



SPISE2012



Ho Chi Minh City, July 24-26, 2012

TASTE AND THINK.

INTEGRATING SENSORY EVALUATION INTO PRODUCT DEVELOPMENT: AN ASIAN PERSPECTIVE

FIRST ANNOUNCEMENT

Dear Colleagues,

Since its birthday in 2005, the Summer Program in Sensory Evaluation, SPISE, has grown from the size of a workshop to that of an international Symposium: The SPISE 2007 “New Trends in Sensory Evaluation of Food and Non-food Products” and the SPISE 2009 “Food consumer insights in Asia: Current issues and Future” and we hope it will continue to grow.

On behalf of the organizing committee we have the great pleasure to announce the SPISE 2012 symposium **TASTE AND THINK, INTEGRATING SENSORY EVALUATION INTO PRODUCT DEVELOPMENT: AN ASIAN PERSPECTIVE**, which will be organized July 24-26, 2012 at the main campus of Ho Chi Minh City University of Technology (HCMUT), Vietnam National University-Ho Chi Minh City (VNU-HCM) in Vietnam. This meeting is designed to promote and develop Sensory Sciences through South East Asia. This meeting will offer the opportunity for all delegates to present their latest works in sensory and food consumer research in order to better understand an important challenge for sensory science: How to integrate sensory evaluation into product development. There is widespread agreement in the food and beverage sector that competitiveness in food markets relies in developing new differentiated products that are adapted to the different and specific preferences of consumers or consumer segments. Ultimately, in order to survive, products need to meet consumers’ expectations. Therefore, it is necessary, when developing new products, to investigate and to consider factors influencing quality and their effect on sensory properties. The use of sensory evaluation in product development programs by food manufacturers is becoming a major tool to reach this goal. As a consequence, the need for sound methodologies for sensory testing has increased these last years. This symposium will also provide a unique opportunity for delegates from academic and industrial to exchange ideas on issues related to the symposium’s topics and to their research interests.

We plan to continue the successful program features of [SPISE2007](#) and [SPISE2009](#) with an opening ceremony, workshops, and symposium sessions allowing for a variety of oral and poster presentations covering a wide scope of new ideas related to sensory and consumer research, a banquet with typical Vietnamese produces, and many occasions to meet colleagues and start new collaborations.

We are pleased to announce the following keynote speakers for SPISE2012: Dr. Harry Lawless, (Professor of Food at Cornell University, USA) and Dr. Isabelle Lesschaeve (Director-Consumer Insights and Product Innovation at Vineland Research Innovation Centre from Ontario in Canada).

In addition, we would like to invite you to join in a Workshop on the role of sensory evaluation in product development, which will be held July 21-24, 2012. This workshop aims to provide



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participants with sensory and statistical tools for product development. The instructors of this workshop are from universities in Vietnam, France, and The United States of America.

We will be delighted to welcome you and about other 200 delegates to SPISE2012 to explore an Asian perspective on the integration of sensory evaluation into product development and the largest and very dynamic city in Vietnam – Ho Chi Minh City.

Please refer to the brochure and the website of the symposium at www.conferences.hcmut.edu.vn/spise2012 for detail information about SPISE2012 Symposium and Workshop.

Sincerely yours,

Dzung Hoang Nguyen and Dominique Valentin,

Chairs of the Symposium