

4 th International Conference and Exhibition on Obesity and Weight Management

Date & Venue: December 07-09, 2015 Atlanta, USA

(Theme: To Share Preventive & Management Strategies for Obesity)

Summary:

In the US, the adult obesity rate for 2014 is 27.7 %, according to new Gallup-Healthways data which was 27.1% in the year 2013, highest annual rate ever measured by the polling organization. So far this year, only 35% are considered "normal weight." Obesity which was recently recognized as a disease by the American Medical Association disproportionately affects certain demographic groups. According to it black adults still have the highest obesity rate of any group (35.5%), while young adults between ages 18 and 29 have the lowest (17.0%). The obesity rate was highest in the South (29.2%), followed by the Midwest (28.6%), while in the eastern United States, 25.6% of adults are obese, and in the West, 24.1% are obese. Individuals with BMI values of 30 or above are considered "obese." A BMI of 25 to 29.9 lands someone in the "overweight" category. People with a BMI of 18.5 to 24.9 are classified as "normal weight," while those with a score of 18.4 or less are considered "underweight." The global weight loss/obesity management market was worth \$265 billion in the year 2012 and is expected to reach \$361 billion by 2017. The market will grow at a healthy pace in the next five years due to increasing number of lifestyle diseases such as diabetes and cardiac problems and many more.

Importance & Scope:

Obesity is a medical condition in which excess body fat has accumulated to the extent that it may have a negative effect on health, leading to reduced life expectancy and/or increased health problems. In Western countries, people are considered obese when their body mass index (BMI), a measurement obtained by dividing a person's weight by the square of the person's height, exceeds 30 kg/m², with the range 25-30 kg/m² defined as overweight. Some East Asian countries use stricter criteria.

Obesity increases the likelihood of various diseases, particularly heart disease, type 2 diabetes, obstructive sleep apnea, certain types of cancer, and osteoarthritis. Obesity is most commonly caused by a combination of excessive food energy intake, lack of physical activity, and genetic susceptibility, although a few cases are caused primarily by genes, endocrine disorders, medications, or psychiatric illness. Evidence to support the view that some obese people eat little yet gain weight due to a slow metabolism is limited. On average, obese people have a greater energy expenditure than their thin counterparts due to the energy required to maintain an increased body mass.

Why Atlanta?

Atlanta is the capital of and the most populous city in the U.S. state of Georgia, with an estimated 2013 population of 447,841. Atlanta is the cultural and economic center of the Atlanta metropolitan area and is the ninth largest metropolitan area in the United States. Atlanta is considered an "alpha-" or "world city", ranking 15th among world cities and sixth in the nation with a gross domestic product of \$270 billion. Although Atlanta's economy is considered diverse, dominant sectors include logistics, professional and business services, media operations, and information technology.

Encompassing \$304 billion, the Atlanta metropolitan area is the eighth-largest economy in the country and 17th-largest in the world. Corporate operations comprise a large portion of the Atlanta's economy, with the city serving as the regional, national, or global headquarters for many corporations. Atlanta contains the country's third largest concentration of Fortune 500 companies, and the city is the global headquarters of corporations such as The Coca-Cola Company, The Home Depot, Delta Air Lines, AT&T Mobility, UPS, and Newell-Rubbermaid. Over 75 percent of Fortune 1000 companies conduct business operations in the Atlanta metropolitan area, and the region hosts offices of about 1,250 multinational corporations. Many

corporations are drawn to Atlanta on account of the city's educated workforce; as of 2010, nearly 43% of adults in the city of Atlanta have college degrees, compared to 27% in the nation as a whole.

Due to the more than 30 colleges and universities located in the city, Atlanta is considered a center for higher education. Georgia State University, a public research university located in Downtown Atlanta, is the second largest of the 35 colleges and universities in the University System of Georgia and a major contributor to the revitalization of the city's central business district. Atlanta is also home to nationally renowned private colleges and universities, most notably Emory University, a leading liberal arts and research institution that ranks among the top 20 schools in the United States and operates Emory Healthcare, the largest health care system in Georgia.

