



# *Natural Products Expo Asia 2008*

## *Post-Show Report*

Natural Products Expo Asia, one of the leading natural, organic and healthy products trade show in Asia, posted 12% growth in overall attendance this year. Produced by New Hope Natural Media, a division of Penton Media, Natural Products Expo Asia covers the entire spectrum of healthy products, from product development to ingredient purchasing and manufactured products to retail. Now in its 6th year, the show continues to expand its profile, networking and business opportunities in this dynamic and fast growing industry.

### **KEY STATISTICS**

Fair Name: **Natural Products Expo Asia 2008**  
Show Date: **June 26 – 28, 2008 (Thur – Sat)**  
Venue: **Hall 2, Hong Kong Convention & Exhibition Centre**

		<u>Variation / 2007</u>
Total Exhibiting Companies:	<b>348</b>	<b>+16%</b>
Total Exhibiting Countries:	<b>30</b>	<b>-6.6%</b>
Total Attendees:	<b>10,083</b>	<b>+12%</b>

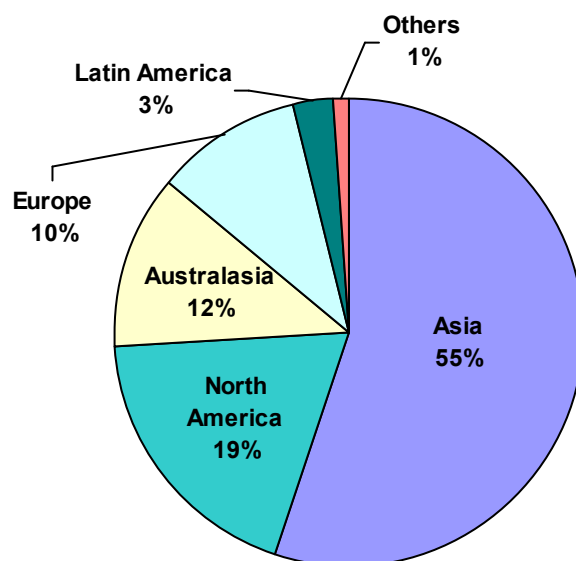
### **ATTENDEES PROFILE**

#### **GEOGRAPHIC BREAKDOWN**

Natural Products Expo Asia attracted **10,083** attendees from **48** countries and regions (45.5% increase) including China, Taiwan, Korea, Malaysia, Philippines, United States, Thailand, Singapore, Japan, Canada, Australia, India, Indonesia, Macau, Vietnam, United Kingdom, France, Germany, Netherlands, Switzerland, New Zealand, Sweden, Pakistan, Switzerland, Colombia, Mexico, Saudi Arabia, South Africa, Italy and U.A.E., etc.

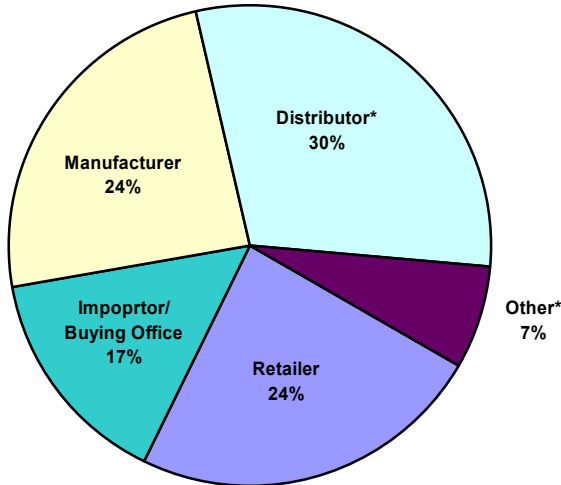
The fact that almost half of our attendees travelling more than 10 hours to attend the event speaks to the quality of the event itself and the business opportunities it represents.

As a “gateway” into Chinese and Asian markets, Natural Products Expo Asia surely provides an ideal platform for exhibitors and buyers around the world to meet potential business partners.



**BRAEKDOWN BY BUSINESS NATURE OF ATTENDEE COMPANIES**

Natural Products Expo Asia offers a one-stop to buyers from every channel of distribution in the natural and organic products industry.



\* Others : Media / Trade Board / Trade Commission / Industry Association

**BREAKDOWN BY ATTENDEE TITLES**

The majority of attendees are purchase decision makers. No other event in Asia delivers the quality and seniority of buyers that Natural Products Expo Asia attracts.

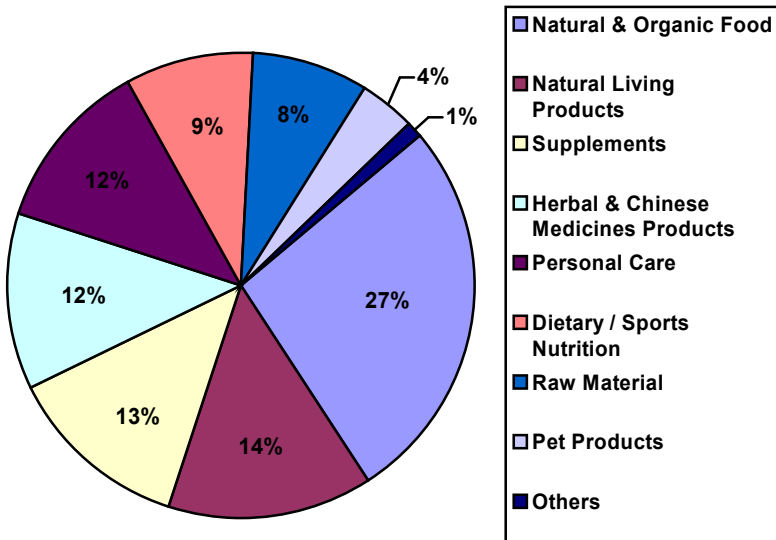


^ Top Management : President / VP / Corporate Executive / Director / Marketing Director

