

Top industry speakers confirmed for camexpo 2011

Momentum continues to build for camexpo 2011, with the announcement of a host of top names to headline this year's free Keynote seminar line-up. Professor George Lewith, Dr Marilyn Glenville, Patrick Holford, Jan de Vries, Bharti Vyas, Dr Rob Verkerk, and leading clinical nutritionist Neil E. Leven, are just a few of the speakers confirmed to appear over 22-23 October in the show's two, Nutri Centre sponsored, theatres at Earls Court, London.

Since training and development is key to the running of any successful business, camexpo's free education programme, which seeks to include – and promote – as many different CAM modalities as possible, offers attending practitioners and healthcare professionals an unrivalled opportunity to be kept up-to-date with all the latest research and developments by some of the biggest and brightest names in the natural healthcare industry.

This year's Keynotes open with a session by Professor George Lewith, head of health research at the University of Southampton, giving an introduction to 'The College of Medicine', which was launched in October last year (10.30am Saturday 22 October). The college is the first organisation to attempt to bring doctors and other health professionals together with patients and scientists on an equal footing, and, in doing so, aims to raise acceptance of using integrated medicine to improve patient healthcare.

Integrated medicine, which advocates combining all appropriate therapies (both conventional and alternative) for the treatment and prevention of illness, has always been a hotly discussed topic at camexpo. This year is no different, with renowned naturopath Jan de Vries championing the importance of the natural health sector working together in his session on the role of the complementary practitioner today (12.45pm on Sunday 23 October).

"I think it is very important that 'united forces' such as CAM and complementary institutes, who are working together with the orthodox system can do a lot of good," says de Vries. "After all both systems are there to help the human suffering and that should be absolutely central."

Dr Marilyn Glenville, the UK's leading nutritionist specialising in women's health, is also keen to promote the integrative approach. Talking in a recent interview with *Natural Products* magazine's editor Jim Manson, Glenville commented that practitioners must "educate" patients on all the options available to them so they "can make informed decisions" about their own healthcare.

"For many other areas like fertility, for example, we can offer an Integrated Medicine approach. So that women can have the best of both worlds – natural and conventional medicine. For me the two are not necessarily mutually exclusive and both can benefit from each other," says Glenville.

Like de Vries, Glenville is a keen supporter of the show. She believes camexpo is a "must attend event for any CAM practitioner".

"I am involved with camexpo because it is the only show in the UK dedicated to practitioners. It offers practitioners and students access to seminars given by well-known specialists with the added benefit of CPD points," says Glenville. "The show is a one-stop event to be able to see suppliers and pick up useful information on new products, to meet the schools and colleges and to get information on how to grow your practice."

A regular speaker at camexpo for the past six years, Glenville will be hosting two Keynotes for visitors to camexpo 2011 – 'Natural solutions to the menopause' at 1.45pm on Saturday 22 October and 'Food allergies/intolerances: can they cause weight gain?' at 2pm on Sunday 23 October.

Given its relevancy to practitioners, Dr Rob Verkerk, founder and director of the Alliance for Natural Health, will give an important legislation update in his session on 'The art of nutritional and herbal practice in the minefield of European and UK regulation' (12.40pm on Saturday 22 October). Focusing on the recent legislative changes affecting health food and herbal products, Verkerk will discuss the status of the latest laws, as well as the workarounds, and their implications for UK CAM practices and health store retailers.

Familiar faces at the show include Gill Tree, managing director of Essentials For Health; Kush Kumar, chair of the Complementary Therapists Association; and Jayney Goddard, president of The Complementary Medical Association. Whilst new speakers for 2011 include Margaret Coats, the CNHC's new interim chief executive and registrar (from 1 September); Mary Atkinson, winner of camexpo's Outstanding Achievement Award 2010; nutritional therapist Antony Haynes, head of technical services at Nutri-Link; and celebrity holistic therapist Bharti Vyas.

Vyas, who'll be making her camexpo debut with a FHT-sponsored session on whether beauty treatments can truly be holistic (10.30am on Sunday 23 October), commented: "I am very much looking forward to exploring what it means to be a holistic

therapist when faced with the pressures of modern therapies. With all the seminars on offer, camexpo is one of the highlights of the CAM calendar."

NOW Foods' nutrition education manager Neil E. Levin will also be adding camexpo speaker duties to his – already impressive – résumé. A board-certified clinical nutritionist, professional member of the International & American Associations of Clinical Nutritionists, and the current corporate secretary/program chair (past president) of the American Nutrition Association, Levin is an illustrious 'big name' addition to this year's line-up. His session on 'The virtues of Vitamin D: it's time we saw the light', at 10.30am on Sunday 23 October, will explore Vitamin D's role "in immunity, blood sugar management, cardiovascular health, brain and mood".

According to Levin, over the years Vitamin D has either been "overlooked" or under prescribed "due to fears of toxicity".

"Preventing potential overdoses overlooked now obvious deficiencies," says Levin. "The international medical community now recognises numerous additional benefits for vitamin D beyond bone health, suggesting higher levels than previously thought prudent."

Due to the anticipated popularity of these free Keynotes, camexpo's organiser, Diversified Business Communications UK, are urging attendees to arrive at the venue as close to show opening as possible (10am on both days); as seminar seating is limited and allocated on a first-come-first-served basis.

Another speaker expecting capacity crowds this year is leading nutritionist Patrick Holford, whose session on 'The Feel Good Factor' (3pm on Saturday 22 October) is set to prove popular with practitioners looking for a natural alternative "to antidepressants or other prescription drugs" for their clients.

"camexpo is a fantastic event where anyone interested in complementary and alternative therapies can learn a great deal from the huge variety of speakers, seminars and workshops on offer," says Holford.

camexpo's training and education programme, includes 37 informative free demos from a selection of hand-picked exhibitors in the show's Demo Theatre and on the CAM stage LIVE, plus 48 Taster Workshops, sponsored by Balens, designed to offer bite-size introductions to a multitude of new therapies and techniques (sessions are £17.50 each incl VAT and can be booked in advance).

For further information and to register, visit www.camexpo.co.uk (please use priority code CAMEX024 to register in advance for £5.50). Please note, entry prices may vary with different promotional codes.

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camexpo has been shortlisted for Best UK Trade Show Exhibition (Under 2,000m²) at the Association of Event Organisers (AEO) Excellence Awards for three consecutive years. In July 2011, it was awarded Highly Commended by the AEO judges.

camexpo is the UK's leading event for complementary and alternative healthcare. It is the key event of the year for practitioners, therapists, students and independent health store retailers looking to source all the latest CAM products and services, keep up-to-date with new industry developments, and invest time in their own professional training and development.

Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to camexpo, Diversified UK also organises the Independent Health Store Conference, Natural & Organic Products Europe, lunch!, office and Service Desk & IT Support Show. It publishes Natural Products – the industry's leading trade magazine, and the Natural Beauty Yearbook.*

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