



SPISE 2009

*The organizing committee of
the Summer Program In Sensory Evaluation-SPISE 2009
has the great honor to welcome sensory scientists to*

Symposium

Food Consumer Insights In Asia Current Issues & Future

7-9 August, 2009

<http://www.hcmut.edu.vn/spise2009>

HoChiMinh-City University of Technology
HoChiMinh City, Vietnam

Ho Chi Minh City is the heart and soul of Vietnam. It's a bustling, dynamic and industrious centre, the largest city in the country, the economic capital and the cultural trendsetter. Yet within the teeming metropolis are the timeless traditions and beauty of an ancient culture.

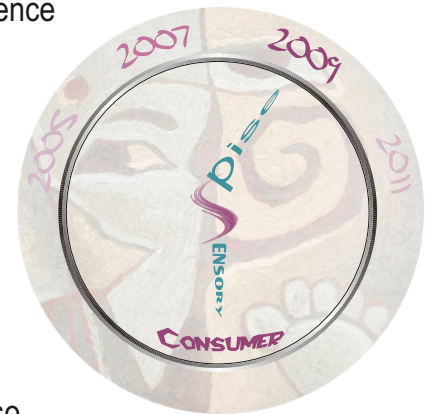
Ho Chi Minh City is located in the southeastern region of Vietnam. The city covers an area of 2,095 km² (809 sq mi) (0.63% of the surface of Vietnam), with a population of about 8 million people. The city has a tropical climate, with an average humidity of 75%. A year is divided into two distinct seasons. The rainy season usually begins in May and ends in late

November. The dry season lasts from December to April. The average temperature is 28 °C (82 °F), the highest temperature sometimes reaches 39 °C (102 °F) around noon in late April, while the lowest may fall below 16 °C (61 °F) in the early mornings of late December.



SPISE 2009 will be organized at the main campus of Ho Chi Minh City University of Technology. This is one of the leading universities in teaching and research activities in Vietnam. The conference hall B4, where the symposium will take place, is one of the most well-equipped conference rooms of the university, which often welcomes many delegates and scientists in many important conferences and academic events of the university.

With SPISE 2009, you will have a chance to visit the most beautiful, tranquil and green campus inside an industrial and dynamic area. This meeting aims to offer the opportunity for all delegates to present their latest works in sensory and food consumer research to give insights into one of the most challenging fields of study in sensory science: Consumer Understanding. It also provides a chance for delegates from academic and industrial to exchange ideas in issues related to the symposium topics and their research interests.



SYMPOSIUM TOPICS

- Food Choice and Determinant Factors
- Social and Cultural Effects
- Age and Gender Effects
- Preferences and Healthy Choices
- New Methods for Consumer Study
- Statistical Techniques
- Market Research

Chairman

Dzung Hoang Nguyen, *HoChiMinh-City University of Technology, Vietnam*

Dominique Valentin, *ENSBANA/CESG, France*

Keynote Speaker

John Prescott, *University of Newcastle, Australia*

Thongchai Suwansichon, *Kasetsart University, Thailand*

Agnès Giboreau, *Paul Bocuse Institute, France*

Scientific Committee

John Prescott, *University of Newcastle, Australia*

Hervé Abdi, *University of Texas at Dallas, USA*

Dominique Valentin, *ENSBANA/CESG, France*

Ching-Fan Sheu, *National Cheng Kung University, Taiwan*

Catherine Dacremont, *ENSBANA, France*

Edgar Chambers IV, *Kansas State University, USA*

Dzung Hoang Nguyen, *HoChiMinh-City University of Technology, Vietnam*

Sébastien Lê, *Agrocampus-Ouest, France*

Sylvie Chollet, *ISA-LILLE, France*

Pieter H. Punter, *OP&P Product Research, Netherlands*

Claire Sulmont-Rossé, *INRA, France*

Agnès Giboreau, *Paul Bocuse Institute, France*

Christelle Chréa, *Commonwealth Scientific & Industrial Research Organization, Australia*

Organizing Committee

Pierre Andre Marechal, *Director ENSBANA, France*

DinhTuan Phan, *Vice Director HCMC University of Technology, Vietnam*

Tu Duyen Ha, *Vice Director Hanoi University of Technology, Vietnam*

Tam Minh Le, *Food Industry College, Vietnam*

Pelletier Laure, *to be announced*

Sébastien Lê, *Agrocampus-Ouest, France*

Bruno Patris, *CESG, France*

Wilatsana Posri, *Khon Kaen University, Thailand*

Symposium Secretariat

Thanh Khuong Nguyen, *HoChiMinh-City University of Technology, Vietnam*

Xuan Uyen Phan Thuy, *HoChiMinh-City University of Technology, Vietnam*

Call for Oral and Poster Presentations

Abstracts for oral and poster presentations should be submitted electronically as a WORD attachment to an email message to phan.thuyxuanuyen@gmail.com

All abstracts will be evaluated by the scientific committee of the symposium. A condition of submission is that, if accepted, the work has to be presented at SPISE2009 by one of the authors.

Deadline for abstract submission: 15 April 2009

Abstracts should be prepared referring to the following format:

Use 2,5cm margins and 12 points Times New Roman font

Do not indent paragraphs

The first line (centered) should contain the title

Leave a blank row

In the third line (centered) list initials and last name(s) of the author(s)

Omit professional and official titles

Underline the presenting author's name

The author to whom correspondence will be addressed should be noted with an asterisk (*)

The next line should list each author's affiliation (university, company, government, organization, etc.)

Put the e-mail address, fax and phone of the corresponding author below this

The text of the abstract should be clearly and concisely stated in 300 words or less the objectives, methodology, results and conclusions.

3-5 keywords are required

Below the abstract indicate the type of presentation wanted: oral, poster or either

The abstract template should be downloaded at <http://www.hcmut.edu.vn/spise2009>

Registration fees

Symposium Registration fees (tax included):

Industry delegate	US\$100
Academic delegate	US\$70
Student	US\$50

Deadline to enroll in symposium: 1 Jul., 2009.

A late surcharge of US\$20 will be applied to all registrations received after 1 Jul., 2009

Proceedings

Selected full papers from the oral and poster presentations will be published in the Proceedings of SPISE 2009

The Language of symposium will be English