



## European Nutritionals Press Workshop

April 2, 2009  
Madrid, Spain

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### Program

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02.00 pm	Welcome and Introduction	Dr Felix Reiff Global Head Strategic Business Units Bayer HealthCare Consumer Care Basel, Switzerland
02.05 pm	Micronutrient Deficiency Risk Groups in Europe: Adolescents and Elderly	Professor Dr Marcela González-Gross Universidad Politécnica de Madrid Facultad de Ciencias de la Actividad Fisca y del Deporte Madrid, Spain
02.35 pm	Vitamins and Minerals for Health	Professor Dr David P. Richardson University of Newcastle Division of Food and Nutritional Sciences Newcastle, UK
03.05 pm	<ul style="list-style-type: none"><li>• Healthy Coffee Break</li><li>• Presentation BHC Nutritionals with Vitamin-Quiz</li><li>• Visit to the Sports Museum (optional)</li><li>• Meet the Experts</li></ul>	
03.50 pm	Micronutrients and the Brain	Professor Dr David Kennedy Brain Performance and Nutrition Research Center Northumbria University Newcastle, UK
04.20 pm	Bayer Consumer Care Nutritional Supplements - Scientific Heritage and True Consumer Benefits	Dr Meelis Reidla Global Strategic Business Leader Nutritionals Bayer HealthCare Consumer Care Basel, Switzerland
04.50 pm	<ul style="list-style-type: none"><li>• Question and Answer Session</li><li>• Closing Remarks</li></ul>	Hartmut Alsfasser Bayer HealthCare Corporate Communications Leverkusen, Germany
05.30 pm	Return to Hotel for Evening Program	