



FINLAND-CHINA
FOOD AND HEALTH NETWORK



UNIVERSITY
OF OULU

Webinar organized by the University of Oulu

“From berry research to market”

5th October (9:00 am-12 noon, Finnish time)

The aim of the berry webinar is to bring together scientists and companies working on berries. The webinar provides a platform for knowledge transfer between the industry and academia. Berries are an integral part of Finnish culture and Chinese traditional medicine. An exchange of expectations from the industry to the academia would help in further strengthening berry research and markets in Finland and China. Kindly register to the webinar using the following link

Registration link: <https://link.webropolsurveys.com/S/38ECA0E9CEA2A456>

Registration ends on 4th Oct, 4:00 pm, Finnish time.

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| 9:00- 9:05 am | Opening words by Vice-rector Taina Pihlajaniemi, University of Oulu |
| 9:05- 9:15 am | Introduction about Finland China Food and Health Network
Prof. Baoru Yang, Food Chemistry and Food Development Unit, University of Turku. |
| 9:15- 9:40 am | Value-added processing of berries - Use of membrane technologies and extraction
Speaker: Prof. Riitta Keiski, Professor, Faculty of Technology, University of Oulu. |
| 9:40-9:55 am | Kiantama Oy
Topic: Wild berry processing
Speaker: Riitta Ryyti, Quality and CSR Manager, Kiantama Oy. |
| 9:55- 10:20 am | Molecular mechanisms underlying cancer prevention and interception with berries
Prof. Anne-Maria Pajari, Associate professor, Department of Food and Nutrition, University of Helsinki |

- 10:20-10:35 Yangling Daily Health Bioengineering Technology Co. Ltd
Topic: **Introduction to business of daily health with special focus on berries**
Presenter: Mr. Jianwen Cao
- BREAK Coffee break
10:35-10:45
- 10:45- 11:10 am **Use of non-Saccharomyces yeasts as a novel biotechnology for berry wine production**
Dr. Shuxun Liu, , Associate Professor, Department of Food Science and Biotechnology, Zhejiang Gongshang University
- 11:10- 10:25 am Aromtech Oy
Topic: **Commercialization of the health benefits of berry oils: Membrasin and BerryOMG**
Dr. Mira Povelainen, Head of Market Development
- 11:25- 11:40 am Finnish Superberries
Topic: **Case study: Growing and processing Aronia berries in Finland with premium quality**
Speaker: Jan-Ole Sandås, CEO at Finnish Superberries Ltd.
- 11:40- 12:00 pm Panel Discussion