Conference Highlights:

- Overweight and Obesity: Basic Science behind It
- Childhood Obesity and its Lifelong Effects
- Health Risks Associated With Obesity
- Nutrition and Lifestyle
- Obesity and Diabetes: Current research trends
- Endocrinology and its Effects
- Surgical and Non-surgical Treatments
- Clinical Research and Interventions
- Weight Management Strategies
- New trends in weight loss management

Why to attend???

With members from around the world focused on learning about obesity and weight management; this is your single best opportunity to reach the largest assemblage of participants from the nutrition and healthcare community. Conduct demonstrations, distribute information, meet with current and potential customers, make a splash with a new product line, and receive name recognition at this 3-day event. World-renowned speakers, the most recent techniques, tactics, and the newest updates in obesity and weight management fields are hallmarks of this conference.

A Unique Opportunity for Advertisers and Sponsors at this International event: <http://obesity.conferenceseries.com/sponsors.php>

Major Associations around the Globe

- World Obesity Federation
- The European Association for the Study of Obesity (EASO)
- International Association for the Study of Obesity (IASO)
- Association for the Study of Obesity (ASO)
- International Federation for the Study of Obesity (IFSO)
- Obesity Foundation India (OFI)
- British Obesity Society (BOS)

Major Associations in USA

- American Obesity Treatment Association (AOTA)
- Obesity Society
- American Society of Bariatric Physicians (ASBP)
- American Obesity Association (AOA)
- American Society of Metabolic and Bariatric surgery (ASMBS)
- American Board of Obesity Medicine (ABOM)
- American Obesity Association (AOA)
- Association of Pet Obesity Prevention (APOP)
- Obesity Action Coalition (OAC)

Statistical Analysis of Associations

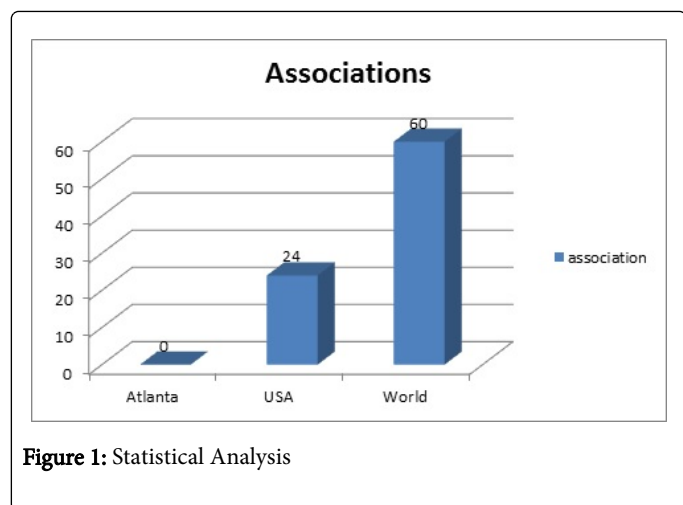


Figure 1: Statistical Analysis

Target Audience:

This conference will be of interest to anyone concerned in learning, sharing issues and experiences regarding Obesity & its related areas of Medicine & Health Care. But not limited to, the following individuals: Experienced Metabolic and Bariatric Surgeons, Physicians (General Medicine, Internal Medicine, Family Medicine, Endocrinology, Pediatrics, Psychiatry, Psychology, Diabetes & all related areas of Medicine & Health care), Basic and Clinical Research Scientist, Clinicians/Integrated Health Professionals, Policymakers and Administrators, Pharmacists, Physician Assistants, Registered Nurses and Nurse Practitioners, Registered Dietitians and Diabetes Educators, Rehabilitation/Exercise Therapists; Physical/Occupational Therapist, Social Workers, Students/Residents/Fellows, Trainees, Industry Professional, Fitness Professionals and Health Promoters.

