

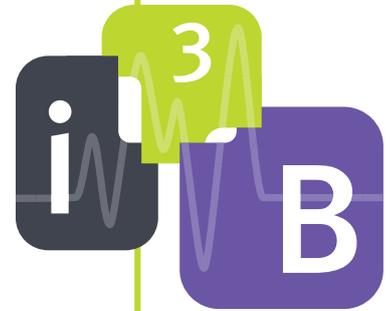
# Smart solutions for a healthy food lifestyle

*i3B and Wageningen UR invite you to discuss the state of play in the field of smart ICT solutions and the opportunities for a healthy food lifestyle.*

*ICT technology like wearable sensors and virtual reality are drawing serious attention in the press and for good reason. Such devices will likely transform the healthy food lifestyle in unimagined ways. Are headsets that measure brainwaves, smart textiles, calorie counters and personalized nutrition advice apps the wave of the future?*

*How can we influence healthy food behavior? When are you able to resist the run to the fridge. Under what circumstances do you choose healthy food in a restaurant. How can you stand up to peer pressure on food choice? How do you make healthy food choices in a supermarket?*

*With a focus on self-management and the transition to a more prevention focused healthy food lifestyle, a healthy food life style is a topic that affects us all. i3B and Wageningen UR invite you to the symposium to discuss different viewpoints, new insights and emergent opportunities and to connect entrepreneurs, scientists and the industry in the field.*



## i3B Annual Symposium

26 November 2015  
Wageningen

### Organizers

ICT for Brain, Body & Behavior  
& Wageningen UR

Participation is free of charge.  
Register at

[www.i3B.org](http://www.i3B.org)

## Program

- 13:00 Upon arrival, participants are treated to healthy and innovative finger food
- 13:30 **Welcome**  
*Simon Haafs (Managing director, i3B Foundation) and Marchel Gorselink (Business unit manager Fresh, Food & Chains, Wageningen UR Food & Biobased Research)*
- 13:45 **Technology - Developments in sensor technology, what can we measure on food choice and food intake?**  
*Peter van Dijken (Director Food and Nutrition, TNO)*
- 14:15 **Science - What are the latest insights based on the new technologies?**  
*Kees de Graaf (Department of Human Nutrition, Wageningen University)*
- 14:45 Break
- 15:15 **Market - How can the food industry utilize the technology to support consumers in a healthy food lifestyle?**  
*Onno Franse (Program director Healthy living and Environment, Ahold)*
- 15:45 **Round table discussion**  
*How can smart solutions contribute to a healthy food lifestyle?*
- Round table discussion with Kees de Graaf (Wageningen University), Liesbeth Lujendijk (Business development manager, WUR), Nico van Meeteren (Director, Holland Health) t.b.c., Onno Franse (Ahold) t.b.c. and Jan Geert van Hall (Business development director, Almende)
- 16:45 **Closure by Lucas Noldus**  
*(Chairman, i3B Foundation)*
- 17:00 **Drinks, demonstrations and scientific poster session**  
*Researchers from i3B knowledge institutes present the latest results of food-related projects. i3B companies demonstrate the latest measurement and analysis tools.*

*On the i3B website you will find more detailed information on the speakers and their presentations, demonstrations and the poster session.*

## Symposium venue

**Restaurant of the Future**  
Futurum (building no. 115)  
Stippeneng 2  
6708 WE Wageningen