



CATÓLICA PORTO
BIOTECHNOLOGY

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30
YEARS
1984 . 2014

Working with
Industry



WORKSHOP // 30.01.2015

CHANGING CONSUMER
BEHAVIOR TO PROMOTE
HEALTHIER AND MORE
SUSTAINABLE DIETS



WORKSHOP PROGRAM

9:00 Reception

9:30 Opening and Welcome Session

Miguel Botelho Barbosa

Board-member of the National Innovation Agency - ANI, Portugal

Isabel Vasconcelos

Dean of the Faculty of Biotechnology, Catholic University of Portugal

António Rangel

Associate Director for Research of the Catholic University of Portugal, Porto

10:00 Sensory Science and Health, Wellness

Kees de Graaf

Professor in Sensory Science and Eating Behaviour, Department of Agrotechnology and Food Sciences - Division of Human Nutrition, Wageningen University, Netherlands

10:50 Coffee Break

11:20 Consumer Behaviour Research for the Food Industry

Ana Isabel Costa

Research Fellow Marketing and Consumer Behaviour, Catholic University of Portugal

11:50 Emotions, Food Choice and Eating Behaviour

Patricia Silva

PhD Student - Emotions and Consumer, Wageningen, Netherlands;
Faculty of Biotechnology, Catholic University of Portugal

12:00 Eleven Minutes with Consumers

Maria João Monteiro

Researcher on Sensory and Consumer, Faculty of Biotechnology,
Catholic University of Portugal

12:10 CBQF as Platform to Innovate with Food Industry

Tim Hogg

Director of the Centre for Biotechnology and Fine Chemistry - CBQF,
Faculty of Biotechnology, Catholic University of Portugal

12:20 Discussion Panel

Ondina Afonso (Chair)

Executive Director of Portugalfoods

Manuela Pintado (Chair)

Board-member of the Centre for Biotechnology and Fine Chemistry - CBQF,
Faculty of Biotechnology, Catholic University of Portugal

13:15 Lunch

14:30 Visitation and Partnering Events

More Information

Escola Superior de Biotecnologia - Universidade Católica Portuguesa,
Rua Arquiteto Lobão Vital, 4202-401 Porto, Portugal

Registration

<http://inqueritos.porto.ucp.pt/site/index.php/359599/lang-pt>