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**Registration Opens for 2014 IACM Global Color Conference
*Program to Focus on the Use of Colors to Safely Enhance Foods and Beverages***

WASHINGTON, D.C. (June 17, 2014) – The International Association of Color Manufacturers announces the opening of registration for its 2014 Global Color Conference, September 30-October 1, at the Marriott O’Hare Chicago, in Chicago, IL. This year’s theme, “Making an Impact: Using Color to Safely Enhance Food and Beverage,” will offer those attending the meeting a robust schedule highlighting the industry’s ability to innovate and meet global challenges and opportunities.

“We are excited to launch registration for the 2014 Global Color Conference,” said IACM Executive Director Sarah Codrea. “This year’s schedule promises to offer something for anyone with an interest in the color manufacturing industry.”

The 2014 Global Color Conference will include more than a dozen speakers featuring insights about innovation in product development within the color industry and the latest developments in color safety and regulations from leading experts in industry, communications, academia, and government.

Over one and a half days, conference attendees will hear from experts in regulatory topics such as the development of color regulations in emerging markets, new EU regulations and activities related to the color industry, and labeling of colors worldwide. Further sessions will highlight discussions on the growing public interest in natural color alternatives. Experts from government and academia will address the challenges with assessing human exposure to colors and recent activities to address concerns raised by consumers. A hot topic session on best practices in social media will play an important role in the conference, as attendees learn how the industry can more effectively engage in this new communications channel.

“Sponsors and exhibitors have already shown great interest in this year’s event,” said Codrea. “We appreciate their excitement and expect our registration numbers to exceed those of our inaugural Global Color Conference, held in 2012.”

For additional information, please contact:

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The International Association of Color Manufacturers (IACM) is a trade association that represents the manufacturers and end-users of coloring substances that are used in foods, drugs, and cosmetics. Our association includes members that produce and use both certified and exempt from certification colors. For more information on our services and products, please visit www.iacmcolor.org.

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