



Functional Food Forum

Hosted On: **Tuesday, 15 March 2022, 10am SGT**

This webinar aims to offer insight into the functional food trend in Southeast Asia. **Why is it trending? How can F&B manufacturers leverage on this newfound interest to create products that get consumers excited?**

In Asia Pacific Food Industry's Functional Food Forum, we invite experts to talk about how your company can stay ahead of the competition by understanding what drives consumers to purchase functional food, and the food trends consumers look out for. **Is it all in the taste? What are the people are looking out for when reading labels? What is the process behind creating a functional food or beverage that sells?** Register your interest now to make sure you don't miss out!

TIME	TOPICS	SPEAKERS
10:00 – 10:05	Introduction by APFI magazine	 <p>Weiqi <i>Assistant Editor Asia Pacific Food Industry</i></p>
10:05 – 10:25	<p>Mastering Plant-Based Taste As the plant-based boom continues garnering popularity around the world, Kerry explores the key drivers for consumers in choosing these products.</p> <p>Ki Won highlights how taste is the ultimate point of consideration for consumers in choosing plant-based food, and how the process of creating a great tasting, sustainable plant-based product is a more complex process than many would assume.</p> <p>He will also address the inherent issues with plant-based proteins as well as how to perfect savoury tastes in plant-based meats for more authentic “meaty” flavours.</p>	 <p>Ki Won Um <i>Vice President, RDA Taste, Kerry APMEA Kerry</i></p> <p>Ki Won has more than 25 years of experience in Taste development across various product categories. He has led many successful projects in the area of savoury flavours and numerous other flavour applications. He received his PhD in Flavor Chemistry from the University of Missouri, USA. Prior to joining Kerry, he was Creation Lead and Principal Flavourist at Givaudan, Firmenich and IFF.</p> 
10:45 – 11:05	<p>The Rising Trend Of Meat Substitutes Consumers across the globe are becoming increasingly aware of sustainable practices and want to reduce their social and environmental impact on the planet – starting with the food they consume.</p> <p>GlobalData delves into the trend of meat substitutes – a segment which is touted to be growing at a faster pace than core meats.</p> <p>Christopher and Bhavesh will give insights on the trends and insights of the meat space to ascertain the imminence of meat substitutes and their rising popularity.</p>	 <p>Christopher Victor <i>Director, Consumer Insights GlobalData</i></p> <p>Christopher has over 15 years of data analytics, consulting & management experience. He brings extensive research and project management experience from leading global research and analytical firms such as CEB (now Gartner) and Deloitte US where he worked as a strategy consultant before joining GlobalData in 2010. His expertise in the research and analysis is sharpened by the experience in a wide range of categories including fast moving consumer goods, retail, and consumer packaging, among others.</p>  <p>Bhavesh Verma <i>Practice Head, Consumer Insights GlobalData</i></p> <p>Bhavesh is a Consumer industry expert having 10 years of consultancy experience working in food & beverage, retail, e-commerce, consumer durables & electronics, apparel & footwear, and other consumer segments. His functional expertise includes strategic business transformation, market expansion, Go-To-Market (GTM) strategy, Segmentation-Targeting-Positioning (STP) strategy, customer acquisition, and competitor benchmarking.</p> 