WELCOME LETTER

COHERENT MARKET INSIGHTS

Dear Friends,

As the knowledge partner for the successful FFWS 2026, Coherent Market Insights (CMI) is happy to support Functional Foods for Wellness Summit 2027, which will take place on January 20th and 21st, 2027 in Bangkok.

The summit will bring together top experts, scholars, associations, industry organizations, and business representatives from various countries and regions in the world. It aims to collectively explore challenges related to market access and regulatory supervision, as well as to delve into the latest research progresses, cutting-edge technologies, and development trends in the health and nutrition sector. Furthermore, the summit will assist businesses in optimizing their channel mix to counter local pressures, facilitating participants in overcoming obstacles within an increasingly competitive environment.

Coherent Market Insights is a global market intelligence and consulting organization, focused on assisting our plethora of clients achieve transformational growth by helping them make critical business decisions. We are headquartered in India, having office at global financial capital in the U.S. and in United Kingdom and sales Consultant in Japan and Australia. Our client base includes players from across various business verticals in **over 32 countries worldwide**. We are among one of the leading market intelligence and business intelligence firm globally.

We provide Market Intelligence, Competitive Intelligence, Business Intelligence, Due-diligence, Consulting and Advisory Services. We offer insights and actionable recommendations through the reports, subscriptions databases, and consulting assignments.

As of **January 2025**, we have **catered to more than 5,380+ clients**, globally ranging from start-ups, mid-size organization, management consulting firms and fortune 1,000 companies.

You can visit our clientele: https://www.coherentmarketinsights.com/trusted-by

We have been grateful to hear few positive testimonials about our work, from our clients. **You can visit our client's testimonial: https://www.coherentmarketinsights.com/testimonials**

We and our insights have been covered by leading Media Houses across the globe ranging from **Forbes International, HuffPost, Bloomberg, Yahoo Finance, Seeking Alpha, Wall Street Journal, Washinton Times, CEO Today, BBC group among others.** Please go through the link to access more details: https://www.coherentmarketinsights.com/media-coverage

Coherent Market Insights has recently launched subscription platform **"NutraIQX" (World's first and only AI gateway for the Nutraceutical Excellence).**

NutraIQX (https://www.nutraiqx.ai/) is the **World's first and only AI gateway for the Nutraceutical Excellence**, empowering entities across the ecosystem through the following:

- **Company Intelligence**
- **Supplier/Partner/Customer Discovery, Engagement & Access**
- **Industry Insights & Knowledge Hub**
- **Real-Time Industry Intelligence**
- **Export-Import Trade Intelligence**

* The platform currently has data spread limited to India, but soon will include data on 42 countries globally.

We look forward to meeting you at the summit and wish you all enjoy the two-day event!

Sincerely,

Raj Shah
Founder and CEO
Coherent Market Insights

WELCOME LETTER

EXPERT NUTRACEUTICAL ADVOCACY COUNCIL

Dear Friends,

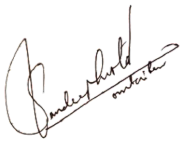
As the knowledge partner for the successful FFWS 2026, Expert Nutraceutical Advocacy Council (ENAC) is happy to support Functional Foods for Wellness Summit 2027, which will take place on January 20th and 21st, 2027 in Bangkok.

The summit will bring together top experts, scholars, associations, industry organizations, and business representatives from various countries and regions in the world. It focuses on Consumer Trends and Marketing, Policies and Market Access, Gut Health and Probiotic Innovation, Technological Innovation and Product Development, as well as Weight Management and Personalized Nutrition sector.

Expert Nutraceutical Advocacy Council (ENAC®) is the First and one of its kind platform that integrated the main three pillars – Academics, the Government and the Industry for the growth & development of the Nutraceutical Sector. With the aim of Education, Awareness, Engagement & Networking (EAEN®) the Council has always created an impact on the Heart, Soul and Mind of the Society. ENAC® is one Single, Integrated & Unique Platform in the area of expertise with more than 150 experts associated from various backgrounds and experience. ENAC's Core Purpose lies in "Creating Harmony through Education, Awareness, Engagement and Network for the Growth & Development of Nutraceutical Sector". ENAC addresses various objectives over this platform encompassing development, growth and bringing resolution for Industry, Academics, Government & Consumer lives through EAEN® Program. While the Ministry of Health & Apex Regulator, have set the ball rolling for a strong regulatory ecosystem for Nutraceutical Sector, ENAC® jointly and closely works with the authorities to bring a harmonious, consultative and transparent system to regulate the environment. ENAC consistently focuses on bringing integration with National and International Campaigns which are in the interest of Public Health.

We look forward to meeting you at the summit and wish you all enjoy the two-day event!

