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MEDIA ALERT: Global Alliance for Improved Nutrition (GAIN) & Industry Partners Launch New

Business Platform for Nutrition Research at United Nations General Assembly

PR Newswire

NEW YORK, September 19, 2013

NEW YORK, September 19, 2013 /PRNewswire/ --

Members of the press are invited to attend the launch of the Business Platform for Nutrition Research (BNPR) on Monday September 23, 8-10am at the Millennium Plaza Hotel, New York City.

Breakfast will be served

Featured speakers include:

- Vinita Bali, CEO Britannia Industries
- Feike Seibesma, CEO Royal DSM
- Jay Naidoo, Chair GAIN and Member SUN Lead Group
- Gib Bulloch, Executive Director, Accenture Development Partnerships
- Onyebuchi Chukwu, Minister of Health, Nigeria
- Marc Van Ameringen, Executive Director, GAIN
- Senior Executives from Unilever, GSK, Mars, Ajinomoto and others

First announced at the G8 Nutrition for Growth Summit in June 2013, the Business Platform for Nutrition Research is a global multi-stakeholder platform for defining, funding and disseminating new research to improve nutrition.

At this event the founding companies: Ajinomoto, Arla Foods, BASF, Britannia, Royal DSM, GlaxoSmithKline, Mars Inc., Nutriset, PepsiCo, and Unilever, together with the Global Alliance for Improved Nutrition (GAIN), will formally introduce the platform, which will encourage cross-sector collaboration to improve access to nutrition research for the developing world and share knowledge which can positively impact the sector.

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WHEN: 23 September 2013, 8-10am (breakfast served from 7.30am)

WHERE: Millennium Plaza Hotel Diplomat Ballroom, 145 W 44th St, New York, NY 10036

Driven by a vision of a world without malnutrition, GAIN was created in 2002 at a Special Session of the U.N. General Assembly on Children. GAIN supports public-private partnerships to increase access to the missing nutrients in diets necessary for people, communities and economies to be stronger and healthier. With a reach of over 750 million people in more than 30 countries, GAIN's goal is to improve the lives of one billion people by 2015 within the most vulnerable populations around the world through access to sustainable nutrition solutions.

SOURCE Global Alliance for Improved Nutrition (GAIN)

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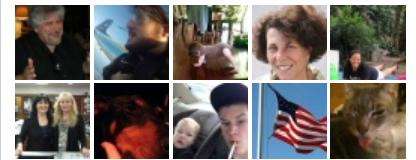
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