

S.E. ASIA SOY EXCELLENCE AND PROTEIN SUMMIT

The U.S. Soybean Export Council is pleased to present the S.E. Asia Soy Excellence and Protein Summit, our main event for industry and stakeholders in the Soy Foods and Soy Beverage space.

It was exactly a year ago that we organized our 1st Pan Asia Soy Food Summit and Trade Show that reached out to almost 900 participants of which a third was from S.E. Asia. During one of the worst periods of the COVID-19 pandemic and the months that followed, we witnessed a tectonic shift in the food industry as a whole, in part to meet the rapid change in attitudes of consumers, but also to remain a viable and relevant business concern in a challenging environment. COVID-19 became a catalyst in changing lifestyles and consumerism, and in driving new industry trends.

A year on, to say that the landscape of the Food and Beverage Industry has changed is an understatement. However, U.S. Soy producers, co-operators, and industry stakeholders have not only kept pace with these changes but have increased their investment in the Soy Food and Soy Beverage industry providing service and assistance at every opportunity. The U.S. Soy Industry remains fully committed to our industry partners and seeing them through this pandemic and be ever more resilient and profitable.

Our event theme this year is: “Building a Rich and Vibrant Soy Food and Beverage Industry in Southeast Asia” and the program is divided into the following sessions;

- **Asia Soy Food and Beverage Scene: Opportunities for Growth and Innovation**
Moderated by Will McNair, Focus Area Director – Human Protein and Oil, U.S. Soybean Export Council, USA
 Around Asia in 60mins; join USSEC’s team of experts and consultants as they share information and knowledge that is specific to their markets and discuss some strategies and business development ideas.
- **Human Nutrition and Health Benefits of Soy Proteins for Food Uses**
Moderated by Michelle Braun, PhD, President, Soy Nutrition Institute, USA
 Focus on Soy Nutrition in the current plant-based protein trend relevant to S.E. Asia, and the importance of evidence-based science in communicating Soy and Health to end-consumers.
- **U.S. Soy ~ Your Complete Solution Provider for Food Grade Soybeans**
Moderated by Timothy Loh, Regional Director, U.S. Soybean Export Council, SEA
 Hear from U.S. Food grade soybean growers and exporters first-hand on why the U.S. qualifies to be a top origination choice when buyers consider their next purchase; considering value, reliability, logistics etc.
- **Building a Rich and Vibrant Soy Food and Beverage Industry in Southeast Asia**
Moderated by Timothy Loh, Regional Director, U.S. Soybean Export Council, SEA
 U.S. Soy has been investing and supporting the S.E. Asia’s Soy Food industry for over three decades and our goal is to continue to do more and do better to help this industry reach its potential. Join USSEC and a distinguished panel of industry partners as we share our latest initiatives to grow the S.E. Asia market.
- **Virtual Trade and Sponsor Booths – U.S. Soy Business Development and Networking Sessions**
 We are again privileged to host a group of companies that will be participating in the virtual trade and sponsor booths. Don’t miss this opportunity to network and discuss your Soy requirements.

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DAY 1 – June 1 (TUE) – 9.30am to 1.00pm SGT (GMT+8) – Running time 3 hours

SESSION 1: Asia Soy Food and Beverage Scene: Opportunities for Growth and Innovation

Moderated by Will McNair, Focus Area Director – Human Protein and Oil, U.S. Soybean Export Council, USA

In this session, USSEC's team of market development and technical specialists will share their in-depth market knowledge and technical expertise, giving insights on: (1) current consumer trends and the driving factors; (2) the successful soy protein products in their markets and why; (3) market development through new and innovative soy protein applications in food; (4) what they think might be the next big thing in Soy Protein for human consumption in their markets; (5) Overall outlook on the potential of soy food/beverages markets in their country or region. We will also be sharing with the industry USSEC's key initiatives and projects in promoting Soy Protein for Food Uses and our close collaboration with industry stakeholders to help our partners and their businesses reach their full potential.