Target Audience:

- Physicians and Surgeons 40%
- Health Professionals 30%
- Academia 20%
- Others 10%

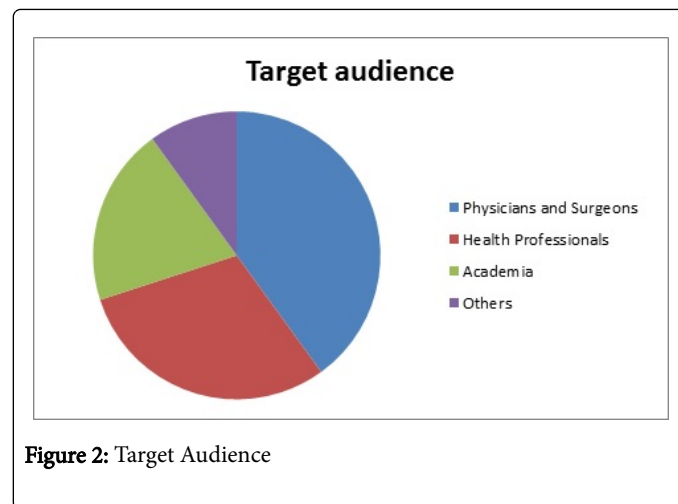


Figure 2: Target Audience

Top Universities in USA:

- Harvard University
- Stanford University
- Massachusetts Institute of Technology
- University of California, Berkeley
- California Institute of Technology

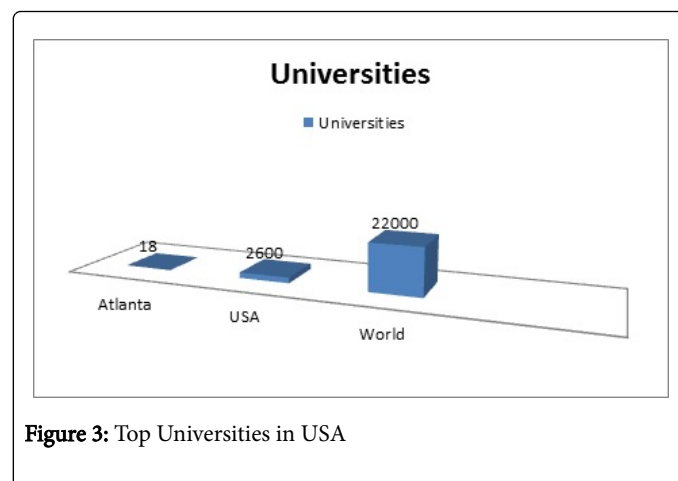


Figure 3: Top Universities in USA

Source: Reference 1

Companies Associated with Obesity and Weight Management:

Weight loss diet market

- Atkins Nutritionals, Inc. (U.S.)
- Weight Watchers International, Inc. (U.S.)
- NutriSystem, Inc. (U.S.)
- Herbalife International, Inc. (U.S.)
- The Coca Cola Company (U.S.)
- PepsiCo, Inc. (U.S.)

Weight loss services market

- Equinox, Inc. (U.S.)
- Life Time Fitness, Inc. (U.S.)
- Golds Gym International, Inc. (U.S.)
- Weight Watchers International, Inc. (U.S.)
- eDiets.com (U.S.)

Weight loss fitness equipment market

- Brunswick Corporation (U.S.)
- Fitness First (U.K.)
- Precor, Inc. (U.S.)
- ICON Health & Fitness, Inc. (U.S.)
- LifeCORE Fitness, Inc. (U.S.)
- Johnson Health Tech. Co., Ltd (Taiwan)

Global weight loss surgical equipment market

- Ethicon Endo-surgery, Inc. (U.S.)
- Cynosure, Inc. (U.S.)
- Allergan, Inc. (U.S.)

