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

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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