

SECOND GLOBAL SUMMIT ON FOOD FORTIFICATION

**Building new commitments to reach hundreds
of millions with fortified and biofortified foods**



21-23 MARCH 2020
BANGKOK, THAILAND
#FUTUREFORTIFIED



GENERAL INFORMATION

The Second Global Summit on Food Fortification

Building new commitments to reach hundreds of millions with fortified and biofortified foods.

Gala dinner

21st March, 2020

Meeting dates

22-23 March, 2020

Venue

Bangkok International Trade and Convention Centre (BITEC)

Location

Bangkok, Thailand

Join the conversation

www.gainhealth.org

#FutureFortified

 @GAINalliance



Bangkok International Trade and Exhibition Centre (BITEC).

Located in Bangkok city centre, BITEC is the ideal multi-purpose facility to host international conferences providing: meeting areas, VIP lounge, business centre and exhibit spaces.

Access to BITEC: Just 14 kms. from Suvarnabhumi International Airport and with Skytrain access to a wide range of accommodation and attractions.

Contributing Partners / Co-conveners



Technical Partners



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WELCOME

Dear colleagues,

It is our pleasure to personally invite you to join us at the Second Global Summit on Food Fortification -Future Fortified: Building new commitments to reach hundreds of millions with fortified and biofortified foods, to be held 21-23 March, 2020 in Bangkok, Thailand.

The Second Global Summit on Food Fortification is a focal point of worldwide efforts to invigorate interest, awareness and investment in Large-Scale Food Fortification (LSFF) and biofortification – two population based interventions with enormous potential to contribute sustainably to reducing and preventing micronutrient deficiencies globally.

In 2015, leaders from government, business, academia, civil society, donor agencies, and international organisations gathered in Arusha, Tanzania for the first ever Global Summit on Food Fortification. Approximately 500 participants shared achievements, challenges and lessons learned, reviewed the latest studies and evidence, and aligned food fortification initiatives around a common agenda laid out in the Arusha Statement on Food Fortification.

In this second Summit, we will review the global and national progress made in fortification efforts since the Arusha Summit, and in addition we will review recent progress in biofortification. We will aim to build consensus around the most important tasks to be completed to ensure that large scale food fortification and biofortification are addressed according to global need and that existing programmes are expanded, improved, and sustained effectively to achieve health impact.

The Summit will convene approximately 250 leaders from across the globe including country delegations, senior global businesses representatives, NGO's, academia and research institutions, donors and private sector. The agenda will feature sessions from technical partners on key topics, work, achievements and case studies. This high-level event immediately precedes the Micronutrient Forum Global Conference 2020 and will be held in the same facility.

We invite industry, NGOS related associations and other organisations to join us at the Second Global Summit on Food Fortification in Bangkok, Thailand.



L Haddad
Lawrence Haddad
Executive Director
Global Alliance for
Improved Nutrition (GAIN)



S Osendarp
Dr. Saskia Osendarp
Executive Director
Micronutrient Forum



Arun Baral
Arun Baral
Chief Executive Officer
Harvest Plus

ABOUT THE SUMMIT

In 2015, leaders from government, business, academia, civil society, donor agencies, and international organisations gathered in Arusha, Tanzania for the first-ever Global Summit on Food Fortification. Approximately 500 participants shared achievements, challenges and lessons learned, reviewed the latest studies and evidence, and aligned food fortification initiatives around a common agenda laid out in the Arusha Statement on Food Fortification. In this second Summit, we will aim to accelerate this momentum on LSFF and expand the discussion to biofortification, which has emerged as an integral part of global nutrition strategies.

The Second Global Summit on Food Fortification is a focal point of worldwide efforts to invigorate interest, awareness and investment in Large-Scale Food Fortification (LSFF) and biofortification – two population-based interventions with enormous potential to contribute sustainably to reducing and preventing micronutrient deficiencies globally.

Fortifying staple foods and condiments with essential vitamins and minerals (micronutrients) is a proven, sustainable and cost-effective approach to improve the health and nutritional well-being of vulnerable population groups. Fortification significantly increases the micronutrient content of foods that are commonly and



consistently consumed by all or most segments of the population, helping to prevent deficiencies from occurring without requiring changes in eating habits.

