



BRITISH SOCIETY OF FLAVOURISTS

**'TABLE TALK'
RAW MATERIALS EXHIBITION AMSTERDAM
24th FEBRUARY 2010**



The Event

This is the second annual exhibition organised by the British Society of Flavourists and follows on from the successful exhibition held in Geneva in February 2009.

It is a great opportunity for a flavourist to experience and evaluate a large number of raw materials over the course of one day that could assist in the formulation of innovative, legal and commercially successful flavours. It will allow flavourists and other delegates to focus on the future building blocks available in the flavour market that can support current market trends and open doors to the next generation of flavour creations.

It is even more pertinent this year because the exhibition showcases those materials that Companies believe are legal in Europe under regulation (EC) 1334/2008. In the absence of the much awaited guidelines, members of Technical, Sales and Marketing teams and end users from the Food Industry will get an insight into how Companies are thinking and interpreting the new regulations coming into force in January 2011.

The Venue

The event will be held in the beautiful and ancient setting of St Olof's Chapel, part of the Barbizon Palace Hotel and one of the oldest buildings in Amsterdam. It is accessed by an underground corridor from the hotel and has been refurbished for conferences and exhibitions.

NH Barbizon Palace Hotel
Prins Hendrikkade 59-72
Amsterdam 1012AD
Phone Number: +31 5544000

The Format

Each exhibitor will be allocated a round table from which they will present their products. Delegates select the presentation they would like to attend and go and sit at the table. If the allocated chairs at the table are occupied by other delegates the presentation is full and a delegate wanting to hear that particular presentation should wait until the next session. Each presentation will last for 20 minutes followed by a 10 minute change-over when delegates move on to another table.

Programme for the Day

TIMINGS	EVENT
8.00 – 9.00	Exhibitor set-up
8.15 – 9.00	Delegate Registration/Coffee
9.00 - 9.10	Introduction
9.10 – 10.30	Round Table Session 1 (Three presentations)
10.30 – 11.00	Refreshments Break
11.00 – 11.50	Round Table Session 2 (Two presentations)
12.00 – 12. 45	Keynote Lecture
12.45 – 13.30	Buffet Lunch
13.30 – 15.20	Round Table Session 3 (Four presentations)
15.20 – 15.45	Refreshments Break
15.45 – 17.00	Round Table Session 4 (Three presentations)

From the above it is clear that each delegate will have the opportunity to attend 12 presentations during the day. There are 15 exhibitors so it will not be possible for one delegate to attend all the sessions. Companies should therefore consider sending more than one delegate to cover the enormous amount of information that will be presented at the event.

Timings

For the event to be successful the timings outlined above will be strictly adhered to. It is important for delegates to be registered before the presentations start at 9.10am.

Exhibitors

The following Companies will be exhibiting in the Barbizon Palace Hotel;

Axxence Aromatics, Bestino Natural Oils, DSM Food Specialities, Elixarome, F. D. Copeland, Frutarom Fine Ingredients, Kalsec Europe, Lionel Hitchen (Essential Oils), Omega Ingredients, R. C. Treatt, Riverside Aromatics, Sensients Flavours, S & D Aroma, Symrise, V. Mane Fils.

Keynote Lecture

Professor Ray Marriott, University of York, will give a lecture at 12 noon on the topic;

"Extraction and Synthesis of EU Compliant Natural Flavour Molecules using Green Technologies"

The importance of 'natural flavourings' to the future of the food supply is well understood but in addition to this green chemistry, food sustainability and carbon footprint labelling are emerging as key issues for 2010 and beyond.

Who Should Attend

Flavourists, flavour technologists, marketing and sales personnel, buyers and all those interested in the future trends in the supply of flavour raw materials and how they will address the challenges raised in the coming decade.

Getting There

The Barbizon Palace Hotel is easily accessible; it is directly across the road from the Centraal Railway Station in Amsterdam which is a short train ride from Schipol airport, the major air hub in Europe.

Map link:

<http://maps.google.com/maps?f=q&hl=en&q=Prins+Hendrikkade+59-72%2C>

Cost

120 Euro or £100 for members of the British Society of Flavourists.

135 Euro or £120 for Non-Members.

The fee includes lunch and refreshments.