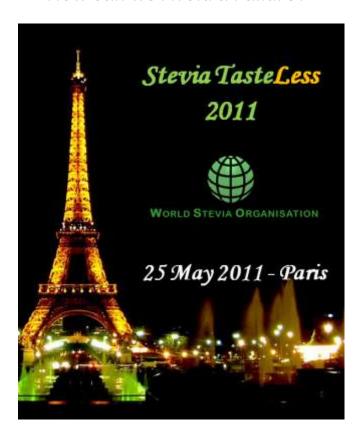


3rd World Conference on

Stevia TasteLess 2011 The Challenge of Taste

Impact of Stevia on French Consumers: Analysis & Lessons for European Food and Beverage Products

How can we Achieve Success and How can we Avoid a Failure?



Report of the Conference

On behalf of World Stevia Organisation, please find here the report of the 3rd World Congress on Stevia Tasteless 2011, which was held in Paris on May 25^{th.}

The third edition was a big success: Around 100 persons, industrials and academics, coming from 19 countries, Australia, Austria, Belgium, Canada, Czech Republic, France, Germany, Greece, Israel, Italy, Mexico, Morocco, Puerto Rico, Slovenia, Sweden, Switzerland, The Netherlands, United Kingdom, USA, attended the conference.



Stevia Tasteless 2011 Abstracts Book

You can order the abstracts book of the 3rd Stevia Tasteless 2011.

You can find below the index of this abstracts book and the order form.

For more information about Stevia Tasteless 2011, please visit www.stevia-site.com

You can find below the report and some pictures of the conference.



Dr Grant E. Dubois, from Coca-Cola Company, USA introduced the conference by presenting the prospects and challenges of Natural non-caloric sweeteners



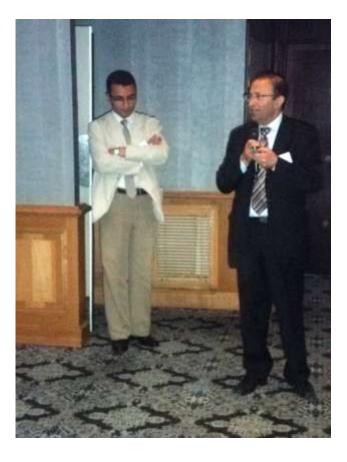
Mr Angus Flood, WSO President, USA
Pr Jean-Michel Maixent, ANSES, France



Pr Giancarlo Cravotto



Pr Henri-Eric Spinnler



Dr Mohamed Negm, Pr Karim Allaf



Mr Thierry Liot, from Seppic, France



Mrs Justine Lord, Business Talin Manager from Naturex



Dr Mohamed Negm, France

Discussion, Conclusion & Network Session

France is the first European country who authorized the Stevia uses in September 2009. To conclude the conference, a discussion allowed to analyze the consumer's acceptance of Stevia by French Consumers and to give lessons, critics and recommendations useful for other European countries and cultures.

After the conference, a network session was organized in order to accelerate and promote networking on the Stevia Products and Related Products field. All industrials can discuss and create network with other companies, ingredients producers and health marketing.





Dr Marvin Edeas
Pr Giancarlo Cravotto



From left to right:

Dr G. Dubois Pr J.-M. Maixent Mr F. Chardon Mr T. Liot Dr M. Negm Mr A. Flood





From left to right:

Mr A. Flood Pr J.-M. Maixent Dr M. Edeas

Dr Marvin Edeas
Pr Giancarlo Cravotto





Dr G. Dubois Pr J.-M. Maixent



Mr Angus Flood, WSO President, elected for three years

On behalf of WSO, Thank you



Stevia TasteLess 2011: The Challenge of Taste

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Abstracts Book Order Form

Form to return by Fax or Email:

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Project of











1. NAME

World Stevia Organisation (WSO)

2. STATUS

WSO is a non-profit-making international organization. In no case, part of its assets or incomes shall benefit to any private or individual partnership or corporation.

3. **AIMS**

The aims of WSO are to:

- > Advance the practical applications of Stevia and low calories natural sweeteners, in all related fields, with particular reference to Health and diseases prevention particularly obesity and diabetes
- Analysis and provide recommendations to WSO's members, health decision makers and institutions about the last Stevia and all natural sweeteners trends, uses and problems. This analysis will be done by international qualified team members of WSO
- Transfer the basic researches and data into a real clinical and pharmaceutical applications
- > Transfer the basic researches and data into a real nutritional and nutraceutical applications in food technology
- > Bridge Stevia and all natural sweeteners related users and manufactures
- > Bringing together the countries involve in Stevia and all natural sweeteners and pool their knowledge
- Highlighting the knowledge on Stevia Growing and helping emerging countries in their development
- > Informing about the scientific research and the worldwide regulatory evolution
- Giving keys to companies to succeed in Stevia Formulation
- > Encourage communication and interaction among researchers, physicians, nutritionists, industrials, food technology and strategic marketing managers through a global network

- > Promote the nutritional and health benefits of Stevia by exchange ideas, information, education and coordination of International Meetings on Stevia
- > Offer a forum for discussions on the late-breaking discoveries in all fields of Stevia through international publications and internet diffusion

4. MEMBERSHIP

Registration will be open to any person, irrespective of place of residence and will be submitted to approval of the Committee.

Subscription to WSO gives you:

- Discount prices for conference registration organized by WSO
- Discount prices for the abstract books of the conferences
- You will receive the WSO newsletter by email
- Your contact and field of interest will be added in Stevia Business to Business Book

More for Companies Subscription:

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- Access to strategic information

For Companies with total business volume more than 50 millions of euros:

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Pr Karim Allaf, France Dr Nathan Shamir, Israel

6. WSO Website

www.stevia-site.com

Dr Renald Blundell, Malta



Membership Form

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Company with business volume more than ten millions of Euros: 3000€
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Non-profit association with total business volume less than 500 000 Euros: 75€
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