

A special seminar
specifically focusing on
identifying, correcting and
managing quality issues
with Chinese partners
and suppliers.

Challenge of China II:

Assuring Quality in a Global Economy

sponsored by:



Thursday
Dec. 13, 2007

Marriott City Center
Salt Lake City, UT



SEMINAR PROGRAM

<i>Time</i>	<i>Presentation</i>	<i>Presenter</i>
8:00 am – 8:30 am	REGISTRATION and Continental Breakfast	
8:30 – 8:45 am	WELCOME and Introduction	Loren Israelsen , Executive Director <i>United Natural Products Alliance (UNPA)</i>
8:45 – 9:00 am	Utah and China: A Key Relationship	Brett W. Heimburger, MBA Director for Asia: Governor's Office of Economic Development, <i>State of Utah</i>
9:00 – 9:45 am	Who is China Today? A Historical, Cultural and Political Overview	Eric Heyer, Ph.D. , Associate Professor Department of Political Science <i>Brigham Young University</i>
9:45 – 10:30 am	Case Study: The Search for a Manufacturing Partner in China	Robert A. King , President/CEO <i>A.M. Todd Botanical Therapeutics</i> Lloyd Mangun , Director of Global Operations <i>A.M. Todd Botanical Therapeutics</i>
10:30 – 10:45 am	BREAK	
10:45 – 11:30 am	Update from Beijing: Legal & Business Implications and a Status Report on MLMs in China	Michael Chen, JD <i>Kirton & McConkie, Attorneys at Law</i>
11:30 – 12:30 pm	Analytical Challenges in Testing China Sourced Materials	James Neal-Kababick , Director <i>Flora Research Laboratories</i>
12:30 – 1:15 pm	LUNCH	
1:15 – 2:30 pm	The Inside Story: 20 Years of Regulating the TCM Industry for the State of California	Dr. Richard Ko, Pharm.D., Ph.D.
2:30 – 3:15 pm	China Nutrition Market Report 2007	Patrick D. Rea , Publisher & Editorial Director <i>Nutrition Business Journal</i>
3:15 – 3:30 pm	BREAK	
3:30 – 4:15 pm	Food Safety Legislation: Congressional and Consumer Initiatives to Imported Foods and Dietary Supplements	Loren Israelsen , Executive Director <i>United Natural Products Alliance (UNPA)</i>
4:15 – 5:00 pm	Open Forum and Audience Q&A	
5:00 pm	Conclusion of the Conference	



P R E S E N T E R S

Loren Israelsen

Executive Director, *United Natural Products Alliance*

Mr. Israelsen is Executive Director of United Natural Products Alliance (UNPA), a trade association of dietary supplement companies committed to safety, science and quality. UNPA works closely with Congress, FDA and allied trade associations to assure proper implementation of DSHEA. He has been deeply involved in the commercial and regulatory issues facing the global dietary supplement industry since 1982. Mr. Israelsen has served as vice president/general counsel to the American Herbal Products Association, co-founder and counsel to the European American Phytomedicine Coalition (EAPC), industry liaison to FDA's Expert Advisory Committee on Ephedra, issue manager for dietary supplements for the Transatlantic Business Dialogue (TABD), a founding member and executive board member of the International Alliance of Dietary Supplement Associations (IADSA), industry advisor to the Office of Dietary Supplements (ODS), and an expert panel member to IFT's Functional Food Report published in 2005. He has worked with leading academic institutions and publications in the natural health field, including sitting on the Board of Regents of Bastyr University, the Editorial Board of the Journal of Alternative and Complementary Medicine, among others. Mr. Israelsen has authored over 150 articles, book chapters and lectured in over 30 countries on dietary supplement & functional food issues. He received his B.S. in Political Science, Magna Cum Laude, from Utah State University, attended the Oxford University Queens College Jurisprudence Program in Oxford, England and received his J.D. from J. Rueben Clark Law School, Brigham Young University.



Brett W. Heimburger, MBA

Director for Asia: Governor's Office of Economic Development, *State of Utah*

A business executive with over 12 years experience in a variety of industries including software/IT, telecommunications, media and steel, Mr. Heimburger has advised CEOs, senior management and investors regarding strategic planning, international marketing and corporate development. Fluent in Japanese, he recently spent over 2 years in Intuit's Tokyo office managing strategic planning, mergers and acquisitions. He also spent 3 years with Itochu International Inc. doing global business development in the U.S., Europe and Asia. In 2005, Governor Huntsman of the State of Utah appointed Mr. Heimburger as Regional Director for Asia in the Governor's Office of Economic Development. He holds an MBA from Northwestern University and a BA from Brigham Young University in International Relations.



