



Nordic retailers prepare for Natural Products Scandinavia in Malmö this weekend

Natural Products Scandinavia – the Nordic region’s only dedicated trade show for the natural health, nutrition, beauty, skin care, and self-care market – opens at 10am at MalmöMässan, Malmö, Sweden, on Sunday 26 October.

Reflecting the show’s strong international appeal, Natural Products Scandinavia has buyers from nearly 80 countries pre-registered to date. And whilst the majority of prospective attendees are coming from across the Nordic region (including key buyers and managers from leading health stores, pharmacy chains, wholesalers and distributors), around 30% of visitors will be flying in from all over the world.

Dansk Supermarket, Life, Lidl Sverige, Superbrugsen, Matas A/S, Coop Trading A/S, ICA Sverige AB, Irma, Kronansapotek, Hälsokraft, Svenska Bioforce AB, Urtehuset A/S, Apoteksgruppen, Svane Aps, niemans pharmacy, Apoteket AB, Waitrose, and The Nutri Centre, are just some of the big names down to attend.

Thanks to its record-breaking second edition in 2013, where attendance increased by 57% to 3,158 attendees, Natural Products Scandinavia, and its sister event Nordic Organic Food Fair, will feature over 300 exhibitors. Making 2014 its biggest edition yet.

Having recently sold out of all exhibition space, the last few stands were all booked by newcomers to the Malmö event. They include Carmien Tea, Wojnar's Wiener Leckerbissen, Business Sweden, Wild Olive African Artisan Apothecary, Kneipp, Nature Base AB, ZUII ORGANIC, Go:Experience AB, and Original Nutrition.

Other new exhibitors set to make their debut include Frebberholm Sverige AB, Oh-Lief Natural Products, LycoLife, Dentme, Rosmarin, Zoya Goes Pretty, Aromata Mirabilia, Edura AB, Jack N' Jill Natural Toothpaste, Generous, Luxsit Organic Care and Naturligtvis, Strindberg AS, and The Foreign Trade Chamber of Bosnia & Herzegovina.

Whilst returning exhibitors include Aura-Soma & AEOS, Biosential Inc., Dagsmeja, Dermanord Svensk Hudvård AB, Midsona Sverige AB, Nordic Health Sprays, Solgar/Nordic Premium Group, Go for Life, Saveurs & Nature, Pulsin', Georg Rösner Vertriebs, Biofood, Lavera, Bounce Foods, Nuwell Health & Wellness, Dr Organic/Optima Health, and Kinetic Natural Products Distributors.

To view and search the 2014 exhibitor list (which includes companies exhibiting at Nordic Organic Food Fair), please visit <https://onlineexhibitormanual.com/divnps14/Exhifa/exhibitorList.aspx>.

New product previews from exhibitors are also available to view on the show’s website at: <http://www.naturalproductsscandinavia.com/natural-products-scandinavia-previews-its-exhibitor-show-highlights-for-2014>.

Show features for 2014 include the New Products Showcase, Natural Theatre, and new Workshop Zone. Confirmed seminar and workshop hosts include Irene von Arronet and Henrik Olterg, founders of Natural Organic Cosmetics Sweden; Charlotte Bladh André, chairman of Organic Sweden; Roberto Valente, Cosmofarma; Julie Tyrrell, Natrue; Patrick Ahern, director general of EHPM; and Alejandro Gil, IFOAM EU project coordinator.

Natural Products Scandinavia and the Nordic Organic Food Fair will return to Malmö, Sweden, on Sunday and Monday, 26-27 October 2014 (open 10am-5pm both days, last entry 4pm). For more information, and to register for a free trade ticket, please visit www.naturalproductsscandinavia.com and quote priority code NPSUK104 (<http://www.eventdata.co.uk/Visitor/NPS.aspx?AffiliateCode=NPSUK104>).

Media enquiries & press pass requests to:

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Editorial representatives of relevant business and consumer media (including freelancers) are invited to apply for press passes to attend (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:

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 Organisers' annual Excellence Awards.

High resolution imagery is available upon request.

Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, Leamington Spa, and Nailsworth, Glos. In addition to lunch!, Diversified UK's portfolio includes Casual Dining; Natural Food Show at Natural & Organic Products Europe; Natural and Organic Awards; Nordic Organic Food Fair in Malmö, Sweden (co-located with Natural Products Scandinavia); camexpo; Natural Products magazine; Natural Beauty Yearbook; office; Ocean Business (including Offshore Survey Conference & Ocean Careers); OceanBuzz; MARELEC Marine Electromagnetics conference (in Philadelphia, USA); SITS – The Service Desk & IT Support Show; ServiceDesk360; Euro Bus Expo; Coach and Bus Live; Best of Britain & Ireland; The Route One Operator Excellence Awards; The National Coach Tourism Awards; Route One magazine; and Coach Monthly. For more information, visit: www.divcom.co.uk.*

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