



Natural health industry to converge at Natural & Organic Products Europe 2013

Europe's biggest trade event for natural, organic, Fairtrade, free-from and eco-friendly products releases its 2013 exhibitor list

A.Vogel, Viridian Nutrition, NOW International, Pukka Herbs, Planet Health, Natures Aid, BioCare, Solgar Vitamins, Lamberts Healthcare, New Nordic, Earth Friendly Products, Higher Nature, and Fitness Pharma by Natupharma, are just some of the big name exhibitors returning to London's Olympia on 7-8 April for this year's Natural & Organic Products Europe – the UK's only dedicated trade event serving the natural products, health food and organic sectors.

Featuring over 600 exhibitors from around the world, the annual two-day event, which launched in 1997 and attracted over 7,350 attendees to its 2012 edition, is now firmly established as Europe's biggest showcase of natural, organic, Fairtrade, free-from and eco-friendly products. Bolstered by widespread industry support from leading organisations and suppliers, including the HFMA, National Association of Health Stores, Consumers for Health Choice, Health Food Institute, Soil Association, Organic Trade Board, Organic Farmers & Growers, Vegetarian Society, and Vegan Society, it is renowned by many as a flagship event for the industries it serves.

"Natural & Organic Products Europe is an important event for the HFMA and its members and we are really looking forward to this year's show. It's a great opportunity for this industry to come together and present its wonderful products and services," comments Graham Keen, executive director at the Health Food Manufacturers' Association, which will be hosting its own dedicated pavilion at the show for the fourth consecutive year.

"It's a testament to the continuing success of Natural & Organic Products Europe that key players – like the HFMA – recognise the importance of the show to the natural and organic industry and want to demonstrate their support in such a significant way," says Carol Dunning, Natural & Organic Products Europe's event manager.

"Thanks to high-profile association pavilions, an all-new Natural Living Pavilion, and international pavilions from the USA, Australia, Canada, Malaysia, Indonesia and Italy, our 2013 exhibitor line-up for the show's Health & Nutrition section already reads like a who's who of the natural health and wellbeing industry. Which, given the rising demand for more natural and clean label products, is great news for visiting retailers looking to meet their customers' ever-evolving health and lifestyle needs."

As consumers of all ages become increasingly interested in the provenance, sustainability and functional benefits of the products and ingredients that they use and consume, the move towards more naturally healthy products looks set to continue. This is certainly true within the global health and wellness market, which, according to a recent report by EuroMonitor's global head of health and wellness research Ewa Hudson, is tipped for strong recovery. With steady growth – particularly within the fortified/functional categories – expected to contribute to record global health and wellness sales of US\$1 trillion by 2017 (source: Health and Wellness the Trillion Dollar Industry in 2017, November 2012).

Pharmacy buyers and independent health store retailers looking to increase their share of this lucrative market will find a wealth of innovative business opportunities and new product developments at this year's show.

"We are constantly looking for new and unique products to meet our customers' changing health needs," said Kyle Rowe, group buying director at NBTY Europe (which operates the Holland & Barrett, GNC and Nature's Way brands), following his visit in 2012. "That's why it's encouraging to see so much innovation under one roof at Natural & Organic Products Europe, and it really highlights that our industry in 2012 is in good health."

The 2013 exhibitors list, released by the show's organiser Diversified Business Communications UK earlier this week, features a healthy mix of big industry names – such as Comvita UK; Natural Trade Brokers; Au Naturel (UK); Better You; The Natural Health Practice; Dynamic Health Laboratories; Rio Trading Company Health; Wisdom of Nature; and Ddrops Company – plus, of course, a host of first time exhibitors. Amongst them are Immitec UK, distributor of leading immune priming supplement ImmiFlex; Vitafree Health; Vitromed Healthcare; Living Naturally, with its vegan and organic soapnut detergent bars;

Findhorn Flower Essences; Indigo Herbs; Green Frog natural soap products; Latvian food supplement manufacturer Nikafarm; Nutrex Hawaii, with its BioAstin Hawaiian Astaxanthin and pure Hawaiian Spirulina Pacifica; and Canadian supplement supplier Enerex Botanicals. The exhibitor list, to date, is available at <http://onlineexhibitormanual.com/NOPE13/exhi/exhibitorList.aspx>.

“The value of the business relationships formed at this show is really priceless!” concludes David Berg from Swedish supplement supplier Sanbrie AB, echoing the sentiments of thousands of visitors and exhibitors alike who annually travel from all across the world to be a part of the natural health industry’s leading UK trade event.

Natural & Organic Products Europe, taking place on 7-8 April 2013 at Olympia London, includes four show sections: Natural Living, Health & Nutrition, Natural Beauty & Spa and The Natural Food Show. The event is free to attend for pre-registered trade visitors and relevant press representatives only. Entry includes access to Keynote sessions, Natural Beauty & Spa seminars and live Natural Kitchen demonstrations.

For more information and to register, please visit www.naturalproducts.co.uk and quote priority code NPE1328 (<http://www.eventdata.co.uk/Visitor/NPE.aspx?AffiliateCode=NPE1328>).

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Natural & Organic Products Europe is the UK's biggest trade show for the natural products, health food and organic sectors. In 2012, its 16th edition attracted over 7,352 attendees from 78 countries.

Diversified Business Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton. Diversified UK's portfolio includes Natural & Organic Products Europe; Natural Products Scandinavia; Nordic Organic Food Fair (new for 2013); lunch!; Casual Dining (new for 2014); office; SITS – The Service Desk & IT Support Show; SITS Europe (new for 2013); Natural Products magazine; and the Natural Beauty Yearbook.*

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