



## **CMA Destination Innovation Seminar and Supplier Expo 2021 Review**

Last week, Australia's complementary medicines industry came together to celebrate all things innovation in our world-class industry at CMA's Destination Innovation Seminar.

The full-day program showcased ground-breaking speakers in a program filled with many hot topics, innovations, and new trends within the complementary medicines industry.

A variety of incredible exhibitors and speakers also showcased the latest innovations in their field.

Keynote speaker Charlotte Rush Inventiologist from Inventum, took the delegation on a practical approach to innovation. Innovation means different things to different people. In an engaging and interactive presentation, Charlotte emphasised that innovation is the role of everyone in the organisation – that it is not limited to the creative departments.

Dr Lesley Braun, Director of Blackmores Institute, Blackmores Group, and member of the Federal Government Modern Manufacturing Task Force shared the latest developments with Innovation and the Modern Manufacturing Strategy.

Speaking from Ireland, Dr Aoife Murphy, Business Development Manager, Kerry, introduced an innovative approach to scientifically supported immune health ingredients and applications and uses in various supplements and food products.

In a riveting presentation, Andrew Gallagher, Director of Business Development, Phynova, spoke about the revolutionary product, Reducose. Made from mulberry leaf, he outlined its scientific potential for reducing blood glucose levels in people with diabetes, a worldwide and growing health challenge.

CMA industry award winners George Kokkinis and Eric Meppem from Pharmako Biotechnologies demonstrated some of their award-winning advanced delivery systems, including innovative techniques to make hydrophobic ingredients hydrophilic properties advancing their practical use and effective delivery and dosage implications for supplements and food products.

World esteemed Prof Alan Bensoussan, Director at NICM Health Research Institute, explained the new AUSTL(A) and Data Protection and their incredible potential for taking Australia's already esteemed industry to the next level.

Innovation Seminar Gold Sponsors Lipa Pharmaceuticals stressed the essential need to innovate constantly and why this is essential for the success of Australian complementary medicines companies in a presentation by Gulhan Demirci, Product Development & Innovation Manager, and Frank Di Bartolo, Chief Commercial Officer.



Quintis CEO, Richard Henfrey, outlined the ancient medicinal ingredient that is now ready for modern science. Australian Aboriginal communities used Australian sandalwood to treat skin ailments and protect and heal superficial skin wounds, soothe aching joints, and aid digestion. They also burned the tree's wood to create a natural mosquito repellent, inhaling its beautiful scent to heal the mind, body, and spirit holistically.

Ian Chant, General Manager at Aker Biomarine Antarctic Australia, spoke about INVI™, a hydrolysed, highly soluble, and dispersible krill protein. Designed for use in a wide range of innovative protein applications, INVI™ promote healthier eating while being environmentally friendly.

Digital Jungle's CEO, Stephen Schwalger spoke about the Daigou Innovation and Social E-Commerce Developments. Drawing on a decade of experience living in China, Mathew shared some unique ways that the Chinese do business and how our industry can benefit from this lucrative market.

Jayne Paramor, APCO Sustainability Manager, spoke about the critical and contemporary subject of Sustainable Packaging in Healthcare – A Sectoral Approach. She spoke about the many reasons that our industry should make strides in this vital area.

Carl Gibson, CEO of Complementary Medicines Australia said: "I am delighted with the sold-out event and which was a great success and a rewarding program for delegates and exhibitors." Thanking the incredible speakers, Mr Gibson and the team look forward to the next industry event in Australia's complementary medicines industry.