



1-2 APRIL 2012 GRAND HALL | OLYMPIA | LONDON

## Strong international presence at Natural & Organic Products Europe 2012

Visitors to this year's Natural & Organic Products Europe trade show at London's Olympia on 1-2 April will enjoy an increased opportunity to expand their international ranges, with exhibitors from over 26 different countries now confirmed.

As the UK's only dedicated annual industry event, Natural & Organic Products Europe offers a unique proposition for international manufacturers and suppliers looking to strengthen and expand their trade presence in the UK's and Europe's growing natural and organic market, say organiser Diversified Business Communications UK. This can only be good news for buyers attending in 2012. For, with around a , not only will visitors benefit from seeing hundreds of innovative UK brands but also some of the best, and most exclusive, natural and organic products the world has to offer.

"Over the past 16 years, Natural & Organic Products Europe has become recognised as the key platform for introducing new natural and organic products onto the European market," says event director Simon Barry.

"For 2012, the show will host national pavilions from France, Italy, Latvia, Austria, Brazil and the USA, with many other countries participating at an individual level – including the Republic of Ireland, Australia, Canada, Mexico, New Zealand, Cyprus, Denmark, the Netherlands, Hong Kong, India, Portugal, Romania, Spain, Sweden, South Africa, the Czech Republic, Slovenia, China, and the Republic of Korea. So, whether buyers are coming from just a few miles away or flying in from across the globe, they'll find plenty here that they simply won't find at any other show," says Barry.

Countries increasing their presence for 2012 include Latvia, hosted by the Investment and Development Agency of Latvia, which has doubled the size of its pavilion, and France, which will now occupy two pavilions for the first time, with its beauty and food contingents now split between the dedicated Natural Beauty & Spa area and The Natural Food Show respectively.

French natural beauty companies participating within the Natural Beauty & Spa show include organic essential oils producer De Saint-Hilaire; Famille Mary, creators of natural beauty products using honey and royal jelly; organic shea butter importers Karite Europe Africa; Ab Cosmetic, with its Marilou Bio cosmetics brand; Tech & Co; and natural Aleppo soap producers Terre d'Ecogis.

Food and drink suppliers within The Natural Food Show's French Pavilion include Choc' fleurs, creators of organic chocolate with flower petals and hemp seeds; jams, chutneys and preserves producer Naturgie; organic bakers Moulin Du Pivert; Tech & Co; organic cheese maker Fromagerie la Lémance; master chocolatiers Saveurs et Nature; confectionery manufacturers Europa Sweet; cold-pressed organic oil producer Jules Brochenin; organic olive oil supplier Mondolio; and Lactalis Nutrition Sante – a division of the Groupe Lactalis, the world leader in dairy products.

Another European country keen to continue to promote its excellent reputation for cuisine is Italy, with a new Italian Village to feature a variety of speciality food and drink suppliers, including Abafoods, creators of organic vegetable and fruit drink brands Isola Bio and Sole del Mattino Bio; organic fine food importers The Sicilian Deli; and organic wine producers Azienda Agricola Durante. The Natural Food Show also boasts several returning Italian exhibitors, including organic and free-from food producer Fiorentini Alimentari and Terra Bio Soc. Coop – an organic association of over 60 agricultural and processing operations in the Italian Marches region (Le Marche).

Demeter International – the world's only certifier of Biodynamic® farms and products – is also back at the show for the seventh consecutive year to host its own dedicated pavilion within The Natural Food Show. Fellow exhibitors, and leading advocates of biodynamic agriculture, include Naturata – one of the biggest suppliers of Demeter foods; organic baby food producer Holle Baby Food; veggie lifestyle brand Viana; and organic frozen food specialist Natural Cool.

Brazil and the USA are also set to make their mark in the newly rebranded Health & Nutrition and Natural Living section of the show. With Wisdom Natural Brands, the leading US manufacturer of stevia products (including SweetLeaf Sweetener and Wisdom of the Ancients tea); Miracle Noodle, creators of low calorie replacements for pasta or rice; and healthy tamales producer the Arizona Tamale Factory heading up the American contingent, and Brazilian exhibitors to include 100% Amazônia, with products made from amazonian superfruits such as acai berries, acerola, cupuacu, tapereba, buriti, and bacuri; and Art De

Terra, producers of stylish fashion handbags made of all-natural golden grass and indigenous natural fibres.

Other international companies making their debut in 2012 include Fitness Pharma by Natupharma – the top selling Scandinavian vitamin brand; Organic Beverages BV, Dutch-based creators of soft drink Oggu; Spanish olive oil producer Stefan Balachandran; olive oil soap producer Nablus soap BV from The Netherlands; Indian natural aromatic and perfumery oils producer Rakesh Sandal Industries; Canadian-owned, vitamin D supplements manufacturer Ddrops Company; US-based Interhealth Laboratories, creators of TIBET Trim; French food ingredient supplier Experfood; the Czech Republic's herbal cosmeceuticals producer Herbamedicus GmbH; and leading Australian natural health company Swisse Vitamins. Whilst international Vegan trademark holders Sonnentor from Austria; TOPAS Klaus Gaiser (founders of Wheaty) from Germany; and Azimut-Vester Company from Slovenia, will all be joining the Vegan Society in The Natural Food Show's first ever dedicated Vegan Pavilion.

Natural & Organic Products Europe – Europe's biggest showcase of natural, organic, Fairtrade, free-from and eco-friendly products, will return to Olympia, London, on 1-2 April, with over 600 exhibitors. The event is free to attend for pre-registered trade visitors. To register, please visit <http://www.naturalproducts.co.uk> (and quote priority code NPE12050 when prompted).

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*Natural & Organic Products Europe is the UK's biggest trade show for the natural products, health food and organic sectors. It is the key event of the year for independent health store retailers, wholesalers and distributors, supermarket and multiple buyers, and specialist and organic shop owners looking to source the very best in natural, organic, biodynamic, fair trade, artisan and sustainable products.*

#### **VISITOR INFORMATION:**

*Admission: Free to all trade visitors (please note, members of the public are not permitted and visitors may be asked to provide proof of their trade status on entry)*

*Location: The Grand Hall Olympia, Kensington, London W14 8UX*

*Opening hours: Sunday 1 April 9.30–17.30 & Monday 2 April 9.30–17.00*

*Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. Diversified UK publishes Natural Products and the Natural Beauty Yearbook. In addition to Natural & Organic Products Europe, the company also organises camexpo – the UK's leading event for complementary and alternative healthcare; lunch! – the UK's premier out of home food and drinks trade event; office\*; office INTERIORS; The Service Desk & IT Support Show; and, new for 2012, Natural Products Scandinavia.*

*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.*