well-being claims for functional foods and the subsequent quest for scientific and clinical validation by businesses seeking to innovate and (ii) the increasingly clear, primary role of diet in the occurrence and progression of a variety of disorders, imbalances and diseases.

Given this context, NutrEvent® is setting out to become:

- a major meeting place for stakeholders in nutritional health, in order to help them forge links and take the first steps in initiating mutually beneficial scientific, technological and commercial collaborations.
- a catalyst for silo-breaking and promoting interdisciplinary dialogue between industry, medicine and science.
- a forum for discussing regulatory changes by identifying the issues, anticipating the latter's impact on the innovation process and suggesting appropriate modifications to a regulatory framework which is simultaneously complex, restrictive, fertile and facilitating.

NutrEvent® will be held annually from 2009 onwards at the Lille Grand Palais conference centre (Lille, France) and will combine a business and technology transfer convention, an exhibition, a seminar programme and a recruitment convention. NutrEvent® is aiming at becoming Europe's leading event in this field.

On June 17th and 18th 2009, the city of Lille will welcome major agrifood companies, firms from the ingredients, food supplement, phytotherapy & clinical nutrition sectors, biomedical scientists, equipment suppliers, clusters and regulatory authorities from across Europe. NutrEvent® will be an ideal opportunity for these stakeholders to review the state of the art, initiate and implement their research & innovation projects and discuss the best ways to fund their development plans

The NutrEvent® Scientific committee (chaired by Dr Jacques Fricker) is composed of leading academic and industrial specialists from across Europe.

The NutrEvent® organisers' objective is to attract 2500 participants (50% of whom will be from outside France):

- 200 participants in **Nutripartnering**, the NutrEvent® business convention.
- 250 participants in **Nutricareer**, the NutrEvent® recruitment convention.
- 100 exhibition stands.
- 1000 seminar attendees.

NutrEvent®'s four founders have formed a novel consortium:

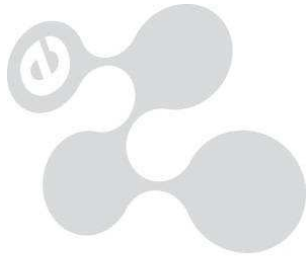
- the **Nutrition Health Longevity cluster**, which is seeking to achieve a high international profile.
- the **Lille Grand Palais** convention centre and the venue for major events for professionals and the general public.
- **Colloquium**, France's leading organiser of scientific and medical congresses.
- **Eurasanté**, the Nord - Pas de Calais region's economic development agency for life science, healthcare and nutrition and the organiser of EuroBiO, the equivalent of NutrEvent® in the biotech sector.

"NutrEvent® is one of the key tools in the Nutrition Health Longevity cluster's strategy for achieving a high international profile", commented Christian Sergheraert, Chancellor of the University of Lille 2 and Vice-Chairman of the NSL cluster.

"With NutrEvent®, we are clearly making significant progress in our strategy of diversifying into the organisation of major professional events - particularly those related to the region's competitiveness clusters", stated Christophe Gabreau, Assistant Managing Director at Lille Grand Palais.

"NutrEvent® enables us to further underpin Groupe Colloquium's international ambitions in the professional healthcare/nutrition event sector, where it is already the French number one", added Natalie de Chalus, CEO of Colloquium.

"NutrEvent® will help us transfer the know-how in European event organisation that we have accumulated in the biotech field to the nutrition & functional food sector and thus support the international development of the Nutrition Santé Longévité competitiveness cluster", emphasized Etienne Vervaecke, CEO of Eurasanté.



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About the partners

LILLE GRAND PALAIS is a major professional event venue and a significant player in the economic development of Lille and its urban area. It hosts a range of national, European and international events.

COLLOQUIUM is a professional congress organiser and has the experience, skills and resources require to organise events, congresses and seminars in France and internationally. COLLOQUIUM has particular know-how in event organisation and production in the field of nutrition (such as the annual JONAS congress in Paris over the last few years).

EURASANTE is the economic development agency for life science, healthcare and nutrition in the Nord - Pas de Calais region of Northern France. Eurasanté has extensive experience of promoting the sector in France and internationally - notably thanks to its leading role and pro-active collaboration in the organisation of similar events in the biotech/healthcare field.

The **NUTRITION HEALTH LONGEVITY cluster** is based in the Nord - Pas de Calais region of Northern France and federates agrifood companies, biotech firms, higher education institutions and research organisations in the fields of life science, healthcare and nutrition. The NSL competitiveness is situated stands at the interface between the latest medical, scientific & industrial strategies. It combines:

- prevention and treatment of chronic multifactorial pathologies in which diet is now known to play a preponderant role.
- food products, ingredients and therapeutics.
- biotech companies, pharmaceutical firms, the agrifood industry and academic research stakeholders.

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