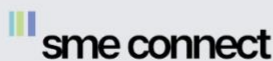


PERSONALIZED PREVENTION

Harnessing Science, Technology, and Smarter Nutrition for a Healthier Europe

HOSTED BY MEP KRISTIAN VIGININ



Prof. dr. ir. Frans J Kok

Frans Kok is emeritus professor in Nutrition & Health and former Head of the Division of Human Nutrition at Wageningen University, The Netherlands. He was trained in human nutrition in Wageningen and epidemiology at Harvard University, Boston USA.

Prof. dr. ir. Kok's scientific research covers topics such as diet in disease prevention, dietary behavior, and overweight. In emerging economies in Asia and Africa attention is on diet and deficiency disorders. He is author of around 350 original scientific publications and supervised 70 PhD graduates. Frans Kok is editor of three nutrition textbooks '*Personalized Nutrition – Principles and Applications*', '*Introduction to Human Nutrition*' and '*Biomarkers of Dietary Exposure*'.

Kok has been member of several (inter)national scientific committees, including director of the European Nutrition Leadership Program in Luxembourg.

Dr. Anayanci Masís-Vargas, PhD

Dr. Anayanci Masís-Vargas is a neuroscientist, physiologist, and nutritionist, and a member of Competere's Scientific Board. She trained as a nutritionist and dietitian at the University of Costa Rica, where she also earned a master's degree in human physiology, and studied public health epidemiology at the Karolinska Institutet in Stockholm. She holds two doctorates, earned through a joint programme: a PhD in neuroscience from the *Université de Strasbourg* and a PhD in medical sciences from the University of Amsterdam. Her doctoral research examined how light at night disrupts our biological clocks and metabolism. She continued with postdoctoral research at Amsterdam UMC on how the brain shapes our food choices. She has also worked as a clinical dietitian, taught human physiology, and served as an editor at Springer Nature for BMC Nutrition.

She is a member of the WHO FIDES Network, and her work focuses on turning the science of why people respond differently to food into practical public health policy.

Prof. Pietro Paganini

Pietro Paganini is a socioeconomic and (geo)political analyst and communicator with extensive experience in the global context. He is the Founder and President of Competere – Advancing Innovation, Trade and Development, where he designs strategies and policies for business leaders and policymakers to promote balanced diets and informed consumer choices.

He is Adjunct Professor of Business Administration at Temple University (Philadelphia) and John Cabot University (Rome). He serves on the boards of DiBiZ, Academy IIP, and the Italian Institute for Privacy and Data Valorization. Paganini is the author of *“Food: How to Overcome Food Ideology?”*, *“Obesity: Instructions for Rebellion: The Mediterranean Way to Regain Balance, Health, and Freedom of Choice”* – co-authored with Prof. Carruba – and *“In Lucy’s Footsteps. An Evolutionary Journey”*.

Moderator

Horst Heitz

Horst Heitz is Chair of the Steering Committee of SME Connect and Secretary-General of the Taxpayers Association of Europe (TAE). He joined TAE in 2019 as Deputy Secretary-General and Special Representative for SMEs, became Head of its Brussels office in 2022, and took up his current position in 2024. Since 2012, he has also served as Executive Director of SME Europe of the EPP. He became a member of SME Connect in 2017 and was elected Chair of its Steering Committee the same year.

He has been a senator of the European Economic Senate since 2015 and has represented it in Brussels since 2022. In 2020, he was appointed alternate for Dr Paul Rübig at the European Economic and Social Committee. Since 2024, he has also served on the Advisory Board of Junior Enterprises Europe.