



## Nordic Organic Food Fair shortlisted for Best International Launch award

Following its successful launch in Malmö, Sweden, last October, Natural Organic Food Fair has been nominated for its first prestigious industry award by *Exhibition News* magazine. The first dedicated international trade show for natural and organic food and drink in the Nordic region, the inaugural event, organised by Diversified Communications UK, proved a big hit with visiting retailers and buyers from over 67 different countries.

Co-located with Natural Products Scandinavia, which itself won Best International Launch at the same awards last year, the combined events hosted nearly 300 exhibitors (of which 100 were in the Nordic Organic Food Fair) and attracted 3,158 attendees.

Fantastic, inspiring, busy, and vibrant – are just some of the words to feature in post show feedback, which also revealed that nearly three quarters of visitors were planning to return to Malmö in 2014 for its next annual edition.

Two other Diversified UK shows have also been shortlisted for *Exhibition News* awards this year. Natural & Organic Products Europe, which opens at London's Olympia next month, on 13-14 April, is up for Best Marketing Campaign. Whilst lunch!, already a multiple award-winning food event, is looking to add another Best Trade Show award to its mantel.

With just under a week until the *Exhibition News* Awards ceremony, they don't have too long a wait.

"The team at Diversified is extremely dedicated to organising outstanding events. From design, marketing, PR and editorial, to sales, finance and operations – we do everything in-house, so for three of our events to be shortlisted – particular Nordic Organic Food Fair for Best International Launch – is really quite special and an enormous achievement for us all," says marketing director Sam Sloan.

Speaking on behalf of the Nordic Organic Food Fair team, event manager Zoe Jackson-Cooper, says that she is delighted by the nomination: "To be shortlisted for the same award for two years running, first for Natural products Scandinavia and now for Nordic Organic Food Fair is really such a big honour and a fantastic endorsement for the show going forward."

"Of course, big thanks must go to all our exhibitors and association and media partners who supported the launch of Nordic Organic Food Fair right from its inception – proving it wasn't just the right idea at the right time but the right place to make it happen," she says.

This continuing support has already heralded the announcement of a 40% increase in exhibition space across both events this year. With 60% of this already sold seven months out from opening day – 2014 looks set to be another great year for Nordic Organic Food Fair, which returns to MalmöMässan in Malmö, Sweden, on 26-27 October.

The full Nordic Organic Food Fair exhibitor list for 2013 is still available to search and view online at <https://onlineexhibitormanual.com/divNPS13/exhifa/exhibitorList.aspx>.

The Exhibition News awards, which recognise talent and achievement across the exhibition industry, will take place at ExCeL London on 3 April 2014.

For more information, and to stay up-to-date with all the latest news and exhibitor information, please visit [www.nordicorganicexpo.com](http://www.nordicorganicexpo.com).

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*Natural Products Scandinavia won Best International Launch at the UK's Exhibition News Awards in May 2013. In June 2013, it was named a finalist in the Best Trade Launch Show category at the UK's Association of Event Organiser's annual Excellence Awards.*

*High resolution imagery is available upon request.*

*Diversified Business Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton and Nailsworth (Glos). Diversified UK's portfolio includes Nordic Organic Food Fair in Malmö, Sweden (co-located with Natural Products Scandinavia); The Natural Food Show (part of Natural & Organic Products Europe); lunch! (winner of Best Marketing Campaign of the Year at the Association of Event Organisers Excellence Awards in 2012, and Best UK Trade Show Exhibition (under 2,000sqm) in 2010 & 2011); Casual Dining (new for 2014); camexpo; Ocean Business (including Offshore Survey Conference & Ocean Careers); MARELEC Marine Electromagnetics conference in Hamburg, Germany; Geo Business (new for 2014); office\*; SITS – The Service Desk & IT Support Show; Natural Products magazine; and the Natural Beauty Yearbook.*

*Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.*