While all forms of fortification have their advantage in certain contexts, LSFF and biofortification are both population-based interventions which can be achieved at scale with strong partnerships between the public and private sectors and are thus the focus of this Summit.

THE CHALLENGE

Building partnerships to achieve large scale food fortification and biofortification

Large scale food fortification (LSFF) can be voluntary, mandatory or rolled out via public distribution systems and school meal programmes. Despite this, some LSFF programmes have yet to deliver their full potential in terms of reach and impact on nutrition in many countries.

Based on recent studies of industrially fortified foods spanning 16 countries, only half of the samples tested adhered to national standards. Improving capacity, resources and political will to carry out and enforce fortification mandates in LMICs is vital.

There is growing global consensus that efforts should be made to further scale up biofortification. However, to truly bring

biofortified crops to scale, biofortification must become part of national nutrition strategies and be fully integrated into commercial seed and food systems—just as fortified products are intrinsically linked to commercial markets.

Success requires champions, solid partnerships and strong monitoring between government and legislation, private sector and commercial seed and food systems.

Existing LSFF and biofortification programmes need further investment to ensure they are part of national nutrition strategies and that they are enforced and better monitored so that populations in need can truly benefit. Legislation is a critical first step—it has been estimated that at least 75 additional low- and lower-middle-income countries (LMICs) could benefit from new mandates to fortify staple foods—but even this is not enough. In many countries, there is much more to be done to improve coverage, quality, and compliance to standards for LSFF, and to significantly scale up biofortification.

Finally, while there is strong evidence from LMICs of the impact of large-scale fortification with iodine, iron, folic acid, and vitamin A, evidence of impact for some of the other nutrients and for biofortification is more limited so there is still much that could be done to strengthen the evidence-base for fortification.



OVERVIEW

The Summit aims to build consensus around the most important tasks to be completed to ensure that large scale food fortification and biofortification are optimally scaled according to global need and that existing programmes are expanded, improved, monitored, and sustained effectively to achieve health impact.

This Summit will also explore potential complementarities between industrial fortification and biofortification as well as lessons learned from industrial fortification that are relevant for efforts to bring biofortification to scale

Other themes to be featured in the Summit agenda include:



A **REVIEW** of global and national progress made in fortification and biofortification efforts since the 2015 Arusha Fortification Summit.



The complimentary **ROLES** of industry, government, academia, and civil society in ensuring the success and sustainability of fortification and biofortification initiatives at national, regional and global levels.



Improving monitoring and ensuring **QUALITY AND COMPLIANCE** of fortification and biofortification across locally produced and imported food, bridging agriculture, trade and health systems.



Measuring impact and using data for advocacy, to increase accountability and to ensure **EVIDENCE-BASED** decisions.



Improving national programmes through advocacy, technical assistance, consumer activism and civil society **ENGAGEMENT.**

OBJECTIVES OF THE SUMMIT



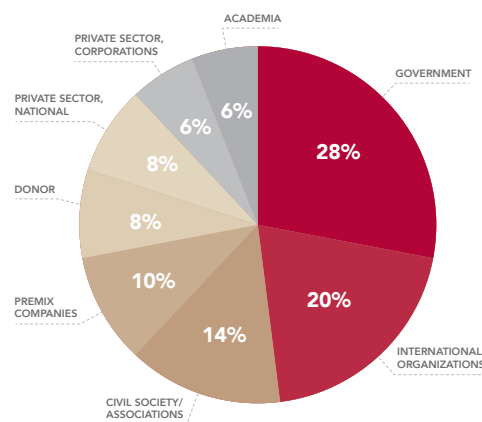
The Summit aims to build consensus around the following objectives:

- Look at current gaps and to increase awareness, and commitments for large-scale food fortification and biofortification as highly effective interventions that deliver improved micronutrient intakes and sustainable impacts on and public health.
- Assess progress against the five areas for action identified in the 2015 Arusha Statement on Food Fortification
 - Generate new investment in the sector;
 - Improve oversight and enforcement of fortification standards and regulations;
 - Generate more evidence to guide fortification policy and programme design;
 - Increase accountability and global reporting; and
 - Continue to advocate at the global and country level.
- Garner new and expanded commitments from official and non-traditional donors, governments and private sector to help expand, improve, and sustain fortification programmes and ensure optimal impact in low and middle-income countries. This will include identifying national leaders and champions and catalysing new partnerships and resources.
- Align on the way forward: Leading up to the Tokyo 2020 Nutrition for Growth Summit, align on the major tasks to be completed over the next five years to ensure that food fortification and biofortification programmes are expanded, improved and sustained.