Sincerely,



Sandeep Gupta
Chief Founder & Director
Expert Nutraceutical Advocacy Council

WELCOME LETTER

MADSA®

Dear Friends,

Malaysian Dietary Supplement Association is happy to support Functional Foods for Wellness Summit 2027, which will take place on January 20th and 21st, 2027 in Bangkok.

The summit will bring together top experts, scholars, associations, industry organizations, and business representatives from various countries and regions in the world. It aims to collectively explore challenges related to market access and regulatory supervision, as well as to delve into the latest research progresses, cutting-edge technologies, and development trends in the health and nutrition sector. Furthermore, the summit will assist businesses in optimizing their channel mix to counter local pressures, facilitating participants in overcoming obstacles within an increasingly competitive environment.

The Malaysian Dietary Supplement Association (MADSA) was set-up in 2003.

MADSA represents the interests of dietary supplement companies in Malaysia. Our Membership is made up of OEM manufacturers, Brand Marketing companies in the Retail and Network Marketing segments as well as Distributors and Ingredient Suppliers.

Members are both Malaysian owned and foreign Multi-national Organisations.

We look forward to meeting you at the summit and wish you all enjoy the two-day event!

Sincerely,

James Pereira
General Manager
Malaysian Dietary Supplement Association

WELCOME LETTER

ヘルスビジネスメディア
Japan Health Business Media

Dear Friends,

The Japan Health Business Media (JHBM) is very pleased to support Functional Foods for Wellness Summit 2027, which will take place on January 20th and 21st, 2027 in Bangkok.

The summit will bring together top experts, scholars, associations, industry organizations, and business representatives from various countries and regions in the world. It focuses on Consumer Trends and Marketing, Policies and Market Access, Gut Health and Probiotic Innovation, Technological Innovation and Product Development, as well as Weight Management, Women's Health and Healthy Ageing sectors.

The Japan Health Business Media was established in 1993. Its main focus is to exchange views and ideas through seminars and conferences and to publish studies in journals with a special focus on the industry's current trends and needs within Asia. We are conducting market research in the health food business in countries such as the United States, Europe, China, and Southeast Asia, participating in trade shows and organizing inspection tours.

The Japan Health Business Media is a proud endorser of Functional Foods for Wellness Summit Bangkok 2027 and looks forward to the invaluable information it will provide to the stakeholders in the industry. The beneficial insights it will provide into market positions, consumer buying behaviors and innovative new products will be of great use to delegates in attendance, and we would like to pledge our full support to the event.

We look forward to meeting you at the summit and wish you all enjoy the two-day event!

Sincerely,

Junichi Hanazato
President
Japan Health Business Media

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.

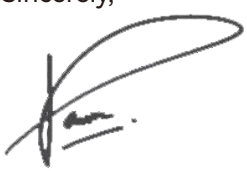
AAHSA was established in 2006 to work closely with ASEAN regulatory authorities in advancing the harmonisation of health supplement regulations across the region. As a regional industry association, AAHSA remains committed to supporting the continued development of ASEAN's food and health supplement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

WELCOME LETTER

Dear Friends,

International Probiotics Association (IPA) is very pleased to support Functional Foods for Wellness Summit 2027, which will take place on January 20th and 21st, 2027 in Bangkok.

The summit will bring together top experts, scholars, associations, industry organizations, and business representatives from various countries and regions in the world. It focuses on Consumer Trends and Marketing, Policies and Market Access, Gut Health and Probiotic Innovation, Technological Innovation and Product Development, as well as Weight Management, Women's Health and Healthy Ageing sectors.

The International Probiotics Association (IPA) is a global non-profit organization that brings together stakeholders from across the biotics ecosystem, including academia, researchers, healthcare professionals, industry, regulators, and consumers. As the recognized **Global Voice of Pre-, Pro-, and Post-Biotics™,** IPA is dedicated to advancing the safe, effective, and efficacious use of these products worldwide. IPA holds **NGO** observer status at the **Codex Alimentarius Commission**, participates as an observer within **the International Organization for Standardization (ISO)**, and actively collaborates with regulators and policymakers to support global regulatory harmonization and scientific advancement.

IPA's membership comprises nearly 140 organizations across more than 35 countries, representing the full value chain of the global biotics sector. In 2023, the IPA Board of Directors approved a strategic expansion of the Association's scope beyond probiotics to include the complementary categories of prebiotics, synbiotics, and postbiotics, while also broadening its focus to key population segments such as infants and companion animals. Building on IPA's successful model in the probiotics sector, the Association is developing the governance, scientific, regulatory, and educational infrastructure needed to support these emerging categories and markets, further strengthening its role as the leading global authority for the biotics industry.

We look forward to meeting you at the summit and wish you all enjoy the two-day event!

Sincerely,

George Paraskevakos

George Paraskevakos
Executive Director
International Probiotics Association (IPA)
www.ipa-biotics.org