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**SCHEDULE** *(as of April 5, 2024)*

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| **Schedule** | | **Education Sessions:** Room Victoire / Triomphe (subject to change) | **Commodity Sessions:** RoomCristal / Royal(subject to change) | |
| **8:30 to 9:00 a.m.** | Networking / Arrivals: Foyer | | | |
| **9:00 to 10:45 a.m.** | 9:00 – 9:35 | Sophie Côté, Client Success Manager, Innova Market Insights: Top 10 trends of 2024 Canada (FRENCH) | Martin Bischof, Senior Cocoa Trader, Barry Callebaut: Cocoa Market Update - Higher price for longer? (ENGLISH, can answer questions in FRENCH) | |
| 9:35 – 10:45 | Food Label Panel: How do Canadian consumers react to the new regulation of the nutritional symbol on the front of the package? (Billingual)   * Émilie Jacques, Director, Regulatory, Cintech agroalimentaire * Alain Picard, Advisor, Community Engagement, GS1 Canada * Cassandra Rouleau, Activation Marketing Manager, Kerry   Moderator:   * Sophie Côté, Client Success Manager, Innova Market Insights | 9:35 – 10:10 Hank Wang, Technical Director, Howtian - How to Perform Sugar Reduction with Natural Sweeteners (ENGLISH) | |
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| **10:45 to 11:15 a.m.** | Refreshment Break: Foyer | | | |
| **11:15 a.m. to 12:25 p.m.** | 11:15 – 11:50 | Catherine Houssard, Research officer, Key Account Manager at CIRAIG and Director General at PolyCarbone: Challenges and solutions for sustainable food systems according to the life cycle approach | |  |
| 11:50 – 12:25 | Rob Kowal, President, Kriscor & Associates: Feeding the Future: Exploring Market Forces Shaping Consumer Food Trends (ENGLISH) | | Regis Rehel, President & Chief Executive Officer, Sunbec Food: Trends in Sugar and Salt (FRENCH) |
| **12:30 p.m.** | Box Lunch / Event ends | | | |