DIVERSE AND GLOBAL AUDIENCE

The summit will convene a unique and diverse audience that will tackle the challenges and engage on major food fortification and biofortification topics from a global scale.

 **250** LEADERS FROM ACROSS THE GLOBE



COUNTRY DELEGATIONS	GLOBAL / REGIONAL INDUSTRY	GLOBAL / REGIONAL ORGANIZATIONS	DONORS
<p>Government ministers and deputy-level leaders from developing countries.</p> <p>Technical representatives from the government, research, development, civil society, and private sector.</p>	<p>Potential and current private sector contributors to food fortification and biofortification efforts.</p>	<p>UN agencies, NGOs, research institutions, and foundations with an interest in industrial and biofortification.</p>	<p>Bilateral and multilateral donors, foundations, and philanthropic organisations with an interest in nutrition and food security.</p>

AGENDA

SATURDAY 21 MARCH 2020

7:00PM – 10:00PM	GALA DINNER
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SUNDAY 22 MARCH 2020

7:30AM – 8:30AM	SPONSORED BREAKFAST
8:30AM – 9:15AM	Welcome to the Summit from the hosts Government of Thailand, the Global Alliance for Improved Nutrition, Micronutrient Forum, HarvestPlus.
9:15AM – 9:45AM	Presentation: “Where are we at?” Setting the scene – current status of micronutrient deficiency, large-scale food fortification and biofortification coverage and impact.
9:45AM – 11:00AM	Presentation: “The Road from Arusha” Overview of what has been achieved in Large-Scale Food Fortification and biofortification in the past 5 years – celebration of successes (e.g. commencement of programmes in India, passage of legislation in Zimbabwe/Tajikistan/Rwanda/Bangladesh).
11:00AM – 11:20AM	Comments from the floor/ discussion
11:20AM – 11:50AM	SPONSORED BREAK
11:50AM – 12:15AM	Presentation: “Evidence and data—How far have we come?” (Leverage on Biofortification Priority Index, GFDx, FortifyMIS, FACT, CBA Tool, etc. and linking data to advocacy at national level).
12:15PM – 1:15PM	Presentation: “What’s left to be done?” Building new programmes, improving existing programmes, measuring impact. Key themes to highlight: Controlling IDD globally, ongoing quality/enforcement challenges for LSFF, scaling up rice fortification, commercialising rice fortification.
1:15PM – 2:15PM	SPONSORED LUNCH
2:15PM – 3:30PM	Presentation: “Scaling up biofortification—the road ahead” Presented by HarvestPlus.
3:30PM – 3:45PM	SPONSORED BREAK
3:45PM – 5:00PM	Presentation: “Case Studies” Session 1: Enlisting new allies – Consumer networks, disability associations, civil society organisations, sub-national government, potential [social] media engagement (example from other sector). Pakistan / Kenya / Uganda / Malawi Session 2: Government Success; improving and expanding government programmes India: National government (edible oil) State government (wheat flour); addressing issues with premix quality - Premix supplier Ethiopia: representatives from government, private sector, civil society making fortification mandatory
5:00PM – 5:45PM	Presentation: “Financing Fortification” Current status of public and private financing; sources and models of finance for regulatory monitoring and food control
5:45PM – 6:00PM	Comments from the floor/Discussion
7:00PM – 9:00PM	SPONSORED DINNER

MONDAY 23 MARCH 2020

7:30-8:30AM	SPONSORED BREAKFAST
8:30AM - 8:45AM	Welcome to Day 2
8:45AM - 9:45AM	New ommitments from the Private Sector Food producers (LSFF) Plants Breeders/seeds (Biofortification)
9:45AM - 10:45AM	New commitments from Government, Regional Bodies and Donors Fortification legislation; updated national nutrition strategies, new financing
10:45AM - 11:15AM	SPONSORED BREAK
11:15AM - 12:00PM	Closing Session 2020-2025 Summarising takeaways, learnings and key action steps from the summit and Call to Action.



