



Press Release

Vitasoy Strongly Supports World Soybean Research Conference VIII in Beijing

With almost 70 years of history, Vitasoy, “The Soy Expert”™ has been actively involved in promoting the health benefits of soybeans and developing various types of soymilk and tofu products. Vitasoy strongly supports the World Soybean Research Conference VIII (WSRC VIII), which will be held from 10th to 15th August. It will also be the first time this conference, which is the largest event in the international soybean research and development arena, to be held in Beijing. The Conference aims to promote the sharing of soy research and technology, and experience by different industry experts. WSRC VIII will be held in the Beijing International Convention Centre.

Senior executives of Vitasoy will participate in various soybean industry forums and share experience in the production of soy foods:

Forum 1: “Nutrition and Health” at 10:15am on 12 August, 2009 (Room#5)

Vitasoy will host “Forum I-1: Health and Nutrition” on 12 August (Wednesday) at 10:15am in Room #5 of the Convention Centre.

Topics and Speakers:

1. “Health Beliefs of Soy in Chinese Culture” by Professor Zhai Fengying, Vice President, Chinese Nutrition Society;
2. “Calcium-fortified Soymilk Supplementation on Bone Health in Chinese Adolescent Girls – A One Year Prospective” by Dr. Suzanne C. Ho, Research Professor of Community and Family Medicine Department of Community and Family Medicine, The Chinese University of Hong Kong
3. “Recent Research Update and Health Benefits of Soy” by Dr. Mark Messina, President, Nutrition Matters, Inc, a US nutrition consulting company..
4. Panel Discussion

Moderator: Mr. Larry Eisentrager, Group CEO of Vitasoy

Panelists: Professor Zhai Fengying, Dr. Suzanne C. Ho, Dr. Mark Messina

Forum 2: “Food Safety and Quality Management” at 1:30pm on 12 August, 2009 (Room #5)

Dr. Mei Ong, Group Technical Director of Vitasoy will deliver a presentation on “Converting nutritious soybeans to good-tasting, safe and healthy soy foods and beverage” at Forum I2-1: Food Safety and Quality Management”. The forum will be held at 1:30pm in Room #5.

Forum 3: “International Trade, and Safe and Secure Supply” at 10:15am on 13 August, 2009 (Room #5)

Mr. Eisentrager will present the “East and West Approaches to Soy Foods” at Forum 4-1



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“International Trade, and Safe and Secure Supply” at 10:15am on 13 August (Thursday) in Room #5 .

Exhibition of World Soybean Research Conference VIII

Vitasoy will also participate in the Exhibition of World Soybean Research Conference VIII from August 11 to 14, 2009 and be the host for booths #226, 227, 240 and 241 at the Beijing International Convention Centre to provide more information on Vitasoy and its products.

For more information of WSRC VIII, please visit <http://www.wsrc2009.cn/>

Vitasoy was established in 1940. Over the years, the Company has been producing a diversified range of soy drinks and foods to consumers and aiming at promoting consumer well-being as its number one priority. With its base in Hong Kong, Vitasoy has been expanding its presence worldwide and at present, the Company has production facilities in mainland China, the United States, Australia and Singapore. Vitasoy products are now available in 40 overseas markets. It is also dedicated to promoting the health benefits of soy and participating in academic and educational activities, earning itself the reputation of “The Soy Expert”.