Bob A. King

President/CEO, *A.M. Todd Botanical Therapeutics*

Robert A. King is president of A.M. Todd Botanical Therapeutics, a well known international botanical extract supplier with manufacturing operations now located in Ningbo, China. In addition to supplying many botanical and food extracts to industry, the company's future direction is primarily focused on products with specialized bioactivity. Mr. King's education includes a Bachelors degree in Biochemistry and a Masters degree in Business Administration. His twenty five year career has been centered in pharmaceutical and life science applications where he has held a variety of sales, marketing, and corporate management roles. His work experience consists of Eli Lilly & Company, Millipore Corporation, and HyClone Laboratories prior to joining A. M. Todd in 2003. Mr. King is a member of the American Botanical Council and has served on the Board of Trustees for the American Herbal Products Association.



Lloyd Mangun

Dir. of Global Operations, *A.M. Todd Botanical Therapeutics*

Lloyd Mangun is Director of Global Operations for A.M. Todd Botanical Therapeutics (AMTBT), a leading supplier of ingredients and bioactives to the dietary supplement industry. He has more than ten years experience in the industry and was the plan manager in charge of all departments including QA, QC, product development, manufacturing, maintenance and purchasing for the AMTBT production facility in Eugene, Oregon. Mr. Mangun now primarily focuses on overseeing quality and supply chain functions for AMTBT operations in China. He holds a Bachelor of Science degree in politics and economics.



Eric Heyer, Ph.D.

Associate Professor, Department of Political Science *Brigham Young University*

In 1990, Mr. Heyer received his Ph.D. in political science from Columbia University, and is presently associate professor in the Department of Political Science at Brigham Young University. His research focuses on China's foreign relations. He is the author of



"U.S. 'DualTrack' Policy: Arms Sales and Technology Transfer to China Mainland and Taiwan," *Journal of Contemporary China* (Feb. 2001), and editor of *The South China Sea Territorial Disputes*, a special issue of *The American Asian Review* (Winter 1994). He was associate producer of "Helen Foster Snow: Witness to Revolution," a documentary movie completed in 2000, and "From the Masses to the Masses: An Artist in Mao's China" in 2005. He is now completing a book-length comparative study of China's boundary disputes and settlements.

Michael Chen, JD

Kirton & McConkie, *Attorneys at Law*

A member of Kirton & McConkie's International Law Practice Section, Mr. Chen specializes in international trade and investment, corporations, immigration, intellectual property, technology related matters, and in China's recently enacted direct selling regulations. He joined Kirton & McConkie in 2003 and was the founding Dean of the Nanjing Agricultural University Department of Law, where he continues to serve as an adjunct professor. Fluent in Mandarin Chinese, he is licensed to practice law in the People's Republic of China. Since 1996, he has practiced Chinese law in the fields of corporations, commercial transactions, litigation, international trade and investment. He also assists clients in the U.S. and China to establish business operations. He received his LLB from the People's Public Security University of China (1994), and JD from Brigham Young University (2001).



James Neal-Kababick

Director, *Flora Research Laboratories*

James Neal-Kababick is the Director of Flora Research Laboratories, Past Chair, member of the AOAC Methods Committee on Dietary Supplements, and veteran instructor of the AOAC Single Laboratory Validation course. In addition, he teaches method development and optimization courses through Blaze Science Industries at the American Society of Pharmacognosy annual meeting and NHP Canada conferences. He is an adjunct faculty member of Bastyr University where he teaches plant drug identification by microscopy and thin layer chromatography. He also serves as a distinguished Horowitz Advisor for AOAC and a grant-review expert for the National Institutes of Health. He has served as a chair or member of various Expert Review Committees for AOAC and currently serves on AHPA committees as well. Jim also volunteers as a journal article reviewer for JAOAC and a book reviewer for the *Journal of Natural Products*.



Dr. Richard Ko, Pharm.D., Ph.D.

Dr. Richard Ko received his undergraduate degree in biochemistry from the University of California, Berkeley and his Doctor of Pharmacy and Doctor of Philosophy from the University of Southern California, Los Angeles. His doctoral dissertation was on pharmacokinetic drug interactions. He was a Research Scientist (Food and Drug Scientist) at the California Department of Health Services, Food and Drug Branch for sixteen years. In his government role, he was actively involved in regulating dietary supplements and investigating herbal products related injury and death. He is currently working as a consultant for the dietary supplement industry. He has published peer review articles and has made numerous presentations in the dietary supplement area. Dr. Ko is fluent in English and Chinese.



Patrick D. Rea

Publisher & Editorial Director

Nutrition Business Journal

Patrick Rea is Publisher and Editorial Director of Nutrition Business Journal (NBj) a market research, publishing and consulting firm serving the nutrition, natural products and alternative health care industries. Rea is also responsible for the NBj/Newport Summit, an exclusive retreat for C-level executives in the nutrition industry. Rea joined Nutrition Business Journal in 1999 as Research Director, where he led NBj's research and consulting activities. In 2005, Rea became Director of eMedia for New Hope Natural Media, and in May 2007 was named Publisher & Editorial Director of Nutrition Business Journal. Prior to joining NBj, Patrick was a financial analyst with Health Business Partners, a financial advisory firm focused exclusively on mergers & acquisitions, consulting and venture capital investments in the nutrition industry. Rea has Bachelor of Arts degrees in Organizational Behavior & Management and Geological Sciences from Brown University.



