



AfroSense 2015



STIAS Conference Centre, Stellenbosch, South Africa | 23 - 26 November
www.conferences.sun.ac.za/index/php/afrosense/afrosense2015

International conference on

New techniques and trends for sensory characterisation & consumer profiling

You are cordially invited to attend the 1st *AfroSense* conference that will be held from 23 to 26 November 2015 at **STIAS, Stellenbosch University, Stellenbosch, South Africa.**

This international conference brings the world's sensory and consumer scientists together to share their latest progress, to collaborate with scientists from around the world and to discuss challenging issues facing industry and academia.

An exciting conference program, including six keynote speakers, oral, flash and poster presentations will be presented. The keynote speakers include *Tormod Næs* and *Paula Varela*, Norway, *Dominique Valentin*, France, *Gastón Ares*, Uruguay, *Erminio Monteleone*, Italy and *Riette de Kock*, South Africa.

The *AfroSense* conference will end on Thursday 26 November with a *½-day workshop focussing on rapid sensory methods that are ideally suited for R & D within the industry environment.*

This is the 1st international conference of its kind on *African soil* and the needs, challenges and opportunities of different African regions will also be addressed.

Topics for conference sessions

- ✚ Advances in alternative/rapid profiling methods
- ✚ Sensometrics for better prediction of sensory quality or consumer preference
- ✚ Multivariate statistics for analysing sensory data
- ✚ Industry application of sensory methodologies in product development & quality control
- ✚ Consumer-driven product development
- ✚ Sensory profiling of indigenous/locally relevant products for different African regions
- ✚ Cross-cultural sensory and consumer studies
- ✚ Food choice & consumer behaviour
- ✚ Consumer perception of health and well-being
- ✚ Sensory and consumer science in non-food applications

Stellenbosch offers a wide range of accommodation, a charming town centre with numerous excellent restaurants, wine bars, and other late night meeting venues, all within walking distance from the conference venue.

We look forward to welcoming you in Stellenbosch, South Africa at *AfroSense* 2015.

See web-site below for the conference program and d-dates for abstract submission & registration

AfroSense 2015 webpage - <http://conferences.sun.ac.za/index.php/afrosense/afrosense2015>