SPONSORSHIP

With your support, the Second Global Summit on Food Fortification will inspire professionals representing diverse fields to action around food fortification and its public health impact.

Sponsorship of the Global Summit provides an excellent opportunity for companies and organisations to reach a large, diverse, international audience from the food and nutrition community. We invite all partners to support the Second Global Summit and its efforts to advance food fortification globally.

Join the fight to end hidden hunger.



Why become a sponsor?

- Maximise exposure at a premier event dedicated to global food fortification efforts.
- Demonstrate alignment with the Global Summit and the fortification agenda.
- Reach key research, policy, programme, and private sector professionals.
- Raise your organisation's visibility in the field and to attendees.
- Showcase your organisation's expertise, latest innovations, research, and successes in fortification.
- Network and build new relationships with key stakeholders in the food and nutrition sector.
- Utilize the Global Summit's marketing channels, including social media and other e-communications, to promote your organisation's support.

All sponsors will have their name and logo in all programme materials and will be acknowledged on the Global Summit website, www.gainhealth.org

BOOKING PROCESS

STEP 1: DISCOVER

The sponsorship, exhibition and advertising opportunities on the following pages.

STEP 2: SELECT

A sponsorship or investment opportunity and related entitlements.

STEP 3: CUSTOMISE

Suggest amendments and/or unique activations by sending amendments, additions or requests to the partnership team at: adriana.milla@mci-group.com

STEP 3: BOOK

Secure your investment now by emailing the Second Global Summit on Food Fortification partnership team at adriana.milla@mci-group.com. Prioritisation will be based on investment level and date of commitment.

As of April 3rd, 2019, Summit co-conveners and sponsors include the Global Alliance for Improved Nutrition (GAIN), HarvestPlus, and the Micronutrient Forum.

SPONSORSHIP OPPORTUNITIES

	Gold USD 50,000	Silver USD 25,000 - USD 49,999	Bronze USD 10,000 - USD 24,999	Friends USD 5,000 - USD 9,999
Full registrations	10	8	6	4
Exhibit space	Table Top	Table Top	Table Top	Table Top
Exhibit registrations	4	3	2	1
Programme advertising	1 Full Page	½ Page	¼ Page	
Bag insert	X	X	X	X
On site recognition	X	X	X	X
Logo, link and organisation description on the Second Global Summit website	X	X	X	X
Organisation name included in press release and event communications	X	X	X	X
Blog posts highlighting the contributions of the organisation	X	X		
Recognition on holding slides	X	X		

**If you would be interested on exhibiting for the Micronutrient Forum 5th Global Conference please inquire adriana.milla@mci-group.com.*

NETWORKING OPPORTUNITIES

Gala dinner

Saturday March 21st, 2020

USD 50,000

The reception will feature a selection of food, beverage and entertainment.

Gala dinner is inclusive of:

- Venue
- Conceptual development
- Activation signage
- Promotion and recognition
- Food & beverage
- Reserved seating with GAIN and Food Fortification Summit Faculty
- Logistics management

The partner organization may provide:

- Opening video - social impact focus
- Opening or closing remarks
- Input on venue and/or food & beverage selection

Sponsored lunch

USD 25,000

(1 Available)

Sponsored lunch service is a great way for your company to be recognised as supporter. Welcome participants with a food and beverage offering while communicating your brand awareness or key message.

Inclusive of:

- Logistics management
- Promotion
- Recognition
- Food & beverage
- Custom activation or opening remarks

Optional enhancements:

- Entertainment
- Input on food & beverage selection



Sponsored breakfast

USD 15,000

(2 Available)

An opportunity to set the tone for the day for all delegates while communicating your brand awareness or key message.

Inclusive of:

- Logistics management
- Promotion
- Recognition
- Food & beverage
- Custom activation or opening remarks

Optional enhancements:

- Entertainment
- Input on food & beverage selection

Refreshment break

USD 10,000

(3 Available)

Supporting a conference break, allows our partners to assist the Second Global Summit on Food Fortification organising committee in hosting the Summit. This is also a great way to engage delegates in celebrating an organisational milestone or accomplishment.

