**The 5th International Symposium on Food Sensory Science (Second Circulation)**

Sensory attributes have been seen as an important quality indicator of food products, due to their direct influences on consumers’ eating experience and preference towards food product, which in turn impacts on consumers’ food intake behaviour as well as health. As an independent food science discipline, food sensory science has made remarkable achievements over the past half century in its theoretical establishment, technological innovation, frontier breakthrough, and industrial applications. During the past decades, and with the joint efforts of researchers in the multidisciplines, food sensory research in China has gained rapid development, in particular in the areas of systems taste and olfactory molecular mechanism, sensory and human health, behavioral neuroscience, food flavor chemistry, food oral behavior, sensory evaluation technique, intelligent sensory and many other related fields, all brewing for new major breakthrough. In order to further promote the exchange and cooperation of food sensory research domestically and abroad, Zhejiang Gongshang University, jointly with China Institute of Standardization, Jiangsu University, and Shanghai Jiao Tong University, is going to hold *The 5th International Symposium on Food Sensory Science* in Hangzhou, April 22-23rd, 2021, following the previous four successful meetings held in Beijing (2018), Hangzhou (2014), Beijing (2010) and Hangzhou (2006), respectively. The 5th conference will focus on the new developments of food sensory frontiers with keynote presentations, oral and poster presentations, and discussions on the latest research outcomes and progresses in sensory molecular biology, sensory evaluation techniques, food flavor analysis, food texture and mouthfeel, food oral processing, sensory emotion research, intelligent technology for sensory analysis, and etc. The conference sincerely invites academic and industrial professionals to participate and to share insights and new research ideas for mutual benefits.

**Conference Purposes and Intents:**

1. To demonstrate cutting-edge research advances and trends in food sensory research

2. To promote domestic and international networking and collaborations among food sensory professionals

3. To promote cross-disciplinary researches in food sensory science and to inspire novel research thinking, to share new academic views, and to foster new discipline frontiers

**Conference Themes:**

1. Sensory molecular biology

2. Food sensory physical properties

3. Food flavour compounds analysis and sensory chemical properties psychophysics

4. Psychophysics

5. Sensory physiology and sensorily cued behavior and brain mechanisms

6. Food oral processing

7. Theories and applications of intelligent technology for sensory analysis

**Conference organization:**

Honorary Chairman of the Conference:

Prof. Beiwei Zhu, Academician of Chinese Academy of Engineering

Prof. Baoguo Sun, Academician of Chinese Academy of Engineering

Prof. Jian Chen, Academician of Chinese Academy of Engineering

Conference Chairman (Rotation):

Prof. Jianshe Chen, Zhejiang Gongshang University

Vice Chairman of the Conference:

Researcher Lei Zhao, China National Institute of Standardization

Prof. Xiaobo Zou, Jiangsu University

Prof. Yuan Liu, Shanghai Jiaotong University

Prof. Jun Wang, Zhejiang University

**Invited international speakers:**

Porf. Garmt Dijksterhuis, Wageningen University (The Netherlands)

Prof. Ciaran Forde, A-Star Singapore Institute for Clinical Sciences (Singapore)

Prof. Kenshi Hayashi, Kyushu University (Japan)

Prof. Tamura Hirotoshi, Kagawa University (Japan)

Prof. Joanne Hort, Massey University (New Zealand)

Dr. Peihua Jiang, Monell Chemical Senses Center (USA)

Prof. Tao Jiang, Lyon Neuroscience Research Centre (France)

Dr. Carl Roberts, University of Liverpool (UK)

Dr. Cordelia Running, Purdue University (USA)

**Conference date:**

April 21-23, 2021

**Conference Venue:**

The First World Hotel, 2555 Fengqing Avenue, Hangzhou, China

**Conference Organizer**:

Zhejiang Gongshang University

**Co-organizers:**

China National Institute of Standardization

Jiangsu University

Shanghai Jiao Tong University

**Conference advisor**:

National Technical Committee for Sensory Analysis Standardization (SAC / TC 566)

**Contacts:**

Shiyi Tian, 13666609596, tianshiyi@zjsu.edu.cn

Xinmiao Wang, 13867416910, xmwang@zjgsu.edu.cn

Conference Secretary:

Min Dong, 0571-28008921, dm901130@zjsu.edu.cn

Jingxuan Guo, 0571-28008906, guojingxuan@zjsu.edu.cn

Fax: 0571-28008900

Address: Room 226, School of Food Science and Biotechnology, Zhejiang Gongshang University, 18 Xuezheng Street, Hangzhou, Zhejiang 310018, China

**Feb 4, 2021**