



Cooking Demonstration

Tasting of Food

Launch of New Products

Food Sampling

Top Brands

Learn about Nutritious Wellness

Exciting Food - Packed Foods

Organic Foods and Many More



Mumbai International
Food & Beverages
Exhibition & Conference

2010

21-24 October 2010

MMRDA Exhibition Grounds,
BKC, Mumbai



ADVANCE CONFERENCE PROGRAMME

One Day Conference
SATURDAY, 23rd OCTOBER 2010

10.00 am – 11.30 am : SESSION – I : INAUGURAL SESSION

- Guest of Honour : *'Immense Opportunities for SMEs in Food Processing Sector'*
Mr. Ashok Sinha, Secretary, Ministry of Food Processing Industries, Govt. of India
- Keynote Address-1 : *'Food Vision 2020 : Government's Views'*
Dr. Gurbachan Singh, Agricultural Commissioner, Ministry of Agriculture & Cooperation, Govt. of India
- Keynote Address-2 :
Mr. Baldev Singh, Secretary - Food & Civil Supplies, Govt. of Maharashtra
- Keynote Address-3 : *'Indian FDA : Food Standards & Practices'*
Mr. C.B. Pawar, Joint Commissioner (Food), FDA, Maharashtra
- Keynote Address-4 : *'Advertising Trends in Food Products'*
Mr. Prahlad Kakkar, Marketing & Ad Guru

11.45 am – 1.15 pm : SESSION - II : Impact of New Regulations in the Food Industry

- *Food Regulations*
Dr. K. Metheker, Food Inspector, FDA, Mumbai
- *Impact of New Food Safety Act*
Mr. Prabodh Halde, Secretary, AFSTI - Mumbai Chapter
- *Consumer Safety*
Dr. M. Kamath, Hon. Secretary, Consumer Guidance Society of India
- *ISO 22000 & FSSAI Linkages*
Mrs. Chinmayee Deulgaonkar, National Manager - F&B, DNV

(1.15 pm – 2.00 pm) Networking Lunch Break

2.00 pm – 3.15 pm : SESSION – III Marketing & Advertising Strategies for Food Products

- *The Changing Consumer - Advertising : Yesterday and Today*
Mr. Anuraag Fulay, VP - Sales & BD, Pritish Nandy Communications
- *Challenges for the Food Industry*
Dr. Deepa Bhajekar, Managing Director, Microchem Lab Pvt. Ltd
- *Brand Management & Marketing*
Ms. Prachi Hatwalne, General Mills India Pvt. Ltd

3.30 pm – 5.15 pm : Session - IV : New Emerging Trends In Food Industry

- *Emerging Technologies for Food Preservation*
Dr. A.G. Behere, Consultant
- *Innovations in Food Packaging*
Dr. Jyoti Baliga, Professor & Addl. Director, Indian Institute of Packaging
- *Farm to Plate : An Approach*
Dr. Nilesh Amritkar, Director, Envirocare Labs Pvt. Ltd
- *Logistics & Supply Chain*
Mr. Baiju Mohan, Head - Supply Chain Development, Marico Industries
- *Food Nutrition Challenges*
Ms. Madhavi Trivedi, Category Manager – Nutrition, Kelloggs

5.30 pm – 6.30 pm Panel Discussion : "Impact of Food Safety on Industry"

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