Presentations:

- **Asia Soy Food and Beverage Scene: Opportunities for Growth and Innovation**
 - Masako (Masi) Tateishi, Director – Human Utilization, Japan, USSEC
 - Jisook Chung, Marketing Director – Korea, USSEC
 - Jinrong (Joanna) Qian, Program Manager – Human Utilization, China, USSEC
 - Julian Lin, Market Director, Taiwan, USSEC
 - Dr Suresh Itapu, Technical Representative – Human Utilization, South Asia Region, USSEC
 - Yeong Boon Yee, Senior Technical Director – Human Utilization, S.E. Asia Region, USSEC
- **USSEC's Soy Food Protein initiatives in Meeting Global Soy Food Demand**
 - Will McNair, Focus Area Director – Human Protein and Oil, Worldwide, USSEC
- **Live Panel Discussion / Question and Answer Session**

SESSION 2: Human Nutrition and Health Benefits of Soy Proteins for Food Uses

Moderated by Michelle Braun, PhD, President, Soy Nutrition Institute, USA

USSEC's Senior Technical Director, Yeong Boon Yee will be discussing the key trends in Soy Protein Utilization for food uses and how/why the benefits of soy for human nutrition plays a significant and indicative role in driving innovation for traditional and new food trends. Dr Messina Mark, a foremost scientist in Soy's health advantages and consummate communicator, will share his valuable insights how to manage and effectively communicate science-based facts and dispel misinformation with different target audiences from the food processor to the end consumer.

Presentations:

- **Harnessing Soy Nutrition: Differentiating Value for the Plant Based Food Trend**
 - Yeong Boon Yee, Senior Technical Director – Human Utilization, S.E. Asia Region, USSEC
- **Communicating Soy and Health - Why Science Matters!**
 - Dr Mark Messina, Executive Director, Soy Nutrition Institute, USA
- **Live Panel Discussion / Question and Answer Session**

DAY 2 – June 2 (WED) – 9.30am to 1.00pm SGT (GMT+8) – Running time 3 hours

SESSION 1: U.S. Soy ~ Your Complete Solution Provider for Food Grade Soybeans

Moderated by Timothy Loh, Regional Director, U.S. Soybean Export Council, S.E. Asia

In 2020, U.S. soybean growers planted about 5 million acres, i.e., 284 million bushels or about 8 million metric tons of soybeans, producing non-GM, variety specific and identity preserved soybeans for food and beverage processors in the U.S. and around the world. The U.S. is one of the largest, consistently reliable supplier of food grade soybeans with a world class infrastructure that ensures the integrity and quality of its shipments to major destination markets in Asia. U.S. Soy is also internationally recognized for its sustainable practices and provides certification to meet our customers' sustainability initiatives. Join our expert panellists in the discussion and hear first-hand on why the U.S. qualifies to be a top origination choice when buyers consider their purchases.

Presentations:

- **Successful Processing with Identity Preserved Field Crops**
 - Hoa V. Huynh, Technical Adviser – SEA, Specialty Soya and Grains Alliance, USA
- **Transportation of U.S. Identity Preserved Field Crops**
 - Representative from Globe Runner (invited)
- **U.S. Producer/Exporter Perspectives: FY 2021 – 2022 Identity Preserved and Variety Specific Soybean Production, Supply and Demand**
 - Rob Prather, Chief Strategic Ambassador, Global Processing, USA
- **Live Panel Discussion / Question and Answer Session**

SESSION 2: Building a Rich and Vibrant Soy Food and Beverage Industry in Southeast Asia

Moderated by Timothy Loh, Regional Director, U.S. Soybean Export Council, S.E. Asia

For over 30 years, U.S. Soy has been investing and supporting the S.E. Asia's Soy Foods and Beverage industry. We have the privilege to collaborate with like-minded organizations and businesses across S.E. Asia, industry partners that believe and hold the same vision that this region holds tremendous potential for soy in food applications and that we are only in the beginning stage of the growth curve built on a solid foundation. In this session, we will be discussing the current trends and opportunities with industry experts as well as introduce some of the new and exciting initiatives led by USSEC that is ongoing as we aim to do more and do better to help this industry reach its potential.

Presentations:

- **Soy Food Products and Market Trends**
 - Tom Vierhile, Vice President, Strategic Insights - North America, Innova Market Insights, USA
- **Evolution of Soy Processing for the Beverage Industry**
 - Hemang Dholakia, PSE Cluster, Beverage Category Leader at Tetra Pak Asia, Singapore
- **Live Panel Discussion / Question and Answer Session**
 - With Guests: Dr Ong Mei Horng, Adjunct Professor, National University of Singapore; Will McNair, Focus Area Director – Human Protein and Oil, U.S. Soybean Export Council, USA; and Yeong Boon Yee, Senior Technical Director – Human Utilization, S.E. Asia Region, USSEC

END OF PROGRAM

