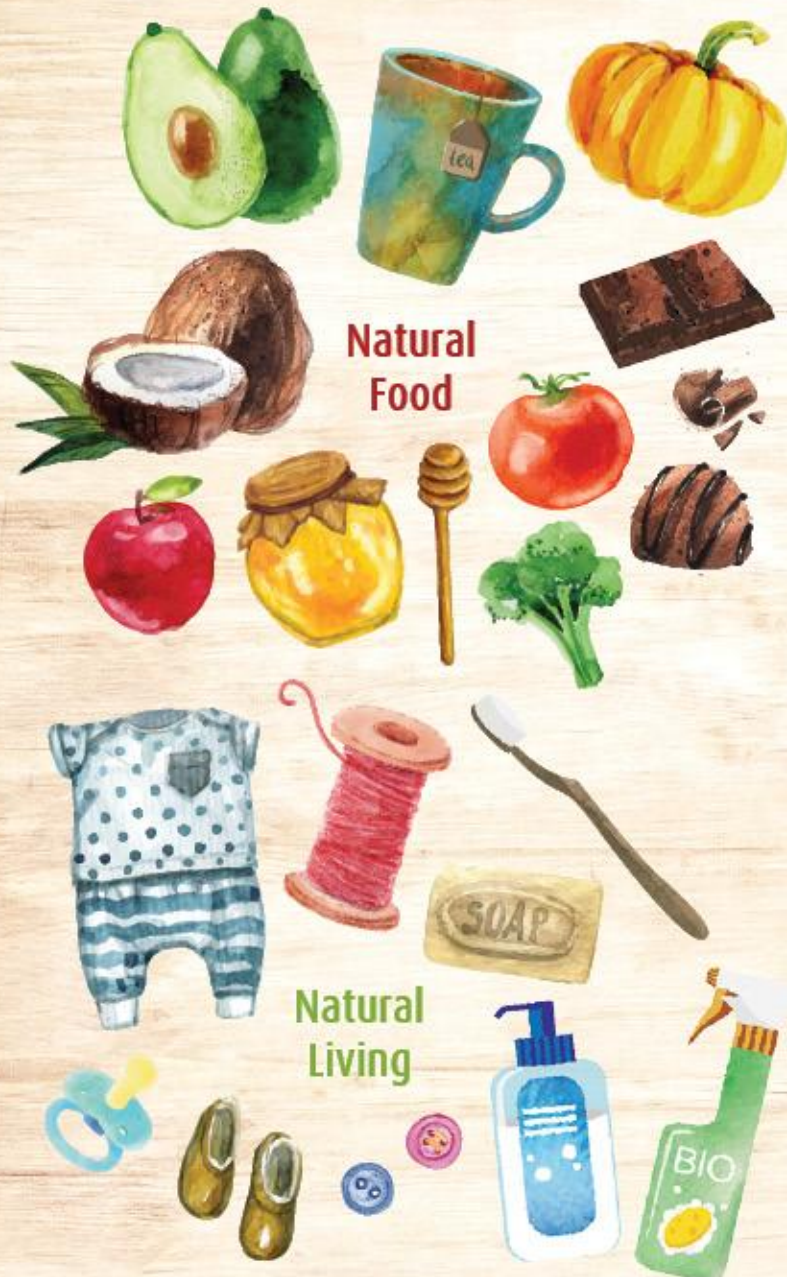


Business the Natural way



30 Aug – 1 Sep 2017
Hall 1DE, HKCEC

www.NaturalProducts.com.hk





NOPA: The Answer to your Natural and Organic Needs

Since 2014, **Natural & Organic Products Asia (NOPA)** has been the leading trade platform for all things natural and organic. Last year's show attracted over 220 exhibitors from more than 30 nations & regions, showcasing thousands of natural, certified, healthy, wholesome and organic products in Hong Kong. Riding this success, NOPA 2017 is set to take a great leap forward, expanding its show floor by 20%. As well as more exhibitors, more space means more room for visitors. NOPA 2017 is set to welcome 9,000 buyers through its doors, reflecting the rising demand for natural and organic products in Asia.

