



**Natural
Products**

Scandinavia

MalmöMässan
16-17 November 2016

The **only**
Nordic trade
event for
**Natural
Living**



Dedicated to all things Natural!

Generate new business this year and get your products in front of thousands of key natural and organic buyers...

Natural Products Scandinavia is the only dedicated Nordic trade show for natural living, health, nutrition, selfcare, beauty, skincare and the food and drink industries. The show attracts thousands of visiting distributors, wholesalers, retailers and buyers who come to see a vibrant showcase of exhibitors not just from the Nordic region but from around the world.

The show was launched in 2012 and due to its success, and demand for a dedicated organic zone, the Nordic Organic Food Fair was launched in 2013. The Nordic Organic Food Fair is a trade show for certified organic food and drink. The shows are co-located with a dedicated marketing campaign for each event. Entry passes allow access to both shows and the open plan set up allows visitors to move easily between the two events. In 2015, there were 345 exhibitors from 40 countries and 3930 attendees from 59 countries.

2015 event in numbers...

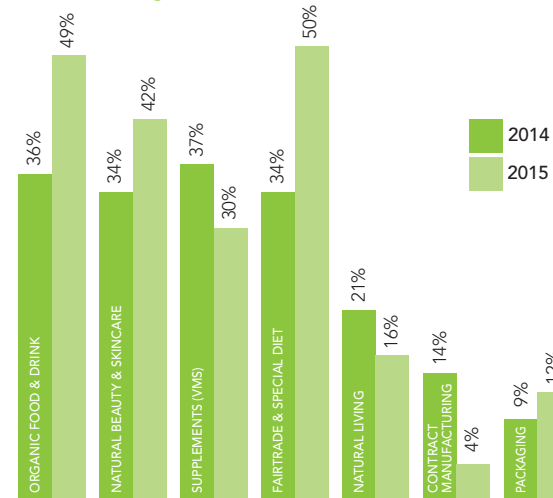
- 83% of visitors say they will be coming back next year
- 82% of attendees influenced or authorised purchasing decisions
- 64% of visitors were owners, CEOs, managers or buyers
- 56% of visitors were looking for vitamins, supplements and sport nutrition products
- 37% of visiting companies spend €25K to over 5 million or more a year on organic and natural products

Who visits the show?

Key Trade Buyers from leading: Supermarkets | Online retailers | Department stores | Wholesalers & distributors | Importers & exporters | Health stores & pharmacies | Foodservice – public & private

Last year we had visiting buyers from: 7-Eleven | Aduki Oy Finland | Åhléns AB | Alma Norway | Apoteket Lejonet | Apoteksgruppen AB | Axfood Sweden | Bergendahls food AB | Bringwell AB | Cederroth | Coop Sweden | Coop Trading Denmark | Dansk Supermarked | Gymgrossisten | Hälsokraft | HKC Egenvård | Holland & Barrett International | ICA Sweden | IKEA | Kung Markatta | Lidl Denmark | Life AB | Magasin du Nord | Matas | Midsona | Norganic Norway | Okle GmbH Großhandelszentrale | Orkla Food | Ruohonjuuri Oy Finland | Sunkost Norway | Urtekram International A/S | VegaNor AS | Willys AB

What they came to see...



Why Exhibit at Natural Products Scandinavia?

If you are looking to find natural and organic distributors and retailers both from the Nordic region and on an international level too, then Natural Products Scandinavia provides the perfect business platform.

EXHIBITOR CASE STUDY:

Only Natural Products first exhibited at the initial show launch in 2012. They wanted to increase business in Sweden and they were mainly looking to meet new distributors and retailers. After exhibiting in 2012, not only did they meet a Swedish distributor but they had a choice of three! And it didn't stop there – directly after **Natural Products Scandinavia**, they signed up distributors in other countries too including Finland, Denmark and Iceland. They came back for a second year and were delighted to meet Life Europe (the leading health store chain in Sweden). Now after just a few years they have distributors in all of the Nordic countries and supply one of the biggest health stores. All this from exhibiting at the show!



“We are thrilled with the turnout – the quality of visitors has been great!”

B&P HANDELSKOMPAGNI AB, SWEDEN

“The perfect platform to launch new products into the industry. We've been really impressed by the calibre of visitors.”

