



MINISTERIO DE
**INDUSTRIA
Y COMERCIO**



VII INTERNATIONAL Ka´a He´ë – STEVIA SYMPOSIUM

April 09th and 10th, 2014

**Convention Centre – Central Bank of Paraguay
Asunción – Paraguay**

The Paraguayan Stevia Chamber – CAPASTE and the Ministry of Industry and Commerce – REDIEX are pleased to invite you to participate in the VII International Ka´a He´ë – Stevia Symposium and the VI International Meeting of the American Stevia Federation – FAS, to be held on April 9th and 10th, in the city of Asunción-Paraguay.

Details of the international lecturers:

- Mr. Carl Horn, President of Granular – Sweden*
- Mr. James May, President of Wisdom Natural Brands – USA*
- Mr. Jan Per Jeppessen, Aarhus University Hospital – Denmark*
- Mr. David Midmore, Foundation Professor Central Queensland University – Australia.*
- Mr. Jan Geuns, European Stevia Association, Belgium.*
- Mr. Raúl Urbina, Director of SteviaOne – Peru*
- Mr. Alfredo Jarma, Agricultural Sciences School, University of Córdoba – Colombia*
- Mr. Helmut Weidlich, Director of Institute Prof. Dr. Georg Kurz GmbH – Germany*
- Mr. Javier Sainz, Prodalysa Ltda. – Chile*
- Ms. Ida Puzone, Project Manager orlGin – Suiza.*
- Mr. Fernando Cano Treviño, Consejo Regulador del Tequila – México.*
- Mr. Clovis Terra, Asociación de Productores de Arroz do Litoral Norte Gaucho – Brazil.*
- Mr. Juan Francisco Guerrero, Director of Colombian Stevia Chamber – Colombia.*
- Ms. Maria Socorro Lima, Project Manager IG Costa Negra – Brazil.*

Details of the national lecturers:

- Mr. Peter M. Gibert, Director of ABC Rural – H.C. Universidad San Carlos.*
- Mr. Eduardo Dietze, Manager Cooperativa Colonias Unidas.*
- Ms. Ana Yaluff, ADM Paraguay S.A.*
- Mr. Hector Nakayama, CEMIT – Universidad Nacional de Asunción UNA*
- Mrs. Nilse Pangrazio & Ms. Karen Kegler; Dentistry Professionals.*
- Mr. Jorge Leoz, Director of Amandau S.A.*
- Mrs. Maria Elena Fiorio de Cardozo, Cardozo Saguier Lawyers.*





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Currently, the growing incidence of obesity, of diabetes and of other problems related to health at a global level, have given rise to the development of a range of healthy approaches in the food and beverage sectors in recent years. Consumer interest towards healthy alternatives has been driving the innovation and pushing strongly for the development of various substitute products and healthy ingredients that are now being used in the food and drink industries.

We are living in a modern and developed world that is obsessed with attaining and maintaining a healthy lifestyle. The appearance on the global scale of these two health status issues [diabetes and obesity] bringing with them with high mortality, has underpinned new and strong arguments to urgently adopt a healthy lifestyle. To this we should add that processed foods tend to contain high levels of sweeteners (especially sugar) and that the consumption of these increases with increase in GDP, and contributes to the global epidemic of obesity.

The market for stevia at the global level is expected to continue to increase in the next few years, from the current US\$304 million to reach a value of approximately US\$409 million in 2016. In 2013, sales worldwide amounted to 4,100 tonnes, an increase of 6.5% over those in 2012. The market for sugar substitutes was estimated to be around US\$10.5 billion in 2012, a value expected to rise to US\$13.7 billion in 2018, with an annual rate of increase of 4.5%. The United States of America leads the global consumption of sugar substitutes, with 45% being marketed there, followed by Asia and the Pacific (21.4%), and Europe (20.9%) in 2012 (Zenith International, January 2014).

Given all the aforementioned information on the sugar and sweetener sectors, this symposium is being held to bring together the principle specialists in the area of sweeteners, and researchers with experience in development of the sweetener industry, the extraction, purification, marketing and commercialization of stevia, for the presentation of their recent research works. The focus is to develop commercial and sustainable strategies for the stevia industry, with the aim of joining those present to establish links with suppliers and purchasers of the derived products of Ka'á He'ë – Stevia.

Amongst the principle themes to be discussed we can highlight presentations on the current market tendencies, the development of products with stevia ingredients, and studies in the development of innovation in the related agricultural and industrial sectors. These themes will be presented by representatives of research institutions, scientists, business persons, industrialists, academics, with the aim of presenting an up to date panorama with reference to:

- **Development of field production technologies at the global level:** presentation of efficient and verified applied practices in the field production chain for stevia, from comparisons between the in vitro propagation with or without temporary immersion, field production practices at the medium and large scale, crop nutritional requirements and necessary infrastructure according to the technological level of production and the geographic region, factors to take into account for the selection of suitable varieties and production technologies, and effects of mechanical harvest in comparison with harvesting by hand and with small implements.





