

SPORTS & ACTIVE nutrition summit EUROPE

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ingredients.com

23 SEPTEMBER - 14 OCTOBER 2020



INTERACTIVE BROADCAST SERIES

This year's edition will be a free to attend virtual event, spread across four weeks in September and October.

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The **third Sports & Active Nutrition Summit** will take place as an online interactive broadcast series over four weeks in September and October 2020 in a format that is accessible from the comfort of your home or office.

The broadcast series will detail how the market is changing and understand the key market trends as they've developed throughout 2020 (pre and post COVID-19). There is undoubtedly lots of opportunities to target consumers with new ingredients, formats and benefits – but just what does the future look like for sports nutrition?

The series will kick off on Wednesday 23rd September with NutraIngredients Editors on how the market is performing, where it is growing and declining. This will be followed by three category focused online events:

WEDNESDAY 30 SEPTEMBER - PERFORMANCE & RECOVERY

WEDNESDAY 7TH OCTOBER - GUT MICROBIOME

WEDNESDAY 14TH OCTOBER - BRAIN PERFORMANCE

WHAT YOU CAN EXPECT FROM OUR ONLINE SERIES:



CONTENT

Exclusive interviews, engaging presentations and 8+ hours of online content.



LIVE POLLING

Cast your vote in our live polling and see the results.



LIVE Q&A

Ask your questions in real-time just like you would at our physical summit.



DOCUMENT DOWNLOADS

Opportunity to download relevant informative documents during the broadcasts.



VIRTUAL RUN

Run at any location, at your own pace outside or on a treadmill and be entered into a prize draw.

SPEAKERS



Marriette Abrahams,
PhD MBA RD
ADM



Erik Bakkers
vaneeghen



Philip C Calder,
PHD
**University of
Southampton**



Brad Chwan
ADM



Will Chu
NutraIngredients.com



Joris Dewit
Prinova



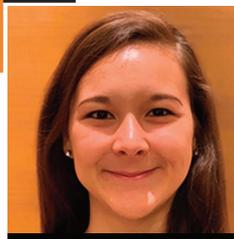
Frank Engel
Rousselot



Tony Gay
Prinova



Nikki Hancocks
NutraIngredients.com



Mariko Hill
Gencor



James Hudson
Gloucester Rugby



Suzane Leser
GELITA



Nick Morgan
**Sports Integrated
(UK)**



Koen Schobbers
@koenznl



Robert Walker
Aminolabs



Jeroen A. Wouters,
PHD
**Dutch Olympic
Training Centre,
Papendal**

More information about our speakers can be found here:
www.sportsnutritionsummit-europe.com/speakers/

WEDNESDAY 23rd SEPTEMBER 2020

09.30 - 10.15 BST

INTRODUCTION TO THE SPORTS AND ACTIVE NUTRITION ONLINE SUMMIT



Will Chu
Science Editor
NutraIngredients.com



Nikki Hancocks
Section Editor
NutraIngredients.com



Nick Morgan
Sports Integrated
(UK) on behalf of
NutraIngredients.com

The series will launch with this broadcast at 09.30 BST on NutraIngredients.com, join the NutraIngredients.com editors to find out how the market is performing, where is it growing and declining? How is it adapting to a new 'norm'? Who and what is next?

These are the key questions facing sports nutrition. This introduction to the series discusses key trends on NutraIngredients.com, the year just gone and the year ahead; the key moments, the important changes, with comments along the way from a range of industry experts, leading brands and suppliers.

WEDNESDAY 30th SEPTEMBER 2020

14.00 - 16.20 BST

PERFORMANCE & RECOVERY

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Improving Quality of Life

Gencor
Lifestage Solutions
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BIOTECHNOLOGIES

Rousselot
Health & Nutrition

The cornerstone of sports nutrition is to push harder, go further, recover faster. But has performance and recovery evolved much beyond the dominance of protein or preworkout? Is the focus of innovation on the core products or disrupting with new products, ingredients and benefits? Just how relevant is performance and recovery to the active consumer? Whilst the industry likes to talk emerging; will success in sports nutrition will be defined by those who can find the best approach to navigating the core categories. These are the discussions that will be had during this broadcast.



Performance and Recovery Chair:

Nick Morgan

Sports Integrated (UK) on behalf of NutraIngredients.com

Navigating change

Nick Morgan in conversation with **Robert Walker**, CCO, Aminolabs

The core categories of sports nutrition have always been performance and recovery focused. However, with an increasing number of active consumers, how relevant are these categories now and how can brands ensure to remain relevant to a core consumer and target new consumers? Nick Morgan talks to long time industry expert Robert Walker about the change he has seen whilst taking charge of many of the leading sports nutrition brands.



