

The Potential of ASEAN Health Food Industry toward AEC 2015

ICAAI2014 Mae Fah Luang University

Pisuth Lertvilai Ph.D., November 20, 2014

HFSA



Topics to be covered

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- Modern consumer concerns on health issues
- ASEAN potential and relevant information
- ASEAN Functional Foods and Dietary Supplements

- Aging phenomenon
- Obesity & overweight and Slimming driven culture
- Chronic diseases (esp. Metabolic S. eg. DM, CVD)
- Unbeatable ailments esp. cancer of all origins
- Stress & pressure from city/modern lifestyle
- Novo pandemic diseases (H1N1 Flu, Avian Flu, SARS, AIDS, E. coli O104, H7N9 and Ebola outbreak)
- Food safety concerns such as baby milk scandal (high Iodine), adulteration (melamine) or contaminations (Clostridium botulinum), GMO, Lab grown meat

Prevalence of Obesity

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NutraIngredients' com Food Security Index Update Shane Starling Nov3.2014

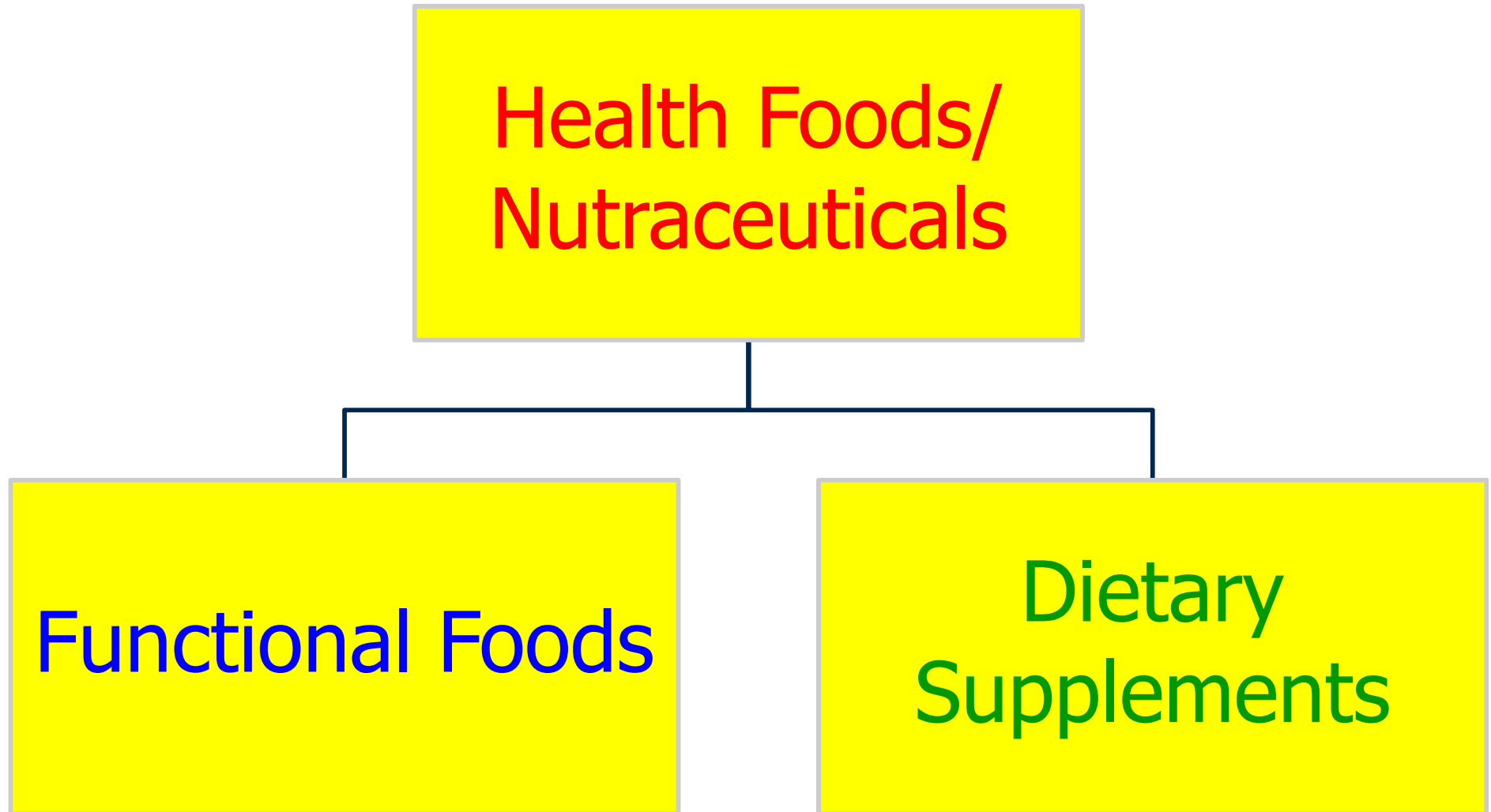
Best Performers %			Worst Performers %		
1	Bangladesh	1.1	100	Venezuela	30.8
2	Ethiopia	1.2	101	Syria	31.6
3	Nepal	1.5	102	United States	31.8
4	Vietnam	1.6	103	Mexico	32.8
5	Madagascar	1.7	104	South Africa	33.5
6	India	1.9	105	UAE	33.7
7	Cambodia	2.3	106	Jordan	34.3
8	Burkina Faso	2.4	107	Egypt	34.6
9	Niger	2.5	108	Saudi Arabia	35.2
10	Chad	3.1	109	Kuwait	42.8

