In order to achieve the above said objectives we invite original research papers and keynote lectures from food scientists and health professionals on the above explained themes.

**Abstract submission deadline:** October 01, 2013

**Registration deadline:** November 25, 2013

**Conference dates:** December 04-05, 2013

**ORGANIZING COMMITTEE**

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  - GC University Faisalabad

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  - Registered Nutritionist (USA)

- **Keynote Address**
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  - Director, Program in Food Safety, Nutrition and Regulatory Affairs
  - Department of Nutritional Sciences
  - Faculty of Medicine, University of Toronto, Canada

- **Principal Organizer**
  - Dr. Muhammad Umair Arshad
  - Incharge
  - Department of Food Science, Nutrition & Home Economics
  - GC University Faisalabad
  - Contact: 0334-0195035, email: umairfood1@gmail.com

**Call for Papers**

In order to achieve the above said objectives we invite original research papers and keynote lectures from food scientists and health professionals on the above explained themes.

**Themes of the Conference**

- Recent Advancement in Functional Foods & Nutraceuticals
- Potential Functional & Nutraceutical Foods
- Quality Control of Functional Foods & Nutraceuticals
- Novel Extraction Strategies
- Legislation Regarding Functional & Nutraceutical Foods
- Innovative Processing Technologies Based Functional / Nutraceutical Products
- Emerging Functional Foods and Nutraceutical Delivery System
- Probiotics & Prebiotics
- Global Issues Regarding Functional & Nutraceutical Foods

**Important Dates to Take Note:**

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**Registration Fee**

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**Contact**

- **Dr. Farhan Saeed**
  - Department of Food Science, Nutrition & Home Economics
  - GC University, Faisalabad
  - Tel +92-333-8040311
  - E-mail: f.saeed@gcuf.edu.pk

- **Dr. Ali Imran**
  - Department of Food Science, Nutrition & Home Economics
  - GC University, Faisalabad
  - Tel +92-333-6575582
  - E-mail: alimran.ft@gmail.com

Organized by

Department of Food Science, Nutrition & Home Economics
Government College University Faisalabad-38000, Pakistan
Tel +92-41-9201315, Ext: 135
FAISALABAD

Faisalabad, the Manchester of Pakistan is one of the first planned and systematic cities in the sub continent envisaged by the British Government, after the name of Sir James Lyall. Lyallpur was the first name ascribed on this fertile land of Sandal Bar. The unique bond present between the sister countries Pakistan and Saudi Arabia paved the way to rename the city after the name of our friend, late King of Saudi Arabia, King Faisal. The city is catering to the needs of more than six million people. Agriculture and industry remains the hallmark of Faisalabad with a powerful and ever developing thrust in these sectors.

GC UNIVERSITY, FAISALABAD

GC University, Faisalabad has emerged as a leading center of learning and research in a short span of time. The University with its dynamic faculty and innovative syllabi has become a catalyst of intellectual, social and industrial change. It caters to the diverse needs of society by imparting education in almost all the major fields of learning.

The GC University’s journey started as a primary school in 1897 in the present building of Govt. College for Women, Karkhana Bazar, Faisalabad. It was promoted to High School and Intermediate College in 1905 and 1924 respectively. It was elevated to the degree level in 1933 and postgraduate disciplines were introduced in 1963. The long journey that started with the humble beginning reached its climax when it was granted the status of University in October 2002.

The GC University, Faisalabad has a long history of excellence and distinction as an institution. Renowned scholars and eminent personalities have served this institution in various capacities at various stages of its history. It has produced outstanding personnel who have earned great fame not only for themselves but also for the nation.

DEPARTMENT OF FOOD SCIENCE

Department of Food Science, Nutrition & Home Economics is a newly established academic and research component under the umbrella of IHFS. Currently department is producing Graduates, Masters and Ph.D scholars in field of Food Science and Nutrition. Focal research areas of department include: Neutracuital and functional foods, waste utilization for value added food products, dairy and cereal science, fruits and vegetables, food safety, food biotechnology and community nutrition. The future perspectives of the department include producing technical personnel to meet the trained human resource requirements of the food industry as well as health sector.

FUTURE VISION

★ To elucidate the chemical, physical and microbiological properties of foods, and to apply this knowledge to the efficient utilization of raw ingredients for economical development and improvement of processes and packaging, leading to products of high quality and nutritional value.

★ To conduct research and establish new concepts which will provide consumers with safe, nutritious, economical and acceptable food products, consistent with minimal environmental impact.

3rd International Conference on Functional Foods & Nutraceuticals and 3rd Food and Nutrition Expo

In contemporary nutrition, functional foods and nutraceutical are one of the most promising paradigms to tackle the dilemma of coronary complications, diabetes and different oncogenic events. Their therapeutic worth has motivated the nutritionist, researchers and consumers to adopt them as a preventive approach against different metabolic disorders. The Japanese scientists has presented the concept of functional food in 1984 after coined the nutrition, fortification, sensory satisfaction and modulation of physiological systems that approved in 1991 as Foods for Specified Health Use. A food is considered as functional if it provides some health benefits beyond basic nutrition in the body. Additionally, these foods are characterized as medicinal, nutraceutical, prescriptive and therapeutic foods. Likewise, Nutraceuticals are esteemed nutritional agents from diet having nutra-medicianl worth since primeval epoch. Their contemporary impact is unleashed by neutralizing degenerative signs on human health. Health care burden is among the striking challenges faced by Pakistan. The rate of metabolic disorders affected people is increasing day by day at alarming rate. Currently, Pakistan is holding 6th position in terms of diabetic patients that are estimated to be about 13.85 million in the year 2030. Likewise, dyslipidemia is also spread at drastic level thus make people more prone to cardiovascular complications. To curtail the peril, along with drugs alternative strategies should bring into practice to halt the progression of these human killers. Worldwide, functional foods and nutraceuticals are in practice as second defense line against these perils, however in Pakistan this sector is not so flourished. We are lacking the innovative research tools, target oriented projects and lacking of consumer interest. So there is dyer need to escalate the importance of issue by disseminate the international information through proper channel like conferences and seminar.

The present conference will provide a mean to equip the researchers, industry and common people about the beneficial role of functional foods and nutraceuticals against life style related disorders Additionally, this conference will motivate the industry to produced and market these products that ultimately not only provide the employment but also contribute the nation economy by lessen the health care burden.

Objectives of the Conference

- To enhance the liaison between academia and industry for the development of target oriented functional and nutraceutical products
- To harmonize the national projects with international standards for functional & nutraceutical section progress
- To enhance diligence regarding the beneficial role of dietary module against different metabolic malfunctionings
- To develop the national and international bi-lateral/multilateral cooperation to explore novel means and formulations strategies regarding therapeutic products development
- To rationalize the functional foods and nutraceuticals legislation according to international standards that may help to optimize the national policy in this domain
- To highlight the pros and cons of functional foods and nutraceuticals utilization
- To investigate the therapeutic potential of cheap local resources in order to address different health related discrepancies