



Nordic Organic Food Fair & Natural Products Scandinavia open in Malmö this week

1000s of brands to be showcased at the Nordic region's biggest natural and organic trade event of the year

Thousands of natural and organic buyers and retailers from around the world will be heading to MalmöMässan in Sweden this week, on 16-17 November, for Natural Products Scandinavia and Nordic Organic Food Fair.

The Nordic region's biggest trade shows for natural and organic food and drink, health, beauty, eco-living and self-care products will feature an unprecedented 375 exhibitors – transforming MalmöMässan into a giant showcase of the best that this vibrant market has to offer.

The 2016 event is expected to welcome over 4,500 attendees from around the world – including key buyers and managers from many of Scandinavia's biggest retailers, health stores, pharmacy chains, wholesalers and distributors, public kitchens, and supermarkets. They'll gain exclusive insights into new natural and organic product innovations, plus the latest market trends and developments.

Pre-registered visitors, to date, include representatives from ICA Sverige, Axfood, Dansk Supermarked Group, Coop Sverige, Coop Danmark, Life Everkost, Life, HKC Egenvård, Matas, Netto, Ikea, Lidl, Danasan, TJX Europe, KåKå, Dagrofa, Norges Naturmedisinsentral, Kost & Näring, Orkla, Svensk Cater, Hälsokraft, Gymgrossisten, Infinity Foods, Mat.se, Nemlig.com, Reitan Servicehandel, FoodService Danmark, 7-Eleven, Ruohonjuuri, SuperBrugsen, Kung Markatta, Kicks, Arnold Suhr Netherlands, BC Hospitality Group, MaxiPharma, Naturkost Übelhör, Renée Voltaire, H&M, and Magasin du Nord.

"Sustainability is a very important part of our consumer offer which we constantly evolve. The fair offers an excellent opportunity to gain an overview of new products, suppliers and trends. I look forward to an event filled with energy and new insights, also through the seminars," says Silvie Königsmark, category manager beauty care & health at Coop Sverige AB.

"This will be my second visit to Nordic Organic Food Fair. I didn't know what to expect the first year I attended, so I was very positively surprised to see so many innovative suppliers and products, which gave me a lot of inspiration and ideas for extending our product ranges. I am very much looking forward to visiting the exhibition again this year," says Per Dyhrehegn, category manager food at 7-Eleven Danmark.

"In just a few years Nordic Organic Food Fair has become very well-known and established throughout Europe, as the international organic trade fair in Sweden and the Nordic region. This fair is unparalleled in the industry and we look forward, with great expectations, to participating again this year," says Christoffer Carlsom, organic coordinator at Menigo Foodservice AB.

"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.

"I have heard a lot of good reports regarding the Nordic Organic Food Fair from industry colleagues and partners, and so made the decision that this was the year to find out first-hand about the Scandinavian organic scene. It will give me the chance to meet existing suppliers and hopefully make new business contacts and leads. Infinity Foods is a pioneering UK organic packer and wholesaler, and it would be great to have the opportunity to raise our awareness at this important regional event," says Scott Muir, commodity buyer at Infinity Foods co-op.

"Nordic Organic Food Fair is always an inspirational fair, that is highly useful with regards to meeting new partners, and discovering new products and trends," says Jacob Nielsen, food buyer at Magasin du Nord.

375 exhibitors, 13 pavilions & 3 show theatres

Show features include the Organic Theatre, Natural Theatre and Natural Beauty Theatre – featuring a host of high-profile brands and industry experts delivering the newest trends and latest research. There's returning pavilions from KRAV, Organic Denmark, Soil Association, Demeter Italy, Germany, and Biofood – Biolivs; with new additions from Holland, Spain, Estonia, Organics Cluster France, Advantage Austria, and Lithuania. Plus there's a new Vegan Boulevard and Eco Packaging area for 2016.

The Nordic Organic Chef Competition, which launched last year, is also back on the menu. Hosted by the Swedish organic chef association Föreningen Ekokockar, for 2016, there will now be three finals taking place at the show, including Nordic Organic Chef of the Year, Sweden's Organic Chef and Sweden's Young Organic Chef.

For further details, seminar timings, and 2016 exhibitor list, please refer to the online show guide at www.naturalproductsscandinavia.com/show-guide.

Natural & Organic Awards Scandinavia

The Natural & Organic Awards Showcase gives visiting buyers the opportunity to select their favourite new products from the past twelve months. Votes are cast throughout the show's opening day, on Wednesday 16 November, with the award winners to be announced at 5pm in the Natural Theatre.

Free visitor registration

Natural Products Scandinavia and Nordic Organic Food Fair returns to Malmö in Sweden on 16-17 November. To register free in advance, please visit: www.naturalproductsscandinavia.com or www.nordicorganicexpo.com.

Please note, free advance registration closes at 3pm on Tuesday 15 November, after which a €20 (200SEK) door charge will apply.

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Media enquiries & press pass requests to:

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Editorial representatives of relevant trade and consumer media (including freelancers) are invited to apply for press passes via email to ejones@divcom.co.uk (please note, additional details may be requested to verify journalistic activity and all press passes are issued at the management's discretion).

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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.

High resolution photographs are available upon request:

NPS Logo: http://www.naturalproductsscandinavia.com/wp-content/uploads/NPS2016_logo.jpg

NOFF Logo: http://www.naturalproductsscandinavia.com/wp-content/uploads/NOFF2016_logo.jpg

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<http://www.nordicorganicexpo.com/wp-content/uploads/Aisle1-1242x827.jpg>

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Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton,

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