



# Natural Products Scandinavia

10-11 October 2012  
Malmö Expo Center

## Natural Products Scandinavia appoints Senior Manager

Diversified Business Communications UK has today announced the appointment of Karl Morgan as the new Event Manager for its important new industry launch – Natural Products Scandinavia. The latest addition to the organiser's growing trade show portfolio, Natural Products Scandinavia is a major new European event for the Scandinavian natural and organic market, taking place on 10-11 October 2012 in Malmö, Sweden.

Morgan has extensive experience of the trade show industry, including several years as Exhibition Sales Manager at one of the UK's leading exhibition venues, Earls Court & Olympia. Whilst his previous position also include head of sales at one of the UK's leading race courses and event manager of Fly – The London Air Show.

"I have known Karl for many years and I am delighted he has chosen to join Diversified to head up this important new event," says Carsten Holm, managing director of Diversified UK. "Karl is one of the best project and account managers I know, with a rare eye for detail and a commitment to deliver maximum value for his customers. I know the industry will enjoy working with Karl and that he will make sure that we deliver a fantastic new event for the Nordic region".

Commenting on his appointment, Morgan says: "I am thrilled to be working on the inaugural Natural Products Scandinavia. It is clear from the feedback received that there is massive support and indeed a real need for this event. I look forward to getting to know everybody from the industry and together delivering an event that truly creates business opportunities, inspires, educates and is used as a good opportunity to network and socialise with good friends and new contacts."

"Having known Carsten for a number of years I am so pleased to finally have the opportunity to work with him and the cracking team at Diversified Business Communications," continued Morgan.

Morgan will work in conjunction with Diversified UK's local project consultant Lars Larsson, based in Malmö, who has extensive experience of the Scandinavian health food industry and has been the director of Hälsöfackhandelns Riksförbund (Swedish Health Food Retailers' Association) since 2000. The Natural Products Scandinavia team will also be supported by their highly experienced colleagues based at Diversified UK's Brighton office.

Natural Products Scandinavia has been developed in consultation with leading trade associations and interest groups and follows over two years of research. For more information, please download the show's brochure via the following link: [http://naturalproductsonline.co.uk/wp-content/uploads/NOS\\_brochure\\_lores.pdf](http://naturalproductsonline.co.uk/wp-content/uploads/NOS_brochure_lores.pdf).

Applications for stand space are now being invited, with the allocation process beginning mid-September 2011. For more information, please contact Karl Morgan in the UK ([kmorgan@divcom.co.uk](mailto:kmorgan@divcom.co.uk)) or Lars Larsson in Sweden ([lars.larsson@halsofackhandeln.se](mailto:lars.larsson@halsofackhandeln.se)).

###

### Media & Exhibitor enquiries to:

Karl Morgan, Event Manager

Diversified Business Communications UK

t: +44 (0)1273 645141

e: [kmorgan@divcom.co.uk](mailto:kmorgan@divcom.co.uk)

[www.naturalandorganicscandinavia.com](http://www.naturalandorganicscandinavia.com)

### Scandinavia office:

Lars Larsson, Project Manager

Nordenskiöldsgatan 13, S - 211 19 Malmö

t: +46 (0) 40 970560

e: [lars.larsson@halsofackhandeln.se](mailto:lars.larsson@halsofackhandeln.se)

*Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. Diversified UK publishes Natural Products – the industry’s leading trade magazine, and the Natural Beauty Yearbook. In addition to Natural & Organic Scandinavia and Natural & Organic Products Europe, the company also organises camexpo, the UK’s leading event for complementary and alternative healthcare, the Independent Health Store Conference, lunch! and office\*. <http://twitter.com/DiversifiedUK>*

*Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.*