



An invitation to subscribe to the third

Gira Ingredients Club

The Gira Exploration Lab:

Building Added Value by turning today's complexities into tomorrow's opportunities

Thursday, September 11, 2025, in Geneva

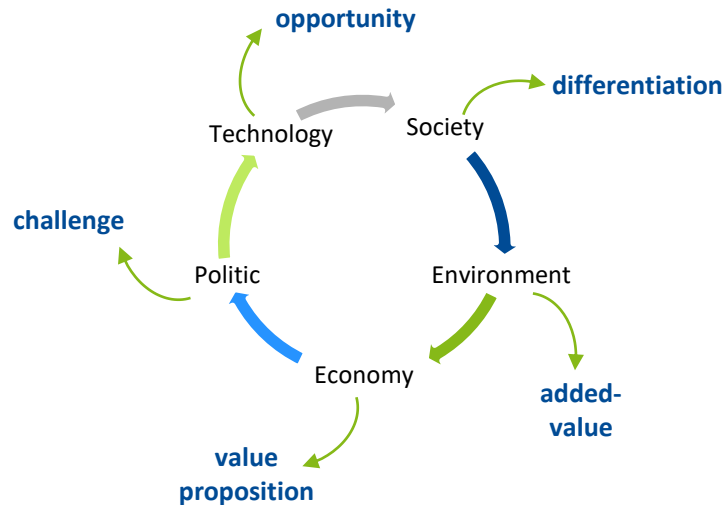


WHO IS GIRA ?

Gira is a **leading strategic market consultancy firm**, founded in 1970 and renowned for its **expertise and professionalism** by key food industry players.

Gira works across **all levels of the food industry value chain**, from farm inputs to packaged consumer goods. With a **vast network of international experts, contacts and clients** in the **dairy, meat, bakery and ingredients sectors**, Gira has the unique ability to bring together key industrial operators and conduct unbiased market analysis. Our **long-standing reputation** in the global market opens doors for us to the most knowledgeable and trustworthy sources of information.

Our **neutral position** allows us to provide reliable and comprehensive market analysis, **offering the most unbiased strategic insights for your business.**



THE GIRA INGREDIENTS CLUB (GIC): BUILDING ADDED VALUE BY TURNING TODAY'S COMPLEXITIES INTO TOMORROW'S OPPORTUNITIES

Share insights with players from all horizons

Gira created the **Gira Ingredients Club** with the clear mission to foresee **animal, plant and novel ingredients market evolution**. While these sectors become increasingly interconnected, the Gira Ingredients Club is a unique event where ingredients suppliers and users from all horizons come together to share insights and opinions about common **opportunities and challenges** in their sectors.

Understand today's ecosystem. Shape tomorrow's trends

The Gira Ingredients Club is more than just a conference, is a strategic think tank designed to answer one simple, but crucial, question: "What will happen tomorrow, and how will it impact your business?" We examine technologies and trends - from the most fundamental trends to new opportunities and advancements - to identify potential new value propositions for ingredient suppliers and their customers.

Gira acts as both a consolidator and facilitator, showcasing the future of your sector and helping connect businesses around shared issues. Join the Gira Ingredients Club, a unique exploration lab designed to help you understand today's challenges and shape tomorrow's opportunities!

Our objective is to foster an ecosystem that connects large corporations, investors, and start-ups - enabling dialogue around the trends and technologies shaping the future

A FULL DAY OF PRESENTATIONS AND EXCHANGES DESIGNED TO HIGHLIGHT DIVERSE TOPICS AND CULTIVATE HIGH-LEVEL DISCUSSIONS

- **Protein** remains at the core of consumer priorities: the **high-protein trend** is stronger than ever, enhanced in part by the boom in GLP-1-based weight management programs in the pioneering US market. This trend is also accelerating higher demand for “zero sugar” products, but rich in dietary fibre.
- Nutritional products enable consumers to remain “active and fit” from birth to advanced age, but this is no longer enough. **Mental health wellness** is developing, with growing demand for nutrients and bioactives which support sleep, relaxation, mood and cognitive function.
- The ingredients landscape is evolving through both **incremental and disruptive innovations**. Incremental advancements in technologies and applications such as clean taste technologies for plant proteins and **hybrid food products** development, etc. are reshaping the food industry. Even if the path is more tortuous, **disruptive innovations** are just as important. **Precision fermentation** and **cell-based** technologies continue to progress. Even **AI** has is opening up new possibilities for screening and formulation.
- **Bringing added-value** is the watchword. For ingredients suppliers, this means improving product performance while navigating the increased complexity in the offer. **What if added value also came from services and support that surround the offer?**

NETWORKING IS A KEY FEATURE OF THE CLUB, WHERE PEER-TO-PEER EXCHANGES OFFER VALUABLE INSIGHTS INTO CURRENT CHALLENGES AND OPPORTUNITIES WITHIN THE INDUSTRY

- **Dedicated networking breaks** - including with Gira Dairy Club members, which brings together 70+ high-level participants from the international dairy industry - create even more opportunities for cross-sector exchange.