Robert Walker

Collagen peptides for professional athletes

Frank Engel, Global Market Development Manager, Rousselot
Jeroen A. Wouters, PhD, Innovation Manager Sports and Nutrition, Dutch Olympic Training Center, Papendal, The Netherlands

Athletes of all levels are increasingly looking for proven nutritional solutions that support performance and help keep up with demanding training schedules, making sports recovery a hot topic. Here we ask how collagen peptides address the needs of professional and casual athletes, covering: • Market trends • Science collagen peptides for recovery • Application, formulation • Experiences of professional athletes today with collagen peptides.



Frank Engel



Jeroen A. Wouters

An applied perspective on recovery in elite sport - keeping the athlete healthy

James Hudson, Performance Nutritionist and Recovery Sports Scientist, Gloucester Rugby (UK)

“A fuelled athlete can perform on a match day; a healthy athlete can perform everyday”. In an elite team sport such as rugby union, there can be as many as 37 performances required over a nine-month season. Recovery of energy stores, repair of damaged muscle tissue, and rehydration may often be presumed as the definition of recovery. Here we will explore how the health of the athlete impacts performance across the whole season and how to positively impact athlete’s immunity, joint health, and sleep.



James Hudson

Collagen: three tips to building the optimal sports & active nutrition portfolio

Suzane Leser, Director Nutrition Communication, Business Unit Health & Nutrition, GELITA

It is impossible not to notice that collagen continues to make the headlines, with “sales skyrocketing” and high-profile acquisitions taking place, thanks to its many applications. GELITA share their top tips to maximise the collagen opportunity in sports & active nutrition, while meeting real target consumers’ needs, from the elite athlete to the everyday active nutrition consumer.



Suzane Leser



WEDNESDAY 30th SEPTEMBER 2020

PANEL DISCUSSION: THE 'SO WHAT'!

At a time of significant change, how can we continue to produce great products that target clear consumer needs and enable the communication of great stories so that we continue to fuel those interested in a healthy and exercise focused lifestyle.

Panellists:

- **Frank Engel**, Global Market Development Manager Health & Nutrition, Rousselot
- **James Hudson**, Nutritionist, Gloucester Rugby (UK), Gencor Pacific
- **Suzane Leser**, Director Nutrition Communication, Business Unit Health & Nutrition, GELITA

FRIDAY 2nd OCTOBER 2020

VIRTUAL RUN

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Join the NutraIngredients team and your industry colleagues on our virtual run.

Run at any location, at your own pace outside or on a treadmill at any time during Friday 2nd October.

Track your route on a mapping app (like Strava) and share photos with the hashtag **#sportsandactivenutrition**.

All photos shared on social media on Friday 2nd October of either your mapping app or of yourself on a run with the hashtag **#sportsandactivenutrition** will be entered into a prize draw to **win a £100 Amazon voucher**. Winners will be announced at the end of our Gut Microbiome broadcast on Wednesday 7th October.

WEDNESDAY 7th OCTOBER 2020

14.00 - 16.20 BST

GUT MICROBIOME

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If you are not healthy, you can't perform. Sports nutrition in 2020 is much more than just performance, it is about being ready to perform to be healthy. The gut, or our digestive system, is central to this and potentially a central governor in more ways than one. This broadcast will put into context the importance of gut health in sport, the emerging evidence and the strategies that support performance.



Gut Microbiome Chair:

Nikki Hancocks
Section Editor



Performing with probiotics: Why athletes are listening to their gut

Philip C Calder, PHD, Professor of Nutritional Immunology, Head Human Development & Health, University of Southampton

Prof Philip Calder speaks to Nikki Hancocks about the importance of the gut microbiome to athletes and active consumers. From performance and recovery, to focus and immunity, this session will outline the keyways in which an athlete's microbiome can impact their place on the competition scoreboard.



Philip C Calder



Brad Schwan

Sports Nutrition for the game of life

Brad Schwan, Senior Director – Marketing, ADM

With increased interest in health and wellness in the face of COVID-19, the category of sports nutrition is going beyond fuelling for intense training to fuelling for everyday athletes.

We will discuss the latest trends in sports nutrition, and you'll gain insight into what's next for health and wellness innovation with a focus on personalised nutrition and microbiome health.

We look forward to sharing ideas for leveraging the latest food and beverage innovations to meet the changing health and wellness needs of consumers - today and tomorrow.



