



SenseAsia 2014

The Asian Sensory and Consumer Research Symposium
11–13 May, 2014 • SingEx, Singapore

ABSTRACT SUBMISSION DEADLINE 10th January 2014



Topics covered include:

- Basic processes: psychophysics and physiology
- Developments in measures of food choice/preference
- Developments in sensory measures
- Sensory science and health
- Food choice and consumer behavior
- Cross-cultural influences on food choice
- Sensometrics
- Sensory and consumer research into non-food products
- Applications of sensory methods

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For a full list of topics, please visit: www.senseasia.elsevier.com

Following on from the highly successful, long-running *Pangborn Symposium* and *EuroSense* conference, **SenseAsia 2014** is the first sensory conference to be held in the Asian region with an emphasis on the consumer. The first in a series of biennial meetings, **SenseAsia 2014** will focus on providing updates on key areas in sensory and consumer science by the world's experts in these fields. In addition, the meeting will be a showcase for the region's scientists and industrial practitioners to present their research in a prestigious, international context.

Conference Chairs:

Peter Burgess, *Consumer & Sensory Sciences, Campden BRI, UK*
Hye-Seong Lee, *Ewha Womans University, Seoul, Korea*
Dzung Hoang Nguyen, *HCMC-University of Technology, Vietnam*
Masahiko Nonaka, *Food Sensory Research Group, Ajinomoto Inc., Japan*
John Prescott, *TasteMatters Research & Consulting*
Nobuyuki Sakai, *PhD, Dept. of Psychology, Tohoku University*
Newton Yau, *Sinew Consulting Group, Taiwan*

Call for Abstract Submission

Deadline: 10th January 2014

Papers are welcome on the topics listed overleaf. For more information and to submit your abstract visit: www.senseasia.elsevier.com

Exhibition and Sponsorship Opportunities

If you are interested in exhibition and sponsorship opportunities at *SenseAsia 2014*, please contact Daphne Llewellyn Davies at: daphne.davies@campdenbri.co.uk

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