- **Development of products and formulations:** innovations and formulations with stevia developed for the drinks and food industry at the global level. Presentations highlighting successful product development in the beverage, food, sweet, milk industries in various parts of the world.
- **Impacts on health:** various aspects related to the physiological and biochemical benefits of Ka'a He'ë – Stevia.
- **Implementation of tools for the protection of Intellectual Property in the production chain:** considerations of aspects of protection of the interests of National Patrimony, to preserve and promote the protection of the origins of products derived from stevia – in particular natural resources such as genetic materials, local knowledge and traditions that uphold the reputation and use of stevia and recognition of the same by markets; appraisal and recognition of quality assurance, petition for and granting of Protected Designation of Origin (PDO).
- **Overall technologies for the productivity chain of Ka'a He'ë - Stevia:** research, techniques and innovative applications to the production chain starting with the production of improved plantlets of improved varieties with high total glycosides.
- **Trends in the global market for stevia:** market information, analysis of the global market for stevia from the production of leaves, the principle geographic regions and productions systems for stevia, to the final product, recent market penetrations, trends and perspectives.
- **Global status of Steviol Glycosides:** various perspectives including those related to regulatory status, extraction technologies, and the possibilities and chances of the new application for Steviol Glycosides in the UE.
- **Integrated use of Ka'a He'ë - Stevia:** current status of the process of Novel Food category in the USA, an integrated presentation of the food categories to consumers of products of Ka'a He'ë - Stevia in such a way that they are consistent and integrated, their inclusion in additional regulatory categories derived from the plant, from whole leaf to extracts with a purity less than 95%.



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Inscriptions	Details
CAPASTE Members *	Free of charge
Local participants	Gs. 300,000.-
Students	Gs. 200.000.-
Foreign participants **	Gs. 400.000.-

* CAPASTE Members updated with the membership fees for the year 2014.-

** Payment facilities by Money orders and/or transfers. Contact the organizer.

It includes:

- Simultaneous translation.
- Food, beverages and coffee break.
- Certificate.
- Information materials of the Symposium.

Stands Rental

Categories	Cost in US\$
Companies (3 x 3 mts); includes 1 access for the conference and 2 accesses for the stand's authorized staff	700,00.-

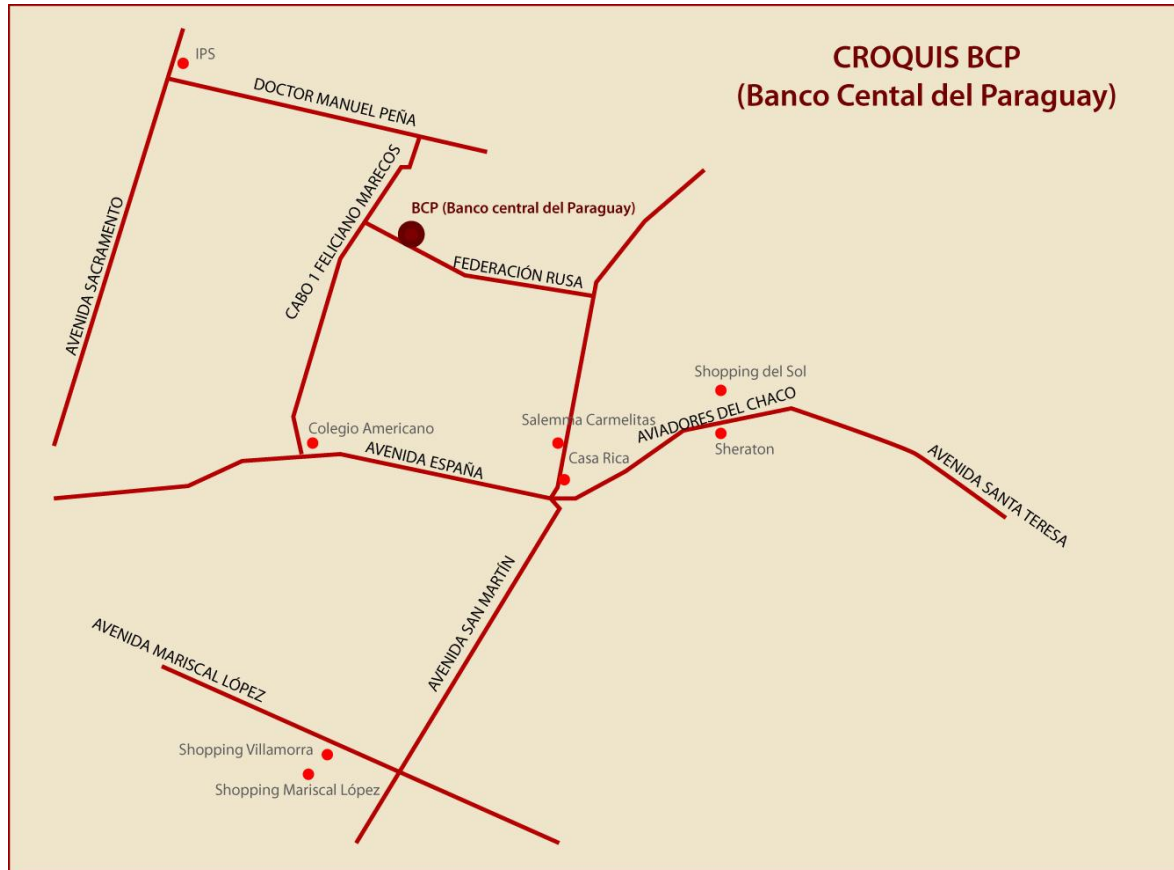




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Venue:



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