

# WELCOME LETTER



Dear Friends,

Malaysian Dietary Supplement Association is happy to support **Functional Foods for Wellness Summit 2026**, which will take place on January 20<sup>th</sup> and 21<sup>st</sup>, 2026 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 welcome your participation and hope to see you in Bangkok to discuss the development of nutraceutical and functional food industries in Asia!

Sincerely,

A handwritten signature in black ink, appearing to read "James Pereira". The signature is fluid and cursive, with a small circle above the 'i' in Pereira.

**James Pereira**  
**General Manager**  
**Malaysian Dietary Supplement Association**



## EXPERT NUTRACEUTICAL ADVOCACY COUNCIL

Dear Friends,

As the knowledge partner for the successful FFWS 2025, Expert Nutraceutical Advocacy Council (ENAC) is happy to support Functional Foods for Wellness Summit 2026, which will take place on January 20<sup>th</sup> and 21<sup>st</sup>, 2026 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 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**

## 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 2026, which will take place on January 20<sup>th</sup> and 21<sup>st</sup>, 2026 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 2026 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,



President  
Japan Health Business Media  
Chairman  
The Japan-China Health Industry Exchange Association

# WELCOME LETTER



Dear Friends,

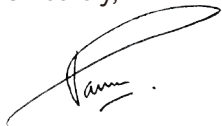
Asean Alliance of Health Supplement Associations (AAHSA) is very pleased to support Functional Foods for Wellness Summit 2026, which will take place on January 20<sup>th</sup> and 21<sup>st</sup>, 2026 in Bangkok.

The ASEAN Alliance of Health Supplement Associations (AAHSA) is a regional coalition representing the health supplement industry across ASEAN member countries. Comprising seven national health supplement associations. AAHSA continues in its request to Facilitate trade in safe and high-quality health supplement products. Develop a science-based regulatory framework that is practical for both large and small companies.

Therefore this 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 sector.

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

Sincerely,



Patrick A. Kalona  
Chairman  
Asean Alliance of Health Supplement Associations (AAHSA)



Dear Friends,

International Probiotics Association (IPA) is very pleased to support Functional Foods for Wellness Summit 2026, which will take place on January 20<sup>th</sup> and 21<sup>st</sup>, 2026 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 IPA is a global non-profit association, bringing together through its membership the stakeholders including but not limited to academia, scientists, health care professionals, consumers, industry and regulators. The IPA's mission is to advocate for the safe and efficacious use of Prebiotics, Probiotics and Postbiotics throughout the world. We hold NGO status before Codex Alimentarius, are ISO observers, and are recognized as the Global Voice of Pre, Pro and Post, Biotics. IPA members are a diverse representation of International probiotics sector, bringing together close to 130 companies spanning 30 countries from industry, healthcare, academia, research, regulations and more. Earlier in 2023 the IPA Board of Directors voted to expand the scope of industry focus within IPA. The IPA board felt it appropriate to expand scope beyond probiotics to the adjacent and complementary areas of prebiotics, synbiotics and postbiotics and target certain populations, specifically infants and companion animals. Modeling the IPA's path forward on the successful approach taken for probiotics, next steps will be to build the appropriate infrastructure within IPA to address each of these new categories and markets, emulating the IPA success in the probiotics sector.

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

Sincerely,

A handwritten signature in black ink that reads "George Paraskevacos".

George Paraskevacos  
Executive Director  
International Probiotics Association (IPA)