WELCOME LETTER

AAHSA
ASEAN Alliance of Health Supplement Associations

Dear Friends,

Expression of Interest to Participate in the Functional Foods for Wellness Summit 2027(FFWS2027) as a Supporting Organisation

ASEAN Alliance of Health Supplement Associations (AAHSA) is very pleased to support **Functional Foods for Wellness Summit 2027(FFWS2027)**, which will take place on January 20th and 21st, 2027 in Bangkok.

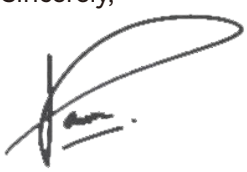
AAHSA was established in 2006 to work closely with ASEAN regulatory authorities in advancing the harmonisation of health supplement regulations across the region. As a regional industry association, AAHSA remains committed to supporting the continued development of ASEAN's food and health supplement sector through regulatory collaboration, scientific research, and industry engagement.

AAHSA has undertaken a Healthcare Cost Savings Study (HCSS), which examines the potential health and economic benefits associated with the use of selected health supplements within the ASEAN context. We hope to have the opportunity to share an overview of the study and its key findings at the upcoming Summit, which will bring together leading experts, scholars, associations, industry organisations, and business representatives from various countries and regions, provides a valuable platform for knowledge exchange and collaboration. With its focus on Consumer Trends and Marketing, Policies and Market Access, Gut Health and Probiotic Innovation, Technological Innovation and Product Development, and Weight Management, the Summit offers a relevant platform for AAHSA to contribute ASEAN perspectives and share insights.

AAHSA would be pleased to explore opportunities to participate in and support FFWS2027, including potential collaboration in areas of mutual interest.

We look forward to receiving further details on the Summit and discussing how AAHSA may contribute to and collaborate with the organisers in making FFWS2027 a successful and meaningful event.

Sincerely,



Patrick A. Kalona
Chairman
ASEAN Alliance of Health Supplement Associations (AAHSA)