**Speaker: Dr Guillermo Hough (DESA, Argentina)**

**Dr. Guillermo Hough** is a research scientist of the Comisión de Investigaciones Científicas- Buenos Aires- Argentina. He is on the editorial board of Food Quality and Preference and Journal of Sensory Studies, and is author of over 78 published journal articles, of which 18 are referred to the theme of sensory shelf life. His courses on sensory shelf life have been very popular in Argentina, Chile, Colombia, France, Italy and México. His book "Sensory Shelf Life Estimation of Food Products" (Taylor & Francis Group) is currently in press and should be available at the time of the Conference. His research group has also applied survival analysis methodology to estimate optimums of food ingredient concentrations, cooking temperatures and ripening times.