- Natural resources are abundant
- Rich in Biodiversity and Food Cultures
- Advancement in Agricultural technology in lead countries such as Thailand and Vietnam
- Self sufficiency and growth (population and GDP)
- Gateway to other continents and substantial growth is foreseeable

- No management at all (regressive/passive)
- Maintaining the normal health status (defensive)
- Promoting the good health status (aggressive/proactive)

- Sufficient sleep and rest
- Taking good foods and water
- Refrain from smoking, moderate alcohol
- Maintaining the good mood and mind
- Working with pleasure and happy
- Pursuing an annual physical check up

- Regularly doing the aerobic exercise , 3 times a week, 20 minutes per time, catching the heart rate at 100-120 times/ minute
- Taking functional foods as needed
- Selectively taking dietary supplements
- Take the annual vacation (7th habits: sharpen your saw)
- Pursuing the mediation & religious practice

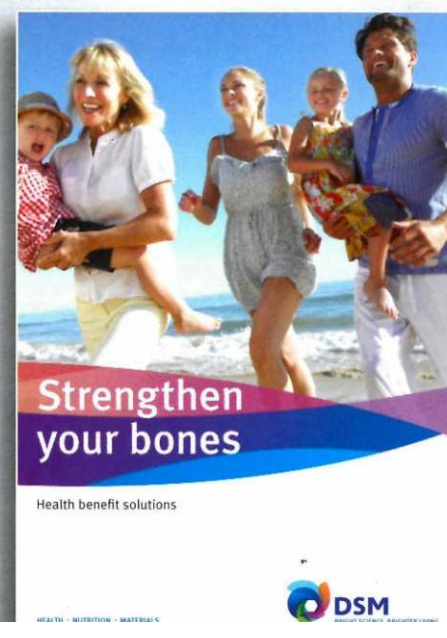
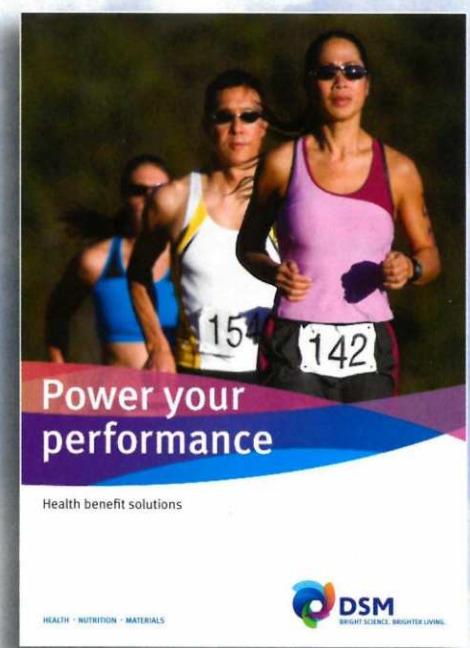
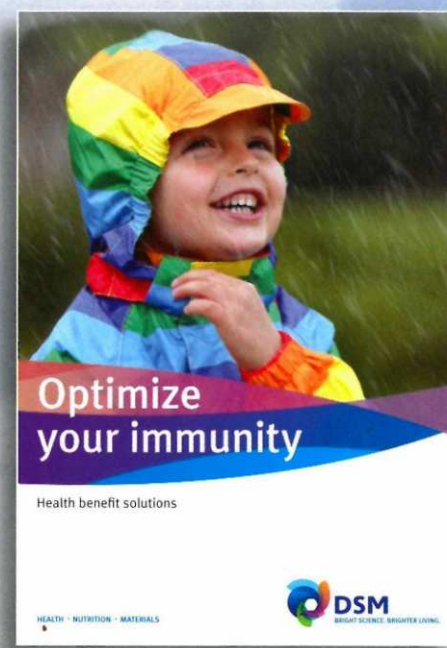


