



## **Natural Products Scandinavia 2016 confirms full seminar programme**

Euromonitor International, Veganz, Naturalbox, Simris Alg, Paradiset, Skåne Health & Wellness, Tetra Pak, and KRAV–Ecoplan are just some of the leading organisations set to deliver new insights into the Nordic market at Natural Products Scandinavia, taking place at MalmöMässan, in Sweden, on 16-17 November.

With its full seminar programme now confirmed, Natural Products Scandinavia's theatre will provide a unique opportunity for buyers and retailers in the natural health, nutrition, and self-care market to keep up-to-date with the latest trends, research and innovations in the industry. Topics up for discussion include the supplements market, raw foods, nourishment, Nordic health, wellness, and eco packaging.

“Natural Products Scandinavia is the best way to gain quick and extensive knowledge about natural and organic products in the Nordic landscape. It's the perfect marketplace for those looking to expand into the Nordic region, and looking for exciting new brands. If sustainability is your business, and it should be everyone's, you have to be there,” says Henrik Olténg, managing director of Weleda Nordic and chairman of NOC Sweden.

For the full seminar line-up and timings in the Natural Theatre, please visit [www.naturalproductsscandinavia.com/education/natural-theatre](http://www.naturalproductsscandinavia.com/education/natural-theatre).

Notable highlights include:

### **Challenging the oligopoly in the Swedish grocery market**

Johannes Cullberg, founder of Paradiset (Sweden's largest organic shop) was the youngest CEO of a Swedish company (Feelgood), and served as purchasing director for German supermarket LIDL. With a strong entrepreneurial background and a passion for health-related business, Cullberg set up Paradiset to promote the ethos that ‘good food is one of the key ingredients for a good life and a sustainable future. For humans, animals and the entire planet’.

### **Nutrition vs Nourishment**

Naturopath, nutritionist and medical herbalist therapist, Stephen Roigard will be revealing his views on the correct habits of eating, and will explore the notion that ‘what we eat is only half the story of good nutrition – the other half is who we are as eaters’.

“There's a lot information about nutrition and science, but not many people talk about nourishment,” he says.

### **Fall in love with algae**

Although seaweeds, spirulina and chlorella are long-time favourites among natural food aficionados, there is much more to be explored and discovered in the algae world. Daphne Jaeschke, commercial director from Simris Alg (a pioneering agribusiness growing algae in Sweden), will be discussing how algae is the basis of the marine food chain and how it naturally produces ‘many essential nutrients’, which are ‘necessary for human and animal health and well-being’.

### **Yes ve gan! Veganz, the story so far**

According to a 2014 study by Animal Rights Sweden, one in ten people in Sweden described themselves as vegetarian or vegan<sup>[1]</sup>. Changing consumer lifestyles is seeing increasing demand for vegan supermarkets and organic product innovations. Rebecca Wiegartner, key account manager at Veganz (the first vegan food chain store in Europe) will be talking about the rising trend for veganism, and new products that she thinks the industry should know about.

### **Naturalbox Scandinavia**

Driven by her passion for organic lifestyle and digital marketing, Alicja Chlebna co-founded Naturalbox. It was the first online subscription service for natural and organic products in Sweden offering full-size products. In her session, she will be speaking about natural and organic health products in rawfood, superfood, health, fitness and beauty.

### **Eco Packaging conference**

A brand new show feature area this year, the Eco Packaging conference will take place on Thursday 17 November. Due to an increase in

consumer awareness about waste disposal and more stringent government regulations in place<sup>[2]</sup>, eco packaging has never been more key. This half day conference (held in Swedish) will cover sustainable and biodegradable packaging innovations, and new product developments that solve food waste issues. Sessions include representatives from Daucus Design, Nordisk Bioplastförening, FKUR – Polymer Front AB, Scanfill, Tetra Pak, and KRAV – Ecoplan.

To view the full conference line-up, please visit [www.naturalproductsscandinavia.com/seminar/eco-packaging-conference](http://www.naturalproductsscandinavia.com/seminar/eco-packaging-conference).

Other sessions in the Natural Theatre include:

- Euromonitor International & Svensk Egenvård Market Report: Dan Stratila, Euromonitor International
- Nordic Health and Wellness Market Overview: David Hedin, Euromonitor International
- Creative Raw Workshop: chef Viktor Ingemarsson

The Nordic Organic Food Fair is co-located with Natural Products Scandinavia. Its Organic Theatre programme will feature a variety of topics including food waste reduction initiatives, the benefits of urban agriculture, the rise of organic food consumption in schools, and a 'how to guide' for the organic conversion of public kitchens. As in previous years, leading industry commentators and retailers will also be sharing their insights into the latest organic market trends and reports.

For a full seminar line-up, please visit [www.nordicorganicexpo.com/education/organic-theatre](http://www.nordicorganicexpo.com/education/organic-theatre).

### Free visitor registration now open

With visitor registration now open for 2016, Natural Products Scandinavia is expected to attract over 4,500 attendees (compared to last year's 3,930). Exhibitor numbers are also up – by around 10% – to a record 375 suppliers (including those participating in Nordic Organic Food Fair).

Natural Products Scandinavia will return to Malmö, Sweden, on 16-17 November (new mid-week dates). For more information and to register, please visit [www.naturalproductsscandinavia.com](http://www.naturalproductsscandinavia.com) and quote priority code NPUK117 (<https://registration.n200.com/survey/1trzn30onuxr?actioncode=NPUK117>).

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[1] Source: <http://www.independent.co.uk/news/world/europe/one-in-ten-swedes-is-vegetarian-or-vegan-according-to-study-9212176.html>

[2] Source: <http://trueorganicofsweden.com/blogs/blog/117447237-sustainable-cosmetics-packaging>

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### Notes:

*In 2014, Nordic Organic Food Fair was shortlisted for Best Tradeshow Exhibition (UK & International) under 2,000sq.m at the UK's Association of Event Organisers' annual Excellence Awards. It was also a finalist in the Best International Launch category at the UK's Exhibition News Awards.*

*In 2013, Natural Products Scandinavia won Best International Launch at the UK's Exhibition News Awards. It was also finalist in the Best Trade Launch Show category at the UK's Association of Event Organisers' annual Excellence Awards.*

*Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, and Nailsworth. Diversified UK's portfolio includes Natural Products Scandinavia and Nordic Organic Food Fair (Malmö, Sweden); Natural & Organic Products Europe (UK); Natural & Organic Awards; camexpo; Natural Products News; and Natural Beauty News. For more information, visit: [www.divcom.co.uk](http://www.divcom.co.uk).*

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