Mariëtte Abrahams

Embracing individuality

Mariëtte Abrahams, CEO, Qina

When you talk about the microbiome it all comes down to individuality and that's why it's important to discuss the personalised health trend. In this session, a leading voice in the personalised health industry, Mariëtte Abrahams, speaks with Nikki Hancocks about the trend for personalisation and how this has been impacted by the pandemic. They will discuss the opportunities and challenges for sports nutrition firms looking to add a personalised aspect into their business as well as debating the benefits and dangers of tapping into the world of microbiome modulation.

PANEL DISCUSSION: OUR GUT FEELING

We've discussed why gut health is so relevant to the sports and active nutrition industry, with particular detail on the science, technology, trends and innovations. This panel discussion gives our experts an opportunity to debate the topic, taking a deeper dive into their areas of interest – and yours! Ask us your questions and we'll discuss the answers.

Panellists:

- **Philip C Calder, PHD**, Professor of Nutritional Immunology, Head Human Development & Health, University of Southampton
- **Brad Schwan**, Senior Director – Marketing, ADM
- **Mariëtte Abrahams**, CEO, Qina

14.00 - 16.20 BST

BRAIN PERFORMANCE (FOCUS ON ESPORTS)

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Brain Performance Chair:

Will Chu
Science Editor



Koen Schobbers

The Core of Esports: Athletes and their need to perform

Koen Schobbers, Esport and Gaming Expert, @koenznl

The demands on esports gamers are now rivalling those of professional athletes in terms of training, commercial requirements and pressure to perform when it matters most. In preparation, esports athletes now look to finetune diet and nutrition, employing personal trainers, team chefs, sports psychology and performance coaches to condition all aspects of player performance.

An esports pioneer, Koen Schobbers talks to NutraIngredients on the sector's evolution into the multimillion-dollar industry of today in which nutrition has a core role in the esports recipe for success.

Keeping gamers gaming

Mariko Hill, Product Development Executive, Gencor Pacific

As gaming and esports continues to evolve, there is a shift in perception from 'gamers' being unhealthy to being fit to perform. As a result, there is an opportunity for brands to innovate with products that support the performance and health needs of esports athletes and gamers. This session will provide insights on ways brands can differentiate using 'acute' and 'chronic' concepts. Recently published literature that supports existing scientific evidence will also be uncovered providing scope for brands to innovate with branded ingredients in unique delivery formats.



Mariko Hill



Erik Bakkers



Joris Dewit

Esports go to the next level – game changing concepts to enter the esports market

Erik Bakkers, Innovation & Marketing Director, vaneeghen

Joris Dewit, Director, Business Development & Project Management, Lonza

The gaming market is currently 3x bigger than the movie industry and has an estimated value of US\$ 150 billion. The market is expected to grow to US\$ 300 billion in 2025. More companies are investing into partnership and sponsorship deals to get involved in this growing market. Although the esports market has several unique characteristics compared to the traditional sports industry, in terms of product needs there are also some similarities. During this session Lonza and vaneeghen will zoom into the virtual sport world of gaming, esports and brain performance and learn more on: 1. What the status of the esports market and what are the drivers and needs? 2. Which benefits are top of mind for esports athletes? and 3. Unique concepts for recovery, energy and brain performance with novel, science-based ingredients in a unique application form to support your NPD process.

Pivoting from sports to eSports nutrition

Tony Gay, Head of Technical Sales & NPD, Nutrition, Prinova

Consumers have acknowledged that mental focus and concentration plays a major part in all sports and are seeking out products to fulfil this need. Originally, products containing nootropic ingredients sat within sports nutrition pre-workout type products. However, we are now seeing this category moving into the mainstream within energy beverages and converging with the ever-growing pastime of esports. This session will reveal various Nootropic formulations for a wide range of applications.

PANEL DISCUSSION: IN THE ZONE. THE IMPORTANCE OF NUTRITION AND WELLBEING FOR ESPORT ATHLETES

Product makers and ingredient suppliers are redefining the gamer's diet with a health-focused wave of meal replacement shakes, supplements and energy bars, all catering to the mental and physical demands of this burgeoning industry. This panel discussion looks to explore the science behind some of these products and ingredients, how they can aid in achieving the right mindset and how brands can appeal to this male-centric demographic to ensure peak gaming performance when it matters.