Refreshment break is inclusive of:

- Coffee & tea
- Activation signage
- Promotion and recognition
- Logistics management

Optional enhancements:

- Entertainment
- Input on food & beverage selection

Cocktail hour at the gala dinner

USD 10,000

(2 Available)

Use this space to spread the word or celebrate a milestone or accomplishment by providing cocktails or custom made beverages for attendees during the cocktail hour in the gala dinner of the Second Global Summit on Food Fortification.

Cocktail hour is inclusive of:

- Beverage
- Activation signage
- Promotion and recognition
- Logistics management

Optional enhancements:

- Entertainment
- Food & beverage selection
- Custom activation



BRANDING OPPORTUNITIES

Travel grants

USD 5,000

The Second Global Summit on Food Fortification travel grants will provide funding to graduate students attending the conference. Travel grants are awarded on the basis of merit.

Travel grants are inclusive of:

- Recognition on The Second Global Summit on Food Fortification website, programme and on-site signage.

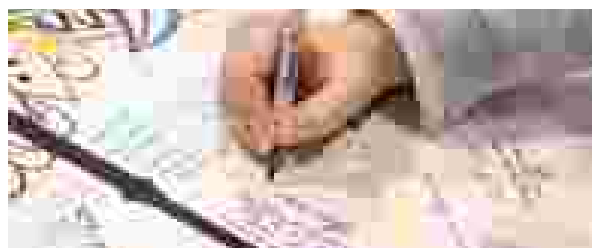
Recharge networking lounge

USD 10,000

Help the Second Global Summit on Food Fortification delegates stay connected by providing branded charging stations in a casual lounge setting.

Recharge networking lounge is inclusive of:

- Lounge naming rights
- Charging station
- Lounge furniture
- Activation signage
- Promotion and recognition
- Logistical support



Food Fortification commitment wall

USD 5,000

Express yourself in this interactive and creative space that will allow a visual translation for dreams, advocacy and commitments toward food fortification.

Documentary screening

USD 5,000

A great opportunity to showcase success stories of your organisation or non profit. Sponsoring organisation to provide content.

Hydration host

USD 5,000

Help the Second Global Summit on Food Fortification organising committee achieve their health and sustainability goals by supporting branded water bottles and stations through out the venue.

The Hydration Host is inclusive of:

- Branded water stations
- Activation signage
- Water bottle distribution
- Promotion and recognition
- Logistical support



The sponsoring organisation is responsible for providing: branded water bottles

Conference lanyards

USD 10,000

The Second Global Summit on Food Fortification lanyards will be distributed to every delegate, speaker and sponsor and must always be worn at all times through the congress.

The conference lanyards are inclusive of:

- Branded lanyards
- Promotion and recognition
- Logistical support

Audiovisual

USD 20,000

Enhance delegates' experience by providing bigger screens, better lighting and AV announcements during the conference in each plenary and session room.

Inclusive of:

- Onsite and digital recognition

Transportation

USD 10,000

Maximise your brand awareness by being the official transportation sponsor for The Second Global Summit on Food Fortification. The transportation will have the company/organisation logo prominently displayed at the airport welcome desk, on site recognition and on the vehicle. With delegates' undivided attention, the sponsor may wish to create an on-board experience or welcome gift.

Delegate bags

USD 10,000

The official Second Global Summit on Food Fortification bags will be distributed to every delegate. It is a great way to showcase your brand as most delegates will also go on tours and field trips outside the congress venue, giving exposure to your brand across the city.

The delegate bags are inclusive of:

- Branded bag
- Promotion and recognition
- Logistical support

Venue Advertising

Available in public areas:

- Outdoor wall banner - starting at USD 500
- Escalator sign bands - starting at USD 500
- Floor decals on parking - starting at USD 2,500
- Restroom advertising frames - starting package at USD 1200

Meeting room & office space

Price Upon Request

- Take advantage of this space for your staff to conduct private, face to face meetings with potential partners and/or clients.

CANCELLATION AND REFUND POLICY

- Notifications for cancellations received **before 17:00 PST on 3 December, 2019** will be entitled to a 50% refund minus a USD 100 administration fee.
- Notifications for cancellations received **after 17:00 PST on 3 December, 2019** are non-refundable.

For more information contact:

Adriana Milla

Sponsorship & Exhibit Solutions Coordinator

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#FutureFortified

