

Natural Products Scandinavia 2015 opens in Malmö this weekend

This weekend thousands of natural and organic buyers, retailers, wholesalers and distributors will converge at Malmö in Sweden for the largest trade show for natural products in the Nordic region – Natural Products Scandinavia.

Taking place on 1-2 November, the two day trade show features a packed conference programme and over 350 natural, organic, fairtrade, free-from, and eco-friendly exhibitors from around the world – providing the best choice of health, beauty, food, eco-living and self-care products the market has to offer.

“Natural Products is a great event, with lots of interesting exhibitors and exciting new products, where I can spot new trends and identify good business opportunities. The venue is very accessible and the whole event is vibrant with energy and vitality,” says Gunnar Dalblad, co-founder of Pure Sports Nutrition Sweden AB.

“Our association is working to make the health food industry known and respected and support producers of reliable health products. And we are more than delighted to support this exciting initiative, as we have done from the start. Natural Products Scandinavia has grown to be an outstanding place to meet colleagues and learn all about exciting new products and market trends,” says Jukka Ropponen, secretary general of the Health Product Wholesalers and Manufacturers Association in Finland.

“Natural Products Scandinavia gives us an opportunity to keep up-to-date with the natural cosmetics market. It’s time well spent for gaining so much information, news and interesting contacts,” says Pål Wederbrand, TT Naturals AB.

With the demand for sustainable and ethical vegan products becoming more popular in the Nordic region, the show is introducing a new Vegan Pavilion for 2015. Featuring a vibrant offering of certified vegan brands, the globally recognised Vegan Society (UK) will also be participating, helping to promote and support the many new innovations emerging within this thriving market.

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

For the latest exhibitor news, please visit www.naturalproductsscandinavia.com/exhibitor-press-releases.

The Natural Theatre

Full timings and seminar summaries are available at www.naturalproductsscandinavia.com/natural-theatre.

Sunday 1 November

- Effective communication, a tool to target the right audience, grow your business internationally and reach new partners: Lara Dassi, co-founder and communication manager, Connature.com
- How fairtrade can contribute to a more sustainable world: Magdalena Streijffert, secretary general, Fairtrade Sweden
- Ecocert network and services dedicated to sustainable cosmetics: Elodie Toulouze, international certification officer, Ecocert Greenlife
- All about algae: Fredrika Gullfot, CEO and founder of Simris Alg
- Beauty Panel – Natural & Organic Beauty: Chaired by Irene von Arronnet, NOC Sweden. Featuring Ann-Mari Patshijew, chairman of PRO luonnonkosmetiikka; Francesca Morgante, label manager, NATRUE; and Elodie Toulouze, international certification officer, Ecocert Greenlife
- What do the current market conditions look like for digestive health, and how seemingly other unrelated conditions could originate from the gut – there are more than you think! Emma Wight, European sales manager, Protexin Human Healthcare

Monday 2 November

- UKTI breakfast briefing: UK Trade & Investment
- Business Sweden breakfast briefing: Maria Varnauskas, Business Sweden
- State of the market – the Nordic health and wellness market: Stefan Ambro, senior analyst, Euromonitor
- European natural and organic cosmetics market trends and developments: Iveta Kovacova, research analyst, Organic Monitor
- Five trends that changes everything: Per Grankvist, current affairs analyst and sustainability expert
- Strategic sustainability work and profitability: Markus Håkansson, head of sustainability services, Grant Thornton Sweden

New Natural Beauty Theatre

Full timings and seminar summaries are available at www.naturalproductsscandinavia.com/natural-beauty-theatre.

Sunday 1 November

- Ecocert network and services dedicated to sustainable cosmetics: Elodie Toulouze, international certification officer, Ecocert
- The beauty hour: keeping skin beautiful by protecting it from extremes in climate and the effects of ageing (featuring SKN-RG)

Performance Skincare, Sōsar, and Bathing Beauty)

- Industry networking hour
- The beauty hour: looking at a sustainable future with body sponges, menstrual cups and Manuka honey (featuring The Konjac Sponge Company, OrganiCup, and Aroha AB)

Monday 2 November

- Association meeting – Natural Organic Cosmetics Sweden: Irene von Arronet
- The beauty hour: distributor Natcos Nordic with two of their brands presenting natural living for men and women (featuring Triumph & Disaster, and Florascent)
- NATRUE – what makes the TRUE difference: Francesca Morgante, label manager, NATRUE
- The beauty hour: natural products with a sensitive focus – cosmetics, sanitiser and body products (featuring Apimab Laboratories, Aquaint, and Oh-Lief Natural Products)

Natural Products Scandinavia is open from 10am-5pm on Sunday 1 November and Monday 2 November (last entry 4pm both days). To register for a free trade ticket, which includes access to Nordic Organic Food Fair, please visit www.naturalproductsscandinavia.com and quote priority code NPSUK200 (direct link: www.eventdata.co.uk/Visitor/NPS.aspx?TrackingCode=NPSUK200).

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Media enquiries & press pass requests to:

Emma-Louise Jones, Head of PR

Editorial representatives of relevant trade and consumer media (including freelancers) are invited to apply for press passes to Natural Products Scandinavia 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).

t: +44 (0)1273 645134

e: ejones@divcom.co.uk

Website: www.divcom.co.uk

Twitter: www.twitter.com/DiversifiedUK

Sharna Waid, PR Executive

t: +44 (0)1273 645144

e: swaid@divcom.co.uk

Exhibitor enquiries to:

Anne Seeberg, Event Manager

t: +44 (0)1273 645124

e: aseeberg@divcom.co.uk

Website: www.naturalproductsscandinavia.com

Twitter: www.twitter.com/NPSscandinavia

Facebook: www.facebook.com/NaturalProductsScandinavia

LinkedIn: www.linkedin.com/groups/Natural-Products-Scandinavia-4499812

Eva Ellis, Sales Executive

t: +44 (0)1273 645141

e: eellis@divcom.co.uk

Scandinavia office:

Lars Larsson, Nordic Manager

Nordenskiöldsgatan 13, S - 211 19 Malmö, Sweden

t: +46 702 661170

e: llarsson@divcom.co.uk

Notes:

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.

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.

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. Diversified UK's portfolio includes Natural Products Scandinavia in Malmö, Sweden (co-located with Nordic Organic Food Fair); Natural & Organic Products Europe (London); Natural and Organic Awards; Natural Products magazine; Natural Beauty Yearbook; camexpo; lunch!; Casual Dining; Commercial Kitchen, office; Ocean Business (including Offshore Survey Conference & Ocean Careers); OceanBuzz; MARELEC Marine Electromagnetics conference; Accountex, SITS – The IT Service Management Show; ServiceDesk360; Euro Bus Expo; Coach & Bus Live; British Tourism & Travel Show; 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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