



MARKETING SCIENCE FOR THE FOOD INDUSTRY

Making Sense of Nutrition Research

DATE & TIME
8 November 2023
Wednesday
8:30am – 5:30pm

9 November 2023
Thursday
9:00am – 11:00am

VENUE
International Medical University,
Bukit Jalil, Kuala Lumpur,
Malaysia

SPEAKERS



Prof Dr Karuthan a/l Chinna
Faculty of Business and Management,
UCSI University



Dr Tee E Siong
Adjunct Professor, Nutrition and Dietetics,
International Medical University
Member, Food Regulation Committee,
Ministry of Health, Malaysia



Dr Tryphena Liau
Managing Director,
ZeroRange Healthcare Sdn Bhd



Angeline Joseph
Consultant Patient Advocacy & Engagement,
ZeroRange Healthcare Sdn Bhd



Prof Winnie Chee Siew Swee
Professor, Nutrition and Dietetics,
International Medical University



Dr Chong Pei Nee
Senior Lecturer, Nutrition and Dietetics,
International Medical University

This workshop aims to help the food industry personnel to promote their product to healthcare professionals, based on evidence-based nutrition research. This interactive workshop will help managers, scientific liaison officers' trainers and health science professionals to assess the quality of scientific research to support evidence-based practice and to interpret and explain statistical findings in research studies.

These skills shall also be applied for their interpretations for nutrition labelling and claims in their food products. The invited speakers from the industry have deep experiences in product handling and communication, while the N&D team is adept at the scientific basis and interpretation. The blending of such expertise and its translation into practice through a role play will upskill the participants in their respective field of work.

HIGHLIGHTS

Topics discussed include:

- Understanding scientific studies in nutrition.
- Statistics made simple – deciphering key parameters in nutrition studies.
- Examining quality of nutrition studies.
- Application for health claims on bioactive food components: What do you need to know?
- Simplifying complicated studies in marketing science.
- Interactive forum on the roles of nutrition label and claims.

Participants will be provided resources and supporting documents.

Upon course completion, participants will be issued with a certificate.

OBJECTIVES

- Understanding scientific studies and implications on food, nutrition and health.
- Incorporate research findings for the purpose of nutrition claims substantiation.
- Gain skills in communicating research findings.

REGISTRATION FEE

(inclusive of SST)

Regular	IMU Staff / Alumni / Student (Non-IMU)	IMU Student
RM750	RM525	RM375

CONTACT US

SECRETARIAT

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REGISTRATION FORM

SURNAME / LAST NAME:

FIRST NAME:

NATIONALITY:

GENDER: MALE FEMALE

TITLE: MR MRS MS PROF DR

OTHER:

ORGANISATION:

PUBLIC PRIVATE

DEPARTMENT:

POSITION:

TEL NO: ()

FAX NO: ()

MOBILE PHONE NO:

ADDRESS:

POSTCODE:

CITY:

STATE:

Please indicate whether this is your office or home address: ORGANISATION HOME

EMAIL:

ORGANISATION'S WEBSITE (IF ANY):

ARE YOU AN IMU ALUMNI MEMBER? YES NO

DIETARY NEEDS/PREFERENCE: VEGETARIAN NON-VEGETARIAN

REGISTRATION FEE

REGULAR: RM750

IMU Staff / Alumni / Student (Non-IMU): RM525

IMU Student: RM375

MODE OF PAYMENT

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CANCELLATION POLICY

1. Any cancellation of registration must be made in writing to the Secretariat of MARKETING SCIENCE FOR THE FOOD INDUSTRY- Making Sense of Nutrition Research .
2. There will be full refund of registration fee for cancellation made by 8 September 2023.
3. There will be a 50% refund of registration fee for cancellation made before 8 October 2023.
4. There will be a 30% refund of registration fee for cancellation made before 25 October 2023.
5. There will be no refund of registration fee for cancellation made on 25 October 2023 and thereafter.
6. The Organiser reserves the right to cancel or change the topic or trainer of the workshop, if for whatever reasons beyond its control, the workshop cannot be held as scheduled or the topics need to be altered.

DECLARATION AND AUTHORISATION

1. I confirm that the above information is correct and I will inform IMU when there is any change to this information.
2. I have read, understood and consent to the processing of my personal data as set out in the enclosed Privacy Notice.

Signature

Date

DISCLAIMER:

The organiser will make every effort to deliver the programme as published. However we reserve the right to make modifications to the programme and content if deemed necessary and reasonable.

More information and online registration available at www.imu.edu.my/icl