**SPEAKER PROFILES** (speaker title/company/bio & session description)

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|  | **Education Sessions:** Room Victoire / Triomphe (subject to change) | **Commodity Sessions:** Room Cristal / Royal (subject to change) |
| **9:00 to 10:45 a.m.** | **9:00 – 9:35 Top 10 Trends of 2024 Canada**  Speaker: Sophie Côté, Client Success Manager, Innova Market Insights  Bio: Sophie Côté, Client Success Manager at Innova, has a bachelor's degree in food science and agricultural chemistry. Having previously served as an account manager at renowned ingredient distributors such as IMCD Group and Caldic Canada, Sophie has a proven track record in helping companies innovate in the food and beverage space, managing client accounts and fostering strategic partnerships. Leveraging her industry experience, Sophie is committed to offering Innova’s customers a holistic perspective of their market and empowering them to make business decisions with confidence. | **9:00 – 9:35 Cocoa Market Update - Higher price for longer?**  Speaker: Martin Bischof, Senior Cocoa Trader, Barry Callebaut  Bio: Martin has been in the commodity trading industry for 14 years, with work experience in the United Kingdom, Switzerland and the US. His current role is Senior Cocoa Trader at Barry Callebaut USA, where he is responsible for the price risk management and sourcing of cocoa products for the North America business. Before relocating to the US in 2020, Martin was Head of Cocoa Market Research and based at Barry Callebaut's HQ in Zurich, Switzerland. Martin lives in Chicago, Illinois and likes traveling, scuba diving and outdoor activities with family and friends. |
| **9:35 – 10:45 Food Package Labelling Regulations**  Panel:  • Émilie Jacques, Director, Regulatory Affairs, Cintech agroalimentaire  Bio: Professionnelle Passionnée d’alimentation, experte de la règlementation canadienne, elle adore explorer les différentes interprétations de la règlementation pour veiller à la conformité des produits alimentaires innovants sur le marché tout en accompagnant ses clients dans l’atteinte de ses objectifs de différentiation et de positionnement.  Après un passage dans l’industrie laitière de plus de 10 ans, elle propose aujourd’hui ses services chez Cintech agroalimentaire a des clients de toutes tailles dans tous les secteurs alimentaires.  • Alain Picard, Advisor, Community Engagement, GS1 Canada  Bio: Alain is an Advisor with the Community Engagement team at GS1 Canada. This new division was created in early 2022 with the main objective of supporting small businesses and entrepreneurs get their products to market quickly and efficiently.  Part of his mandate is to work closely with Trade Associations and Educational Institutions alike.  The goal being to support, educate and familiarize their members with GS1 Global Standards emphasizing the importance of minimizing start up and scale up hurdles along the way. As a previous business owner in Wholesale Packaging & Distribution, he truly enjoys sharing his experience and building relationships which bodes well in this role.  • Cassandra Rouleau, Activation Marketing Manager, Kerry  Bio: Chaque jour, Cassandra apporte son expérience R&D et sa profonde connaissance du marché et du consommateur canadien au cœur de tout ce qu’elle fait. Sa passion pour la nutrition et l’épanouissement de la génération de demain l’amène aussi à s’impliquer auprès de la Tablée des chefs comme cheffe formatrice dans les écoles secondaires.  Kerry est sa maison depuis plus de 16 ans. Elle porte le rôle d’Activation Marketing Manager pour le marché canadien. Elle collabore avec plusieurs experts à travers le monde, toujours à la recherche de solutions pour répondre à la demande des consommateurs.  Moderator:  • Sophie Côté, Client Success Manager, Innova Market Insights  Bio: Sophie Côté, Client Success Manager at Innova, has a bachelor's degree in food science and agricultural chemistry. Having previously served as an account manager at renowned ingredient distributors such as IMCD Group and Caldic Canada, Sophie has a proven track record in helping companies innovate in the food and beverage space, managing client accounts and fostering strategic partnerships. Leveraging her industry experience, Sophie is committed to offering Innova’s customers a holistic perspective of their market and empowering them to make business decisions with confidence. | **9:35 – 10:10 How to Perform Sugar Reduction with Natural Sweeteners**  Speaker: Hank Wang, Technical Director, Howtian  Bio: Hank has led the technical development and customer support for Howtian for 7 years. His expertise in the sweetener world helps accelerate development timing, and ensures both product quality and value are integrated early in the formulation process. He has traveled around the globe to train developers how to best formulate with stevia and make the products taste great. Previously, Hank spent over 15 years with Kraft Heinz as a product developer/engineer on multiple applications including powdered, liquid concentrate, ready-to-drink and coffee beverages, as well as cereal/nutrition bars, spray-dried flavors, nuts, powdered and ready-to-eat desserts. |
| **10:10 – 10:45 Trends in fats and oils**  Speaker:  Bio: |
| **11:15 a.m. to 12:25 p.m.** | **10:10 – 10:45 Challenges and solutions for sustainable food systems according to the life cycle approach**  Speaker: Catherine Houssard, Research officer, Key Account Manager at CIRAIG and Director General at PolyCarbone  Bio: Ingénieure de l’Institut Agro Dijon, diplômée en responsabilité sociale des organisations de l’ESG-UQÀM et d’un doctorat en génie industriel de Polytechnique Montréal sur l'éco-efficience du secteur laitier, Catherine a acquis une trentaine d’années d’expérience dans l'industrie agro-alimentaire. Elle met aujourd'hui à profit son expertise technique en analyse du cycle de vie et en développement durable pour accompagner les organisations dans la transition alimentaire. Membre du Conseil du Système Alimentaire Montréalais et citoyenne engagée, elle intervient également régulièrement dans les médias pour accélérer la dissémination des connaissances, influencer les politiques publiques et impulser des comportements alimentaires plus durables au sein des communautés. | **11:15 – 11:50**  Speakers:  Bio: |
| **11:50 – 12:25 Feeding the Future: Exploring Market Forces Shaping Consumer Food Trends**  Speakers: Rob Kowal, President, Owner - Kriscor & Associates  Bio:  Rob Kowal, president of Kriscor & Associates, represents leading food ingredient brands like Sensus Frutafit® and Frutalose® Chicory Root inulin, and Post Consumer Brands Cereal Ingredient business.  With over four decades of experience since earning his Food & Pharmaceutical Science diploma, Rob has held key roles in R&D, Sales, and General Management at major firms including Hostess Foods, Firmenich, Kerry Ingredients, and WILD Flavors. He is also a writer, speaker, and co-author of “Deep Health: Using Artificial Intelligence to Live Longer and Healthier.”  Rob is Past President of CIFST National (2019-2021), and continues to be active contributor to the food industry, all while pursuing his passions for cycling and promoting health and nutrition. | **11:50 – 12:25** **Trends in Sugar and Salt**  Speaker: Regis Rehel, President & Chief Executive Officer, Sunbec Food  Bio: |