NOPA is an ideal marketing platform to find business partners, build your brand in the region and network with customers in Asia— Reserve your booth at NOPA now!

Why Hong Kong?

- Asian multinationals understand Hong Kong's role as a super connector for China's "Belt and Road" project, making it the hub for regional trade.
- The World Bank consistently rates Hong Kong as one of the freest economies in the world.
- Hong Kong represents Asia's most mature market for natural products with high disposable income and an understanding of the benefits.
- Hong Kong has visa-free access to 160+ nationalities, making it Asia's ideal meeting place.



2016 Exhibitors Profile

Over **95%** of exhibitors satisfied with visitor quality

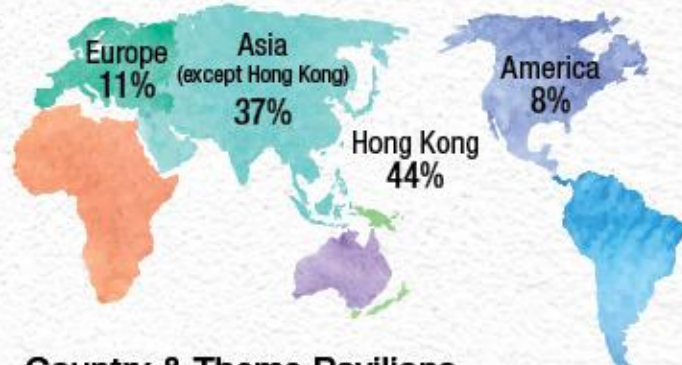
Over **70%** of exhibitors reported great ROI from NOPA

56% direct foreign exhibitors

236

Exhibitors from 32 countries

Exhibitor by Geographical Area



Country & Theme Pavilions



“This has been our 2nd year exhibiting at Natural & Organic Products Asia, and we are very happy about pre-show business matching and glad to meet serious buyers at the show. Exhibiting at NOPA helps us acquire new businesses and we have already signed up for NOPA 2017 and hope to find more long term partners or distributors to explore business opportunities in the future.”

Mr. Sam Li, Regional Sales Manager, A.T.P. Co., Ltd., Taiwan

“Asia is a huge market and we think it is time to come over to start doing business here. It is our first launch in Asia and it has been a fantastic show for us. We have met a lot of distributors who are interested in our products and got fantastic feedbacks. We are coming back again next year!”

Ms. Frances Helfenbaum, Director, Mozzigear, Australia



2016 Visitors Profile

12.9% growth

7012

trade buyers from 36 countries/regions

Over **96%** of visitors are managerial grade or above

Over **80%** of visitors authorise or influence purchasing decisions in company

Visitors by region

Hong Kong	53.7%
China	12.1%
APAC	26.2%
Europe	5.3%
US / Canada	1.8%
Others	0.9%

By Business Type



“We are a foreign invested company in mainland China with a chain of 400 supermarkets (RT-Mart), and we also operate online sales business (Feiniu.com). NOPA is professional and we are able to see many kinds of products. We will pick some quality products and bring them to mainland China.”

Mr. Jackie Tsui, Director, Merchandise Department Feiniu, China

“I have found many new and interesting natural and organic products, which are what we need now. There are actually many products with the potential to be commercialised and I believe that they can grow bigger and reach more customers.”

Mr. Junaidi Lim, General Manager Sephora, Indonesia



The home of natural and organic food— bring best-selling natural and organic food products from your shelves to the world.

Product categories

Organic, Natural, Free From, Wholefoods, Artisan, Raw, Vegan, Vegetarian, Sustainable, Superfoods, Biodynamic, Fine Foods, Fairtrade, Ethical, Halal and Fresh Food



Put your best face forward and display your brightest beauty offerings to large-scale beauty retail buyers.

Product categories

Natural, Organic, Beauty Food, Beauty without Cruelty, Body & Skin Care, Free From, Fairtrade, Colour Cosmetics, Hair Care, Personal Care, Suncare, Male Grooming, Mother & Child and Perfume



A healthy outside starts from the inside—this is your chance to showcase health and nutrition products to market-leading buyers.