KEEP INFORMED

- As new challenges emerge, Gira is dedicated to keeping you informed and engaged throughout the year through a series of webinars and additional communications - designed to deliver fresh insights and nurture continuous collaboration.

INGREDIENTS COVERED IN THE GIRA INGREDIENTS CLUB RESEARCH

Plants Sources

Proteins (pea, soy, wheat, etc.), starch, fibers, vegetable oils, etc.

“Novel” Sources

Fermentation (biomass & precision), mycoproteins & cell-based alternatives

Dairy Sources

Whey & milk proteins, lactose, MFGM, phospholipids, other fats, lactoperoxidase, lactoferrin, other bioactive proteins, etc.

Animal-based

Collagen, ovalbumin, keratin, etc.

The 11th of September:



One-day Conference

- Full day of exclusive and in-depth presentations, complemented by interactive roundtable discussions
- Subscription includes one-night accommodation and lunch and networking dinner for one delegate



Networking opportunities

- Connect with high-level industry players: CEOs, strategy planners, sales, procurement directors, start-ups, ...
- Join 30+ international dairy and ingredient companies



Optional add-on: Attend Day 1 of the Gira Dairy Club (GDC)

- Take advantage of the opportunity to stay ahead of the curve on the evolution in the dairy industry
- The GDC takes place the day before the GIC, on September 10, at the same venue

Throughout the year:



Two webinars with Gira experts

- We track the hottest topics all year to ensure you're always informed at the highest level
- Help us to select the next hot topics!



Study Discounts

- 15% discount on multi-client studies for GIC members
- 2025 studies: Yellow Pea Protein market in Europe, Fats in Bakery, Milk Sugars, etc.

The Gira Ingredients Club 3rd Annual Conference

Thursday, September 11, 2025 - Hotel President Wilson, Geneva

A one-day event set in a 'club' environment to facilitate knowledge sharing, high-level insights and valuable connections within the ingredients sector

Wednesday, September 10 – 7:00 PM

Networking Dinner (Gira Ingredients Club & Gira Dairy Club members)

- Join Gira to kick off the Gira Ingredients Club experience with an exclusive networking dinner, bringing together Gira Ingredients Club and Gira Dairy Club conference attendees...the perfect opportunity to connect, share outlooks and opinions, and enjoy a sociable evening in great company.

Thursday, September 11 – 9:00 AM to 5:00 PM

Gira Ingredients Club Members-Only conference

Deep-dive into the world of ingredients. Throughout the day, you'll gain exclusive access to:

- Key developments, trends, hot topics and forecasts for the upcoming year.
- High-level insights shared through engaging presentations, providing exclusive data and market knowledge, obtained through Gira's extensive network and discussions within the industry.
- Insightful discussions with Gira during the conference, during which we will present key trends impacting the global ingredients sector.
- Presentations from Gira's experts and external key speakers



Agenda *(to be finalised)*

Session 1: Consumers' trends: what opportunities (and threats) for Ingredients?

- GLP-1 and weight management: more protein and fibres, less sugar but to what extent?
- Mental and cognitive health: the new brick of active nutrition and healthy ageing.
- Ultra-processed food: what answers from ingredients?

Session 2: Towards a hybrid world?

- The renewal of plant-based: new techno, new ingredients
- Precision fermentation and cell-based: new business models, new value propositions
- Hybrid products: are consumers and industries ready?

Session 3: Ingredients and added-value

- Innovations: new ingredients, new way to extract/process them, improved functionalities
- The role of AI in the Ingredients sector
- Adding value by innovative services and supports?

Round table

Time will be allocated for questions and discussions among GIC members and the Gira team.

MEMBERSHIP FEE

The **Membership fee for the 2025 edition** of the Gira Ingredients Club is **EUR 4,000 (excluding applicable taxes)**.

Special discounted price for Start-ups

If you are a start-up, you are eligible for a discounted Gira Ingredients Club 2025 membership fee of **EUR 2,000**.

Optional Add-On – Attend Day 1 of the Gira Dairy Club

Gira Ingredients Club members who wish to attend **Day 1 of the Gira Dairy Club** on **September 10th** can do so at a special price of **EUR 3,000**.

Full membership fees include:

- **Conference attendance:** for one delegate at the GIC Members’ Conference on September 11, 2025.
- **Presentations & recordings:** access to electronic copies of all presentations and conference recordings (available for 2 months, subject consent of external speakers).
- **Accommodation & meals:** one night accommodation on September 10 and all meals during the conference at Hotel President Wilson, Geneva, for one delegate from each member organisation. There is an option to appoint a second delegate to attend. Please contact Gira to discuss.



- **Year-round access to insights:** complimentary access to Gira exclusive ingredients webinars and ongoing insights throughout the year.
- **Discount on special focus studies:** benefit from **15% discount** on Gira’s in-depth special focus studies (eg: Milk sugars, Lactoferrin, and more).