Medicines/ Functional foods/ Dietary Supplements 9

	Medicines	Functional Foods	Dietary supplements
Presentation form	Capsule, tablet, powder, solution	Similar to food products	Tend to medicinals, liquid concentrate
Active ingredients	Therapeutic dosage	Per serving approach	Higher than functional food
Taste	Not important	Most important	Semi-important
Price	Highest	10-40% higher than food	High to low
Benefits	Cure/treatment, alleviate, mitigate, protection	Risk reduction, good health in general	Risk reduction, good health in general
Consuming period	Mostly short term till recover	Continuously	Continuously

Health concepts for today consumers

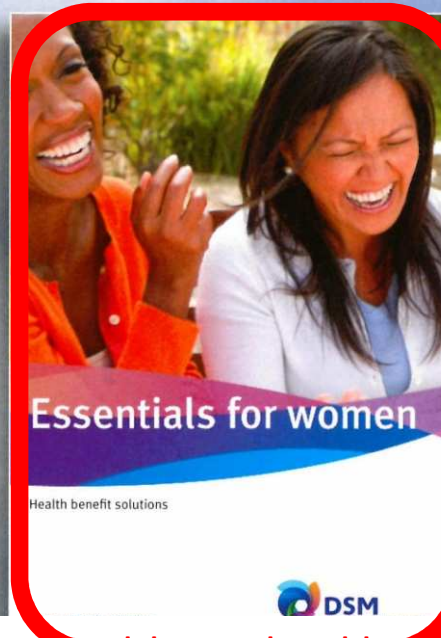
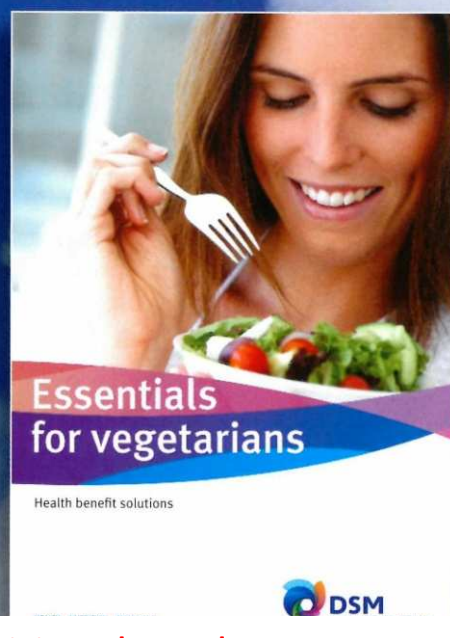
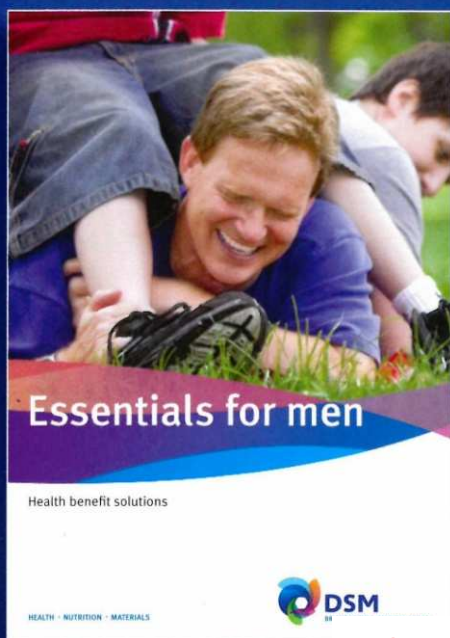
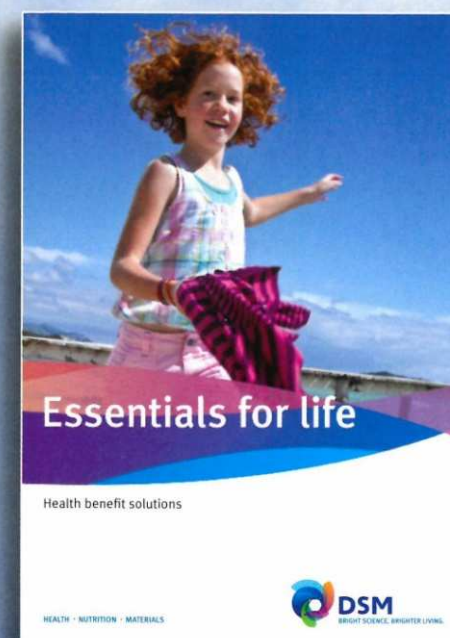
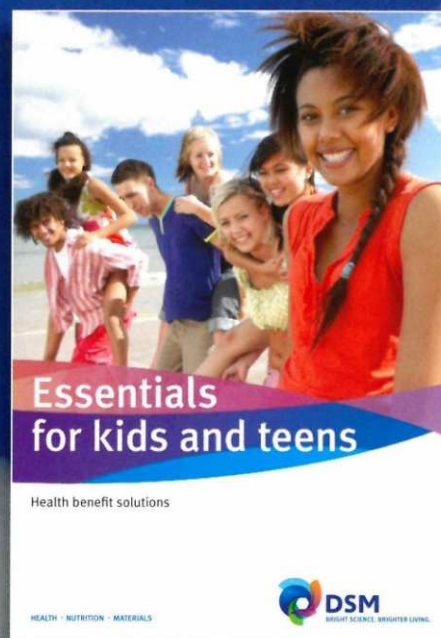
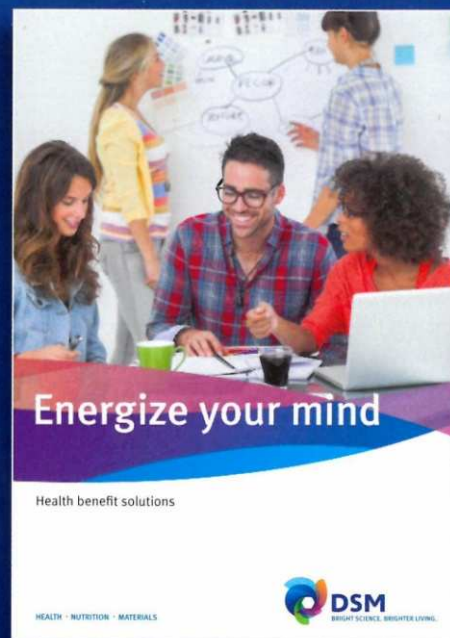
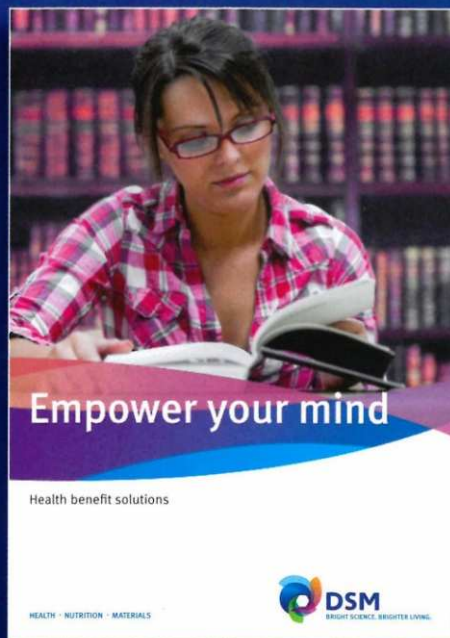
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DSM Nutritional Products : How can we health you booklet, 2014

Health concepts for today consumers

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Success factors for Functional Foods Industry¹²

- **Taste**
- Price
- Benefit delivered
- Packaging
- Convenient to buy (convenient store and modern trade)
- Healthy ingredients inside

Success factors for Dietary Supplement Industry¹³

- **Benefit delivered**
- Practical dosage
- Price
- Convenient to buy (modern trade, drugstore, direct sales and internet)
- Packaging

Points to ponder for newly introduced or improved ¹⁴

- Supported by reliable research (health benefit)
- Additional cost arisen from healthy ingredients
- Maximum consumer price that we can charge
- Technical feasibility, compatibility and stability of the new formulation
- End product taste that may deviate and how to handle

Points to ponder for newly introduced or improved ¹⁵

- Suitable packaging
- Supply source of ingredients
- Appropriate channel of distribution
- Registration with FDA
- Health claim that could be pursued
- Be focused and segmented (there is no panacea product)

- Antioxidants
- Slimming and weight management
- Beauty from within
- Anti-aging or Aging gracefully
- Immunity boosting up

Pisuth.Lertvilai@multibax.com