Panellists:

- **Koen Schobbers**, Esports and Gaming Expert
- **Marko Hill**, Product Development Executive, Gencor Pacific
- **Erik Bakkers**, Innovation & Marketing Director, vaneeghen
- **Tony Gay**, Head of Technical Sales & NPD, Nutrition, Prinova

WHAT PREVIOUS SPORTS & ACTIVE NUTRITION SUMMIT ATTENDEES HAVE SAID:

“Great to be a part of it and learn about trends, opportunities and the science.”

“The Summit presented a fantastic opportunity to meet and learn from exceptional speakers who were clearly well-educated and highly skilled in their fields. It was great to get an understanding of current issues and future trends.”

“Excellent summit, refreshingly new and on point.”

REGISTER TO ATTEND

Registration for the Sports & Active Nutrition broadcast series is free. To register, please visit www.nutraingredients.com/sportsandactivenutrition

Attendees are encouraged to register for the entire series, but you can also register for specific days depending on your area of interest.

Once you have completed your registration, you will receive a confirmation email(s) depending on how many events you registered for along with a calendar invite and login information.

To get the full experience, we recommend watching on your laptop. However, if you're on the go, you can tune in on your iPhone or Android devices.

For more updates, please stay tuned to www.NutraIngredients.com or www.SportsNutritionSummit-Europe.com



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In today's landscape of highest consumer demands, manufacturers of food products and dietary supplements rely on natural, healthy, nonallergenic ingredients for their developments. Collagen proteins from GELITA fulfil all of these requirements. GELITA has intensified its research in developing solutions for this important market segments: • Physical mobility with FORTIGEL® • Bone stability with FORTIBONE® • Beauty from within solutions for nutricosmetics with VERISOL® • Optimized body composition with BODYBALANCE® • Strengthening ligaments and tendons with TENDOFORTE®

www.Gelita.com



Gencor Pacific and Pharmako Biotechnologies provide unique ingredients and formulations supported by extensive research. Gencor specialises in branded botanical ingredients that meets the needs of active consumers and athletes while Pharmako Biotechnologies specialises in lipid-based delivery systems that help enhance bioavailability and functionality of lipophilic actives. These specialities produce more efficacious products – leading to better access to nutrients; improving better consumer compliance, reducing costs and reducing dosages – more ecological use of resources.

www.gencorpacific.com / www.pharmako.com.au



As Rousselot's strategic segment dedicated to health and nutrition, they are committed to developing innovative ingredients answering today's demand for solutions offering proven efficacy, full safety and premium quality. Their range of products includes Peptan®, the leading collagen peptide brand worldwide, Peptan® IIm and ProTake™, and offers a "A world of health benefits" for a healthier tomorrow. Rousselot Health & Nutrition is one of three strategic markets served by Rousselot.

www.rousselot.com/health

SPONSOR - GUT MICROBIOME



With industry-advancing innovations, a complete portfolio of ingredients and solutions to meet any taste, and a commitment to sustainability, ADM give customers an edge in solving the nutritional challenges of today and tomorrow. They are a global leader in human and animal nutrition and the world's premier agricultural origination and processing company. Their breadth, depth, insights, facilities and logistical expertise give them unparalleled capabilities to meet needs for food, beverages, health and wellness, and more.

www.ADM.com

SPONSORS - BRAIN PERFORMANCE



Gencor Pacific and Pharmako Biotechnologies provide unique ingredients and formulations supported by extensive research. Gencor specialises in branded botanical ingredients that meets the needs of active consumers and athletes while Pharmako Biotechnologies specialises in lipid-based delivery systems that help enhance bioavailability and functionality of lipophilic actives. These specialities produce more efficacious products – leading to better access to nutrients; improving better consumer compliance, reducing costs and reducing dosages – more ecological use of resources.

www.gencorpacific.com / www.pharmako.com.au



Since 1978, Prinova has been a leader in providing high-quality ingredients, flavours and value-added nutrient fortification products to the global food, feed and wellness industries. Prinova operates six plants and holds strategic stocks in more than 35 distribution centres around the world to ensure continuity of supply and is the leading global supplier of Ascorbates and food grade B Vitamins and Amino Acids. The company also has a team of application and technical specialists to help customers develop, improve, and enhance the taste and function of their products.

www.prinovaeurope.com



vaneeghen is a family-owned company with more than 350 years of experience in the production and distribution of food-related items. Now a leading international distributor of innovative products, vitamins, plant extracts, minerals and other nutrients, they promise to offer reliability, flexibility and an extremely high level of service. They are adaptable to change with a willingness to constantly re-invent themselves, exactly what today's world requires.

www.vaneeghen.com

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