Product categories

Functional Foods, Alternative Medication, Dental Care, Health & Fitness Supplies, Detox, Nutraceuticals, Homeopathy, Minerals, Natural Healthcare, Herbal, Sports Nutrition, Supplements and Vitamins



Consumers are going back to basics and looking for greener ways to live. Inspire retailers with your eco-products.

Product categories

Eco Household Products, Garment & Textiles, GOTS, Ethical & Green Organic, Biodegradable Kitchenware, Sustainable and Pet Products

NOPA's top trends for 2017

1



Healthy Snacking

The last five years have seen a surge in demand for healthy snacking options, from paleo cakes to vegan doughnuts, superfood energy balls to high-protein ice cream, coconut jerky, dried fruit and nuts... Asian consumers are taking notice of the scary statistics surrounding unhealthy snacks; diabetes, heart disease and obesity and are looking for healthy options to graze between meals. The Global snack foods market, worth an estimated US\$330Bn, continues to grow and Asia is leading the growth in the natural sector.

2



Silver Generation Health Foods and Supplements

Asia's elderly population is increasing rapidly with medical advancement and healthier living lengthening life-expectancy across the region. In many Asian's cultures it remains the responsibility of the children of the elderly to look after their parents' health and well-being. The result of these factors combined mean that the market for products specifically designed to cater to the health and wellbeing of the elderly is booming. Specifically products for joints and arthritis, liver and kidney health, eye and bone supplements etc...

3



Green Living

Driven by tangible climate change and pollution issues the prosperous markets in Asia have woken up to sustainable living. Both government and mainstream media promotes sustainable living as an lifestyle choice of people who hold status and encourages society's use of the Earth's natural resources in a renewable and sustainable way. Household products that are biodegradable or manufactured from recycled or renewable materials have become 'en vogue' and demand is high.

4



Sports Nutrition

Recreational sport and fitness is a growing trend for many parts of Asia where manual labour has been replaced by sedentary lifestyles (from the paddy fields to the call centers). With a growing interest in sport comes a growing market for sports nutrition. Natural and organic protein products, premium natural sports drinks, gels, proteins and recovery products for athletes that want the best in clean sports nutrition.

5



Female Care

Women all over the world have for some time now been leading the movement for natural, healthy and sustainable consumerism. So it follows that there is strong demand for high quality, organic and natural feminine hygiene products. Soft, certified organic cotton and totally chlorine free, plastic free, biodegradable materials that only leave a soft footprint on the earth.

6



Maternity & Baby Products

There is no more natural process than the bringing of new human life into the world and yet the process is often not without the requirement of additional help from natural sources. From the nine months of pregnancy through to the early years of babies life, the desire to find healthy natural and sustainable solutions to age old problems has never been stronger. Pregnancy aids and supplements, organic milk powder, sustainable diapers, organic baby clothing all top the list of expecting mothers' wish lists.

7



White Label Natural Products

For brands that associate their own values with Lifestyles of Health and Sustainability they are always looking for products, gifts, premiums, incentives etc... in line with these principals. This presents a growing opportunity for items in all categories that can be branded and sold or distributed to markets across the region.

Expo Highlights



Natural Food Kitchen

They say the kitchen is the heart of the home, and at NOPA, the Natural Food Kitchen is the apple of our eye. This year our ever-popular live cooking demonstrations help you stay up-to-date with health trends, delivering even more raw and vegan cooking demonstrations from experienced vegan chefs.



Natural Business Forum

The Natural Business Forum supports retailers and buyers to stay one step ahead of technology market and marketing trends. Educational, informative and actionable, topics like social media promotion and internet retailing ensure sellers and buyers gain knowledge they can directly apply to their businesses.

Innovation & Inspiration



New Product Showcase

Get to grips with the hottest new arrivals in the industry. Over 2000 items are on display each with the potential to take the market by storm. Visitors can vote for their favourites across several categories during the first two days of the show. Winners will be announced at the much-loved Natural & Organic Awards Asia Award Ceremony.