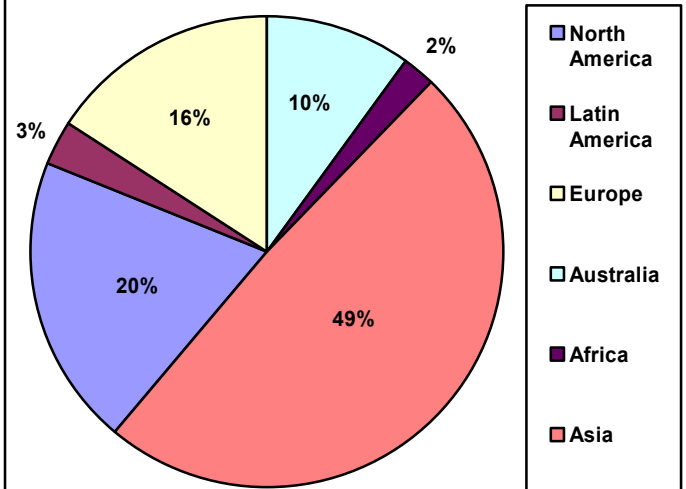
\* Others : Broker / Sales Manager / Sales Representative

**BREAKDOWN BY PRODUCT SEGMENT INTEREST**

Natural Products Expo Asia attendees are interested in products from a vast array of categories. They have strong buying interests in buying the following products:



**BREAKDOWN BY REGIONS ATTENDEES REPRESNET OR PURCHASE FOR**



## SUPPORTING ORGANIZATIONS OF EXPO ASIA 2008

### SUPPORTING ASSOCIATIONS:

China Health-Product Quality Association Committee  
 Club O – Green Living Education Foundation  
 Hong Kong Health Food Association  
 Hong Kong Organic Faming Association  
 Hong Kong Organic Resource Centre  
 International Alliance of Dietary / Food Supplement Associations  
 Korea Health Supplement Association  
 Natural Products Association China  
 Natural Products New Zealand  
 Nippon Pharmacy Association  
 Organic Federation of Australia  
 Organic Food Development Center for the Ministry of Environmental Protection  
 Taiwan Natural and Organic Association  
 The National Association for Sustainable Agriculture Australia Limited  
 U.S. Agricultural Trade Office Hong Kong  
 U.S. Department of Commerce

### SUPPORTING MEDIA :

American Taste  
 Asian Hotel & Catering Times  
 Beauty & Hair Magazine  
 China Food & Beverage Online  
 Food Review Magazine  
 Fruit Times  
 Gilman Home Appliance  
 Ginsye Harbour Cultural Transmission Co., Ltd.  
 Health Business Magazine Co.  
 Naturalhealthreview.org  
 NPI Center  
 Retail Asia Magazine  
 Ringier Trade Publishing Limited



## **EXHIBITOR ENDORSEMENTS**

Here's what our exhibitors said about participating Natural Products Expo Asia 2008. If you want to succeed, like our exhibitors, in the fast-growing Asian markets, don't miss our next show in 2009!



### **Organic Food Development Centre, State Environmental Protection Administration (China)**

Natural Products Expo Asia is a perfect and effective platform for domestic and foreign organic products to enter Asia. It also facilitates the development of organic agriculture as well as establishes of linkages within the sector. The relationships of OFDC and our organic partners have been greatly enhanced through the show. OFDC would like to lead more exhibitors to participate this important event next year.

*Mr. Xiao Xing Ji, Director of Organic Food Development Centre*

### **Taiwan Natural & Organic Association (Taiwan R.O.C.)**

More amazing than 2007, we are so much impressed by the warmest and most professional services such as buyers-matching, media promotion, forum seminar etc delivered by the Organizer. Each exhibitor from Taiwan Pavilion was easily engaged to several agents from different countries. For sure, you will see a bigger Taiwan Pavilion in 2009. Natural Products Expo Asia truly is the right path leading us to enter the worldwide natural and organic products markets.

*Mr David Chuang, Chair, Taiwan Natural & Organic Association*



### **Department of Agriculture (Republic of the Philippines)**

As I reiterate, despite the strong heavy rains almost throughout the duration of the exhibits, it is very surprising that the quality of buyers, as reviewed by the participants are very good and that the enthusiasm by both the participants and the buyers themselves did not dissipate despite the very bad weather

*Ms Fely Macam, Supervising Agriculturist, Agribusiness and marketing Assistance Service*

### **Hope Science, Inc. (U.S.A.)**

The quality of buyers, exhibitors and facilities were first rate. Our understanding of the marketplace, the challenges and the rewards available was greatly enhanced. For companies looking to expand into the emerging Asian market, this is a first rate show with a great team working behind the scenes. We definitely got our money's worth, and a lot of future business, out of Expo Asia 2008!

*Mr Andy Leteta, General Manager*



### **MM-Nature (Indonesia)**

This year is our first time participating in "Natural Products Expo Asia". Our first impression is really positive. We got many potential buyers and business partners, both from the visitors and exhibitors. The most interesting part is that the exhibitors and buyers are not only from Asia, but from America, Australia and Europe as well. By participating in this exhibition, we are optimistic that we can expand our business. Meet us again next year in "Natural Products Expo Asia 2009".

*Ms Flavia Halim, Marketing Manager*

### **Joyful Organic (Beijing) Ltd. (China)**

"It was a wonderful experience exhibiting at Natural Product Expo 2008. As a first time exhibitor, I was surprised by its high-quality buyers and exhibitors. Not only we have found distributors in Hong Kong, we also have received requests from other countries in Asia. Natural Products Expo provided a