



SPISE 2009

FOOD CONSUMER INSIGHTS IN ASIA CURRENT ISSUES & FUTURE

August 7-9, 2009

Ho Chi Minh City University of Technology, Vietnam



SYMPOSIUM

TOPIC

- Food choice & Determinant factors
- Social and Cultural Effects
- Age and Gender Effects
- Preferences and Healthy Choices
- New Methods for Consumer Study
- Statistical Techniques
- Market Research

DEADLINES

Abstract Submission: April 15, 2009

Workshop & Symposium registration: July 1, 2009

REGISTRATION FEES

Industry delegate	US\$100
Academic delegate	US\$70
Student	US\$50

KEYNOTE SPEAKERS

John Prescott, *University of Newcastle, Australia*

Agnès Giboreau, *Paul Bocuse Institute, France*

Thongchai Suwansichon, *Kasetsart University, Thailand*

WORKSHOP pre-SPISE 2009

Besides the symposium, the four-day workshop on “**Consumer Research**”, **August 3-6, 2009**, will provide participants with methodologies to deepen their understandings of consumers’ food choices and preferences.

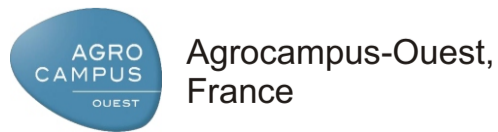
- Hands on Sensory Evaluation, R & SensoMineR
- Product positioning and liking evaluation
- Questionnaire and consumer segmentation
- How to link preference data with the sensory characteristics of the products (External Preference Mapping)

Workshop registration fee: US\$250

Benefit: all course materials, R-software

Bonus: **access to all sessions of SPISE2009 symposium**

ORGANISERS



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www.hcmut.edu.vn/spise2009