Natural & Organic Products Asia Awards 2017

Natural & Organic Awards Asia celebrates the achievements and contributions of those in the industry. Giving recognition to innovative ideas and newly-launched products, the awards are a benchmark for excellence and set the standard for quality and commitment in the natural and organic industry.



Award Categories

- Best New Natural / Organic Food
- Best New Natural / Organic Beverage
- Best New Health & Nutrition Product
- Best New Natural Living Product
- Best New Natural / Organic Beauty & Spa Product
- Best New Natural / Organic Mother & Baby Product
- Best New Natural / Organic Healthy Snacks
- Outstanding Natural / Organic Product Award

Targeted Marketing Campaign

Our comprehensive, targeted marketing campaign leverages NOPA's extensive visitor database. Spread the word about your business and maximise your return on investment at the show.

Key Buyer Campaign



Guerrilla Marketing



Pre-show Natural & Organic Awards Asia Showcase



Telemarketing Campaign



Collaboration With Media & Associations



Event Guide



Online Exhibitors Directory



Advertising & Editorial Coverage



Official Website



Direct Mailing & e-Newsletter



Social Media Promotion

Regional Roadshow Events



Business Matching Service



Online Marketing



Networking Events

Buyers and industry professionals gather with suppliers at this valuable networking opportunity to share the hottest industry news and experiences gained from the show. You'll meet with the foremost retailers in the natural and organic sector.



Business Matching Service

Take the hassle out of finding the retailers and buyers you're looking for. Our Business Matchmaking helps facilitate hundreds of new business transactions every year. Our system matches the requirements of buyers directly with exhibitors, even setting up a meeting. Sit back, relax, Business Matchmaking helps you take care of business.



Hosted Buyer Programme

Inviting top-tier buyers from regional chain stores, specialist retailers, major wholesalers and distributors, importers and exporters, the Hosted Buyer Programme conveniently matches buyers with direct purchasing power to their desired sourcing needs.



Distributors Wanted Programme

Are you looking for new distribution channels across the region? We will match you with the right distributors, line up meetings and provide onsite support. Our team will also provide post-show follow-up services. So sit back and relax, we will bring the distributors to you.



Hong Kong - Asia's World City

Hong Kong is a perfect base for companies that want to do business. It is a dynamic city with strong growth prospects and acts as the perfect launch pad into opportunities in Mainland China or regional expansion across Asia. Efficient, established, business-friendly and cosmopolitan, why not explore the many benefits this unique city has to offer?

Book Your Stand Now!

Rates and Packages

Space Only Package

HK\$ 3,500 / m² Or
US\$ 450 / m²

Walk On Package

HK\$ 3,850 / m² Or
US\$ 495 / m²

Walk-on package includes stand carpet, partition walls, standing slat wall and flat shelf, fascia with company name, lighting, power, furniture (counter and chairs) and rubbish bin.

*Allotment subject to booth size

Others

Corner surcharge:
Additional one sqm for each corner
Marketing Fee:
HK\$1,985 or US\$255 per exhibitor



Bringing the natural and organic world together

Global Portfolio of Natural & Organic Products Expo

The Natural & Organic Products Expo has been running in Europe over 20 years. Following years of success running in Europe and the Nordic region, the Asian edition - Natural & Organic Products Asia was launched in 2014 and now is the most established natural and organic products sourcing platform in Asia.

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diversified

COMMUNICATIONS ■ HONG KONG

Diversified Communications is a fast growing business communication company headquartered in the United States. With 10 divisions in 12 countries, Diversified operates 100 face to face events annually across 17 business sectors. Our team understands the industry – an impressive portfolio including one of the most successful and award winning trade shows in this sector. The group also produces Britain's leading trade magazine for the natural and organic products industry since 1993. In Hong Kong, Diversified Communications organises a growing portfolio of events including the highly successful Restaurant & Bar, Seafood Expo Asia, Retail Asia Expo which embrace an established relationship with key buyers in the food and retail industry.

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If you do not wish to receive any marketing materials from Natural & Organic Products Asia, please notify the Marketing Department – Opt Out by email at info@naturalproducts.com.hk



Instagram: nopa_expo

