



Natural Products

Scandinavia

MalmöMässan 20-21 October 2013

Natural Products Scandinavia wins Best International Launch award

Natural Products Scandinavia – organised by Diversified Business Communications UK – has scooped its first big industry accolade after winning Best International Launch at the annual *Exhibition News Awards* ceremony at the Lancaster London on 10 April 2013.

The first dedicated international trade show for natural and organic products based in the Nordic region, Natural Products Scandinavia, which took place in Malmö, Sweden, last October, enjoyed strong industry and association endorsement from its inception and attracted 2,009 attendees from 65 countries to its inaugural event in 2012.

Now in its seventh year, the *Exhibition News Awards* brought together over 800 industry professionals to recognise and celebrate the achievements of both individuals and companies that had made an exceptional contribution to exhibitions over the past 12 months. Natural Products Scandinavia triumphed in the hotly-contested Best International Launch category ahead of Grand Designs Australia (organised by Media 10/Diversified Exhibitions Australia), PROPAK West Africa, and CPhI South East Asia.

Event manager Zoe Jackson-Cooper, who joined the company just five months before the launch, was delighted to accept the award on behalf of the entire Natural Products Scandinavia team: “From design and marketing, to sales, finance and operations – we do everything in-house so we’re extremely proud that Natural Products Scandinavia has been recognised by the industry in this way. For our first non-UK event to have won Best International Launch really is amazing and full credit must go to the whole team here at Diversified UK. We are not saying it was easy but all our hard work certainly paid off!”

“It’s such a fantastic endorsement for the show going forward,” adds marketing director Sam Sloan. “We always knew that there was a real need within the natural and organic industry for an event like this in Scandinavia but the way it has been so positively received internationally has been beyond even our greatest expectations. We would like to thank our exhibitors, visitors, and partners for helping to make Natural Products Scandinavia’s launch event so special. We share this honour with them.”

Today’s announcement follows reports by Diversified UK that its Natural & Organic Products Europe event in London marked its 17th edition earlier this month, with a record 20% increase in attendance. Taking place at Olympia, London, on 7-8 April, the aisles were packed with 8,810 industry professionals from 76 different countries (compared to 7,352 in 2012).

With 70% of exhibition space already sold six months out from its second edition, plus the highly-anticipated launch of a new, co-located, Nordic Organic Food Fair – 2013 looks set to be another great year for Natural Products Scandinavia, which returns to MalmöMässan in Malmö, Sweden, on 20-21 October.

For further information, please visit www.naturalproductsscandinavia.com.

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Image link – <http://www.naturalproductsscandinavia.com/wp-content/uploads/NPS-team-at-EN-Awards-2013.jpg>

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

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