Summary of Membership Fees and options		
	GIC membership	GIC membership PLUS Day 1 of Gira Dairy Club conference
One delegate rate	EUR 4,000	EUR 7,000
Start-up discounted rate	EUR 2,000	EUR 5,000
Two delegates	Contact Gira	Contact Gira



GIC CLIENTS AND ATTENDEES IN 2023 AND 2024



FEEDBACK FROM GIC MEMBERS

"...thrilled by the level of depth prevailing in the understanding of the global dairy market. A great venue to meet a great number of sharp experts in the dairy business gathered at the same time in the same conference center!"

"...content plus the calibre of speakers and attendees was excellent..."

"...having a focused forum addressing the trends, challenges, opportunities and market dynamics for ingredients was great..."

"...the learning experience from this meeting has been extremely beneficial and I see fostering continual engagement amongst the attendees creating a cohort..."

"...a really good networking opportunity..."

"...speakers were all very good and the content of the conference was fantastic..."

"...excellent and fascinating..."



MEMBERS' CONFERENCE AGENDA 2024

Thursday 12th September 2024

Jiva Hill Resort, Crozet, France

Introduction: challenges and opportunities of ingredients' world

Session 1 Breaking down the barriers

New business models development

Standing Ovation - Accelerating towards B2B Enterprise Status

Revolutionising health: the future of wellness with IgG from whey, colostrum, CBP, and liquid lactoferrin

Novel proteins for the pet food space

Session 2 Pushing boundaries

New applications for ingredients: opportunities in non-food sectors

- What are the opportunities in non-food sectors and why?
- Cosmeceuticals: Opportunities and challenges for a food ingredients supplier.
- What consumers want and (future) solutions brought by ingredients

The Asian market

- Approach and strategy of Chinese companies for the production of dairy ingredients
- Insights into the Chinese Infant Formula Market: navigating new regulations, market opportunities, and the rising demand for functional ingredients
- Prevention vs treatment: How probiotics supplements are meeting consumer needs in Asia

Accelerators and constraints

- Generative AI: a game changer for a new generation of natural food and ingredients
- Alternative Proteins from Precision Fermentation: Global Context – Specific Considerations

Session 3 Round table

Opportunities for collaboration between animal/plant/bioengineering



Christophe Lafougere

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Christophe Lafougere, CEO of Gira, is directly responsible for Gira's assignments within the global dairy sector. He has been directing Gira's consulting and research activities in the dairy sector for over 30 years, covering all aspects of production, collection, processing and marketing, spanning across the major dairy-producing and consuming regions worldwide.



Mylène Potier

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Mylène Potier, Ingredients Director at Gira, has been responsible for all studies and research related to technical dairy ingredients for over 10 years. Mylène has a PhD in Human Nutrition with particular reference to milk proteins. She supervises a team of consultants who bring a wealth of experience from various individual and multiclient studies carried out over the years in the dairy and ingredients sector.



Guy Kientz

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Guy Kientz, Senior Advisor with Gira, has extensive expertise in the food ingredients industry, including dairy. He has occupied senior management positions in renowned companies in Europe, the United States and Asia Pacific, mainly Japan and Singapore. Guy brings his expertise in strategic consulting, project management and M&A to the Gira team.



Laurène Bajard

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Laurène Bajard, a consultant with Gira for over 5 years, has an extensive understanding of the food industry, from production to marketing. Her expertise lies in the dairy sector and alternatives markets such as plant-based and precision fermentation. Currently, she is dedicated to exploring innovation, emerging technologies, strategic approaches and investments within the dairy and meat alternatives sector.

GIRA DAIRY CLIENTS

Agropur	Eucolait	Nestlé
Agrial/Eurial	EU Commission	Novonesis
Alpma	Euroserum	Rupp
Arla Foods	Fedegan	Sealed Air
BC Dairy	FIT	Sodiaal
CNIEL	Fonterra	Solarec
Coveris	Friesland	Standing Ovation
DanTrade (Danone)	Campina	Tetrapak
DMK	IFC	Tirlán
dsm-firmenich	Kerry	Unilever
Dupont (IFF)	Lactalis	USDEC
Ecolab	Laïta	Valio
Emmi	Meggle	Yili
	Mueller Group	

GIRA DAIRY CLUB MEMBERS 2024

Abbot	EU Commission	Meggle
Agropur	Eurial	Novonesis
AHDB	Ferrero	Prolactal
Arla Foods	FIT	Sodiaal
BioMérieux	Fonterra	Tirlán
BordBia	Groupe Bel	USDEC
Comital	Inalpi	Valio
Dantrade	Lactalis	Virbac
dsm-firmenich	Land'OLakes	

GIRA INGREDIENTS CLUB MEMBERS 2024

Agropur	Depthfield	Mercurius
Bon Vivant	DMK	Saputo
BordBia	Eurial	USDEC
Clasado	Lactalis	