



National Food Institute & Alicia Foundation present
Food Design, Creativity & Innovation Techniques:
Culinary approach focused on health, sustainability and taste Seminar
October 31st & November 1st, 2018
At National Food Institute, Ministry of Industry, Thailand

Why is a healthy lifestyle so important? One reasonable answer is that it can help us to prevent disease and illnesses. Having a healthy lifestyle makes people's life become more enjoyable and it is a way to keep our body in good condition in order to accomplish daily activities. Dealing with maxed-out lives, today's consumer has fully embraced a more holistic approach to looking after their well-being which increasingly focuses on mind and body. Consumers are embracing both science and nature to create sophisticated and tailored lifestyle plans by paying attention to all facets of health which become a symbol of status. With this mind-set comes a growing desire to plan, track and measure different aspects of one's health, and an appetite for smart health management tools.





The desire to take care of mental and emotional wellbeing is growing, as well as interest in tools and solutions that help the consumer find the mindset they are looking for. Food and drink remain key health and wellness strategies. Consumers continue to watch out for routines or habits and consider more on what goes into their mouths. On the other hand, people are becoming more aware of how the social context in which they eat and drink contributes to holistic wellbeing.



Healthy living is as much about stripping away the artificial and unnecessary as it is about adding more ‘good stuff’. Pure and natural products are the order of the day. Consumers are making use of technologies that manage and measure many aspects of their lifestyle, from water intake, to sleeping, to sugar levels. Knowledge is power when it comes to ensuring you are living in the healthiest way you can be. Achieving balance is increasingly top of consumers’ agendas; boundaries between emotional and physical wellbeing blur as people aspire to a holistic ideal of healthy mind and body.

We would like to create awareness for all consumers, especially the groups with health conscious, the groups that need to reduced weight and patients with specific illnesses or diseases as well as to exchange knowledge and development on food technology and processing techniques. This seminar will focus on many interesting areas including food trends and design, food as medicines, and food creativity and innovation.



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Wednesday, Oct. 31st

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|---------------|--|
| 08:30 - 09:30 | Registration |
| 09:30 - 10:00 | Welcome Remarks by Mr. Yongvut Saovapruk, President of NFI |
| 10:00 - 12:00 | Alícia introduction: methodology, projects, the tasty, healthy & sustainable food lab by Toni Massanés |
| 10:30 - 10:45 | Coffee Break |
| 12:00 - 13:00 | Lunch Break at 2nd floor Cafe |
| 13:00 - 17:00 | Cooking Demonstration from Alícia by Chef Marc Puig-pey |

Thursday, Nov. 1st

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|---------------|---|
| 08:30 - 09:30 | Registration |
| 09:30 - 10:30 | Medical Foods & Cooking for health – “Glow Concept”
by Elena Roura |
| 10:30 - 10:45 | Coffee Break |
| 10:45 - 12:00 | Food Creativity & Innovation Techniques
by Toni Massanés & Marc Puig-pey |
| 12:00 - 13:00 | Lunch Break at 2nd floor Café |



Keynote Speakers

Mr. Toni Massanés Sánchez:
General Manager, Alicia Foundation,
Barcelona, Spain Food Writer and
Gastronomic Researcher
Barcelona Gastronomy Award, 2016



Dr. Elena Roura Carvajal:
Scientist Director,
Food Science and Nutrition PhD
Alicia Foundation, Barcelona, Spain

Chef Marc Puig-pey Boher:
Main chef of the research and
novation projects Alicia Foundation,
Barcelona, Spain



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Registration Form

First/Last name:.....

Position/Title:.....

Company:.....

Mobile:..... Fax:..... E-mail:.....

Will attend – admission fee is 4,000 baht net per person

Payment to

Account name: **Foundation for Industrial Development National Food Institute**

Account No: **031-1-52938-0**

Bank name: **Krungthai Bank**

Branch: **Central Pinklao**

For Tax receipt: Please inform us

*Please send your response to: National Food Institute, Ministry of Industry
Within Friday, 19th October 2018 by E-mail anisara@nfi.or.th, Fax: 02-422-8509*

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National Food Institute. Ministry of Industry