

Dear colleagues!

We present to your attention a unique event, which starts in Ukraine the tradition of development and strengthening Specialized Food Products Market for vulnerable groups – Expo FreeFromFood Ukraine 2016.

May 21, 2016 in Kiev, one of the best Exhibition Centers of Ukraine for the first time will bring together community of responsible producers whose products do not pose a threat to the health of sensitive groups of consumers (gluten and lactose intolerance, vegetarian, organic and other)

Exhibition FreeFromFood Ukraine 2016 is a platform for communication B2B (manufacturers, retail, food services/catering, Food Technology Developers, food quality monitoring laboratory with accreditation) and B2C (buyers and consumers of these food products segments, representatives of vulnerable groups of patient, doctors, opinion leaders in professional associations and communities).

More than 120 participants of the exhibition FreeFromFood Ukraine 2016

More than 5,000 visitors .

Over 5 million views on the Internet and in the media/tv

### ***Who will be presented at FreeFromFood Ukraine in 2016?***

- Innovative Food Producers
- Food Technology Developers
- Food-services, including catering
- Food Startups
- Retail Leaders
- Sustainable Food Companies

- Food non-profit organizations
- Accredited Laboratories

***The conference program FreeFromFood Ukraine 2016:***

2 parallel sessions in 2 halls - for producers and consumers

\* Guest speakers - food industry experts (Ukraine, Netherlands, Italy, Poland), national medical leaders, including in dietetics

\* Session for producers is approved by Institute of Food Research as highly qualified training for specialists in the food industry

**The conference program May 21, 2016 in the exhibition Free From Food Ukraine 2016**

<b>Producers/Exhibitors Session (executives, specialists in quality, marketing)</b>	<b>Visitors Session (customers of product categories Free From, responsible parents, doctors, food bloggers)</b>
Training on quality standards and building of food safety systems in the enterprise. Implementation of HACCP requirements and compliance with standards and EU directives in the health food/clinical nutrition segment (FreeFromFood)	FreeFromFood market from science and medicine opinion leaders - definition, diagnostic support and awareness of the medical community
FreeFromFood market' status in Europe and in Ukraine - actual needs, analysis of development, growth of prospects	The intolerance to gluten as a possible problem of every fifth person on the planet. Medical cure of celiac disease, food intolerance to gluten and food allergy to gluten
Accreditation of gluten-free production - the formation of the national consumer' segment and the entrance to the European market	Basic learning of the approach to clinical nutrition, gluten free diet construction in a family environment, aspects of social activity being gluten-managing lifestyle
Analysis of consumer market' segment FreeFromFood, ways of its efficient generation	What gluten-free product consumer is looking for? Friendly products vs. finished food service
National legal aspects of product market regulation Free From Food. Criminal liability for falsification of products	Lactose intolerance - characteristics and identification of needs

Scenarios of marketing FreeFromFood boom in the industry: for the saturated and developing markets	
Production solutions of European producers in organization of FreeFromFood-manufacturing	

President  
of Ukrainian Celiac Society

Olga Naumova

Director  
RL Production, CEO

Olga Dontsova