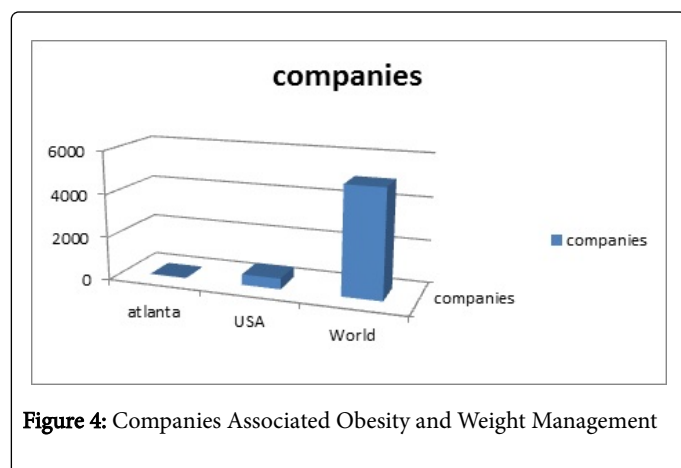


Figure 4: Companies Associated Obesity and Weight Management

Source: Reference2

Glance at Global Market of Obesity and Weight management:

The global weight loss/obesity management market was worth \$265 billion in the year 2012 and is expected to reach \$361 billion by 2017. The market will grow at a healthy pace in the next five years due to increasing number of lifestyle diseases such as diabetes and cardiac problems, increasing personal disposable income, government initiatives to increase awareness about health and fitness, and technological advancements.

Low calorie beverages (carbonated and non-carbonated), and slimmer waters/natural mineral salt drinks showcase vast opportunities for key players in this market. Herbal/green market is also growing at a very fast pace in Asian countries, especially in China.

In 2009, the market for weight loss products and services was worth nearly \$121 billion. BCC anticipates this market will expand at a compound annual growth rate (CAGR) of 2.2% during the forecast period, resulting in a projected market size of more than \$134 billion in 2014.

Foods and beverages are the largest category in the ingested goods market. This segment was valued at nearly \$79 billion in 2009. Food movements, growing sub-segments, and healthy eating trends should drive growth in this sector at a 2% compound annual growth rate (CAGR) to reach more than \$86 billion by 2014.

Nutraceuticals are the second-largest product segment, after foods and beverages. Retail sales in 2009 topped \$3.6 billion and are expected to grow at about a 1.4% compound annual growth rate (CAGR) through 2014 to reach \$3.9 billion.

Quick results of weight loss surgeries and insurance coverage have made bariatric surgeries popular among clinically obese people. However, the side-effects of weight loss surgeries have made people opt for non-invasive and non-medical methods of weight loss. As per the American Society for Metabolic & Bariatric Surgery, the total number of weight loss surgeries performed in the U.S. was 220,000 in 2012, likely to increase in the coming years due to the rising obesity rate.

Market Growth of Obesity and Weight Management

Statistics which shows pharmaceutical treatment for Obesity: Global Market 2011 and 2016 (\$ Millions)

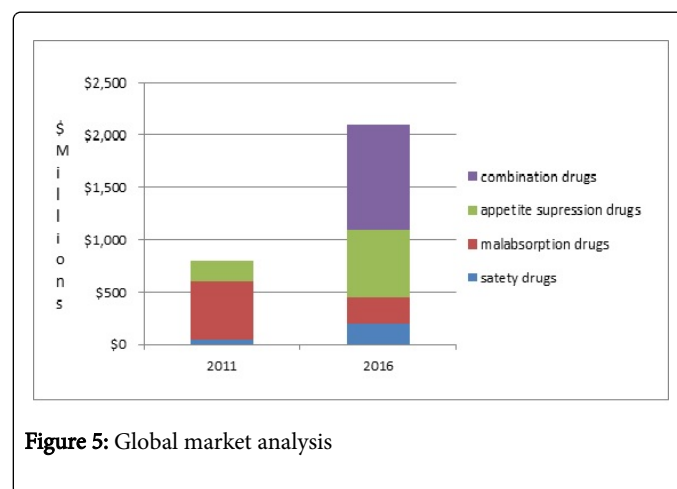


Figure 5: Global market analysis

Source: Reference3

Glance at Market of Obesity and Weight management in USA:

Reuters is reporting that obesity in America is now adding an astounding \$190 billion to the annual national healthcare price tag, exceeding smoking as public health enemy number one when it comes to cost.

Obese men rack up an additional \$1,152 a year in medical spending, especially for hospitalizations and prescription drugs, Cawley and Chad Meyerhoefer of Lehigh University reported in January in the Journal of Health Economics. Obese women account for an extra \$3,613 a year. Using data from 9,852 men (average BMI: 28) and 13,837 women (average BMI: 27) ages 20 to 64, among whom 28 percent were obese, the researchers found even higher costs among the uninsured: annual medical spending for an obese person was \$3,271 compared with \$512 for the non-obese.

Looking ahead, researchers have estimated that by 2030, if obesity trends continue unchecked, obesity-related medical costs alone could rise by \$48 to \$66 billion a year in the U.S.

U.S. Market for Weight Loss Products and Services, 2007-2014(\$ Millions)

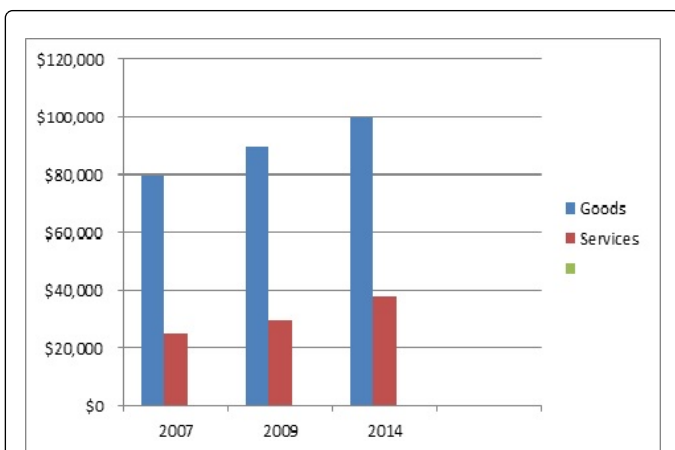


Figure 6: Market analysis of USA

Source: [Reference4](#)

Statistics of Marketers, Researchers and Academicians working on Obesity and Weight management:

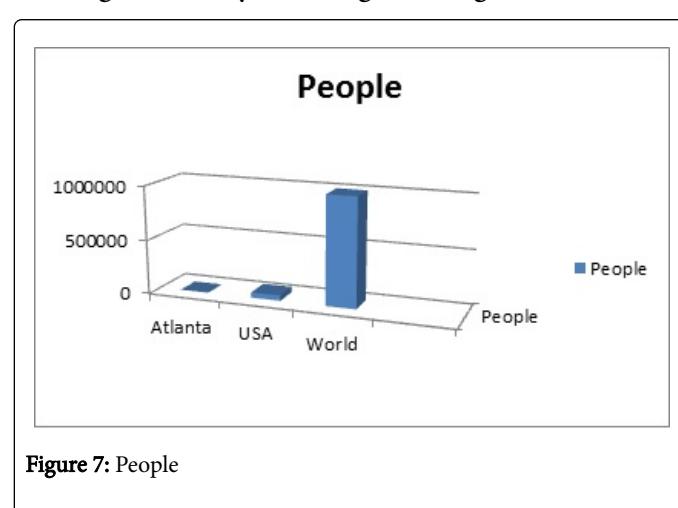


Figure 7: People

References:

1. <http://www.shanghairanking.com/World-University-Rankings-2013/USA.html>
2. <http://www.marketsandmarkets.com/PressReleases/weight-loss-obesity-management.asp>
3. <http://blog.mediligence.com/2011/07/18/obesity-drug-development-and-market-outlook/>
4. <http://www.forbes.com/sites/rickungar/2012/04/30/obesity-now-costs-americans-more-in-healthcare-costs-than-smoking/>