FUTMED LTD, FINLAND



Nordic Natural Market Overview

The Scandinavian region is known throughout the world for its commitment to natural health and living which makes it one of the fastest growing and most exciting markets to be part of!

- The Nordic Health and wellness category is worth €12.1 billion*
- The global allergen-free, organic and healthy food market will push through the \$1 trillion (€770m) mark for the first time in 2017*
- The Nordic market for natural & organic cosmetics is growing by about 10% per annum, compared to about 5-7% for Western Europe. Revenues are projected to reach €200 million in the coming years**
- Sales of natural and organic beauty products around the world are predicted to reach around €11 billion by 2015, with many brands focusing on new distribution channels – and export markets like Scandinavia – to maintain that growth**
- Experiencing double-digit growth since 2008, the natural personal care market has seen a compound annual growth rate (CAGR) of 11.3% over the last five years and is projected to post an increase of 9.2% to reach €36 billion in 2018. ***



* Euromonitor International

** Organic Monitor

*** Kline Group



nordic
organic
food FAIR

MalmöMässan | Sweden
16-17 November 2016

The Perfect Partnership...

Natural Products Scandinavia and the Nordic Organic Food Fair are co-located side by side – providing the perfect platform for both natural and organic sectors to network, grow their business and see what's new in the market.

Although co-located, both events have their own individual identity and branding. Both shows have customised visitor and exhibitor marketing campaigns, in multiple languages, ensuring a qualified and dedicated audience for each event. Onsite, separate entrances, theatres, coloured carpets and branding distinguish the events - and visitors can easily visit both shows without the need to reproduce their visitor pass.



Health & Nutrition

Exhibitors: Established brands, new start-ups and leading manufacturers and suppliers of nutritional supplements, herbal remedies, sports nutrition and natural healthcare products.

Visitors: Independent and multiple health stores, nutritionists, wholesalers and distributors, importers and exporters.



Natural Beauty

Exhibitors: Established brands, new start-ups and leading manufacturers and suppliers of personal care, skincare, haircare, cosmetics, bodycare, suncare, mineral, Fairtrade, organic, vegan, ethical, male grooming plus many more regional and international exhibitors.

Visitors: Multiple beauty retail chains, supermarkets and department stores, beauty importers and exporters, beauty wholesalers and distributors and beauty salons.



Natural Living

Exhibitors: Established brands, new start-ups and leading manufacturers and suppliers of sustainable living products, eco-household products, clothing and textiles, sustainable, ethical and green living products.

Visitors: Buyers from throughout the retail spectrum, including health stores, pharmacies and drug stores, supermarkets and department stores.



Natural Food

Exhibitors: A large variety of food brands, local producers and international suppliers offering a wide collection of delicious and healthy food and drink products; special diet / free from, organic, Fairtrade, baby and children, vegetarian and vegan and functional food and drink.

Visitors: Independent, specialist and multiple food retailers, supermarkets and department stores, wholesalers and distributors, food importers and exporters, restaurants, hotels and contract caterers.

What's Happening in 2016?

New for 2016 – the **Start-Up Zone** will be for companies of 18 months and younger. This exciting zone will offer new companies an affordable area in which to showcase their products and meet key buyers in the industry.



The Start-Up Zone



The Natural Beauty Theatre

A new feature in 2015, the **Natural Beauty Theatre** will once again be hosting leading industry speakers in the beauty sector. There will also be several **Beauty Hours** which gives exhibitors in the **Natural Beauty & Skincare Zone** the chance to present their company and products to a relevant audience.



The Natural Theatre

The **Natural Theatre** will once again host a world class education programme and will bring together industry speakers who will cover a wide range of topics including innovation and product development, market overview, exporting and importing challenges and understanding the health industry in the Nordic region.



The Nordic Organic Chef Competition

Organised by the **Swedish Organic Chef Association** and in partnership with **KRAV Sweden**, the **Nordic Organic Food Fair** will be hosting three separate competitions – the **Nordic Organic Chef of the Year**, the **Swedish Organic Chef of the Year** and the **Young Organic Chef of the Year**.



Natural and Organic Awards Scandinavia

Voted for by visitors and selected VIP guests – the **Natural and Organic Awards Scandinavia** will be announced during the second day of the show. The winners of the awards will be celebrated and recognised for great innovation and outstanding new products in this diverse market place.



The Natural and Organic Awards Showcase

The **Natural and Organic Awards Showcase** is where exhibitors will be showcasing their latest products and where the voting takes place for the **Natural and Organic Awards Scandinavia**. These products will also feature in a separate booklet handed out to visitors at the show.



Dressed for Success!

How you present your stand and engage with potential customers during the show, are all crucial elements of maximising your investment and getting the best out of your exhibition.

Along with various options on packages, we provide a whole host of additional FREE marketing and PR services that will help you create a real buzz and make you stand out. In addition to this look out for some fantastic sponsorship opportunities available!

Rates and Packages

We offer two main stand choices:

- 1 Space Only Package:** Gives you the opportunity to design and build your stand yourself (minimum size is 12sqm)
- 2 Full Stand Package:** A hassle-free package including the stand build, walls, name board, electricity, lighting, table and chairs

Stand Option	Cost per square metre:
Full stand package	€370
Space only package (Available to companies taking 12sqm or more)	€340

Stand Packages

Before...

Stand package: Include: Walls, name board, carpet, lighting, electricity and table & 2 chairs



...and After

With a bit of creativity you can easily make you shell scheme look great. Get some stickers, backdrops, a different carpet colour or get your walls painted – spend a bit extra and stand out from the rest.

Creative Exhibiting Ideas:

- Make your stand eye catching and have your wooden walls painted from as little as €35 per panel – 1m x 2.5m
- You can hire out some great furniture and shelves from our onsite contractors – they have a catalogue full of ideas!
- Want to add some nature to your stand? – you can also hire out plants and flowers
- You can bring your own banners, stickers and posters to brighten up the walls
- You can change the colour of the carpet or have different flooring for an additional charge, starting from €10 per square metre
- Need local contacts for prints, stickers, etc.? Let us know!



Top tips for exhibiting success

What we can do for you...

We have a dedicated marketing team who will help you with the following and much more:

- 1 VIP invitation postcards and visitor brochure** – We'll design, print and post/email these to high profile buyers you want to target/invite
- 2 "See us at the show" logos** – Designed by us to be used on your website, email signatures and in newsletters
- 3 Event banners** – Download these from our website with a link taking people straight to the registration page for the show
- 4 Personalised Email Invitations**
– Send these to your existing customer base
- 5 Press releases** – If you have a new product or brand you want to shout about then send us your press release. We can put it in our newsletters to our visitor database, use it on the show website and it could even be included in our press releases issued to the media

What you can do...

- 1 Make sure people know you will be there** – Send out VIP invites, email them, add details to your email signature, call up new and existing clients to arrange meetings at the show.
- 2 Go crazy on social media** – Tweet about it, post pictures on Instagram, create a buzz on Facebook and Google+. Integrate it with your blog and your website - #NPS16 #NPScandinavia @NPScandinavia
- 3 Stand out** – A great stand design helps deliver your exhibition objectives. You can do some very creative things with a stand package.
- 4 Train your staff** – 80% of the success of your stand is down to your staff, so train them. Use approachable people who are fully briefed and can speak confidently about your business.
- 5 Don't** – use a mobile, eat on the stand, sit down, have your back to the aisle, have a messy stand or have tacky giveaways.
- 6 Collect leads** – You must record and classify all your leads. The more quality leads you leave with, the higher your chances of winning big business!
- 7 Follow-up** – If you don't follow-up your leads, why invest in the exhibition to begin with? You would be amazed how many exhibitors don't follow-up their leads! Make sure you contact all of your leads at least six times after the show.

Excellent Industry Feedback

EXHIBITORS

“Natural Products Scandinavia has provided an excellent gateway into the expanding Nordic market for our brand, Garbanzo Snacks. We were approached during the show by one of Europe's largest health chains and afterwards awarded a contract to supply them within Sweden, Finland, Denmark and Norway. The show helped profile our products and showcase the unique qualities of our range.”

MAMUN RASHID – FOUNDER, GARBANZO SNACKS, UK

“There are a lot of different companies from everywhere at the show which is great. You can speak to distributors and wholesalers from all over the world too! It just goes to show that people love Nordic products and will travel a long way to buy them!

NANA ABENAA RYTTER, DIRECTOR, ORGANICUP, DENMARK

VISITORS

“It was great to see so many talented and inspiring entrepreneurs in one place! Products and innovations developed by passionate people and values-driven business is the future.

ALIA JASSIM, BRAND MANAGER, ORKLA FOODS SVERIGE, SWEDEN

“There are more new brands at the show this year. The show is very good and we need more companies on the Swedish market so it is very positive. There are also very high quality speakers in the theatres.

NINA SCHMIDT, OWNER, REKOBUTIKEN, SWEDEN

“Svensk Egenvard have supported the event from its launch in 2012. Since that time Natural Products Scandinavia has become a crucial part the natural and organic products industry and this is where the Scandinavian industry meets.

SVENSK EGENVÅRD, SWEDEN



Pavilions

We offer flexible solutions for associations, embassies, trade promotion agencies and other organisations to bring their members to this dedicated trade only event.

The market is a profitable and growing area for natural and organic products in both the public and private sector, and we offer companies access to all those key buyers who can make those important buying decisions. We can provide advice and suggestions on location and pavilion stand layouts, we also offer sales and marketing support and we can create dedicated packages to suit your needs.

Previous Pavilions

- Organic Denmark
- KRAV Sweden
- Biofood (Sweden)
- The Vegan Pavilion
- Agrarmarketing Mecklenburg-Vorpommern (Germany)
- The Soil Association (UK)
- Organic Belgium
- Agramarkt Austria Marketing



Options

- 1 SPACE ONLY:** we provide you with a suitable stand location and you design and build your own pavilion along with your members
- 2 SHELL SCHEME PACKAGES BOOKED IN ADVANCE:** You book and take full control of the pavilion space including how it is divided up for your members. We build the full pavilion stand for you using the standard stand package, which includes walls, name boards, electricity, lighting, table and chairs. You organise and sell on the individual pavilion stands to your members.
- 3 SHELL SCHEME PACKAGES WITH SALES SUPPORT:** We work as a partnership to sell stands on your pavilion, we will rely on you for member details for us to contact your members and create marketing support.

Case Study



KRAV develop organic standards and promote the KRAV-label in Sweden. They promote the show to members and industry contacts, in addition to supporting the show.

As the pavilion organiser they are given 4sqm free of charge to have a space on the pavillion so they can meet new potential clients and have meetings with other industry relations during the exhibition.

Sales Manager, Johan Cejje, KRAV Sweden said "The fair attracts exhibitors from areas far away, and makes the show work well for sourcing. A key point for this show is that it targets the Nordic region, which also makes the show more effective; we know exactly what market we are selling to. One of our KRAV pavilion exhibitors actually got two large orders within 24 hours after the fair closed – which is superb!"

How we can work together

- Sales support
- Marketing collaboration
- PR support
- Customised sales and marketing material
- Customised email campaigns
- Social media support

Who's who at the show...

Stand Sales

For all information on stand sales, sponsorship, the theatres and workshop zone.



Anne Seeberg – Event Manager
Tel: +44 (0)1273 645124
Email: aseeb@divcom.co.uk



Eva Ellis – Sales Executive
Tel: +44 (0)1273 645141
Email: eellis@divcom.co.uk



Lars Larsson – Nordic Manager

Marketing

For anything marketing and promotion related – You can order VIP invites, postcards, show logo, website banner, etc.



Fiona Allen – Marketing Manager
Tel: +44 (0)1273 645147
Email: fallen@divcom.co.uk



Caroline Bissell – Marketing Manager
Tel: +44 (0)1273 645159
Email: cbissell@divcom.co.uk



Emma-Louise Jones – Head of PR
Tel: +44 (0)1273 645134
Email: ejones@divcom.co.uk

Operations

Operations organise the logistics of the show and all the health and safety forms. They will send you your online exhibitors manual 3-4 months prior to the show.



Helen Trott – Operations Manager
Tel: +44 (0)1273 645122
Email: htrott@divcom.co.uk



Sophie Pink – Operations Executive
Tel: +44 (0)1273 645154
Email: sophiepink@divcom.co.uk

Services at the venue

Malmö Mäss-Service AB are our onsite venue contractors. They build the stands, provide all furniture, electricity, lighting, organise storage and receive your deliveries at the venue.



Malmö Mäss-Service AB – Li Mellberg
Tel: +46 (0)406 42 99 26
Email: li@mass-service.se

If you want to contact the venue or the restaurant team at the venue please let us know and we can provide contact information.

Organised by

diversified
COMMUNICATIONS ■ UK

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■ Nordic office – Nordenskiöldsgatan 13, S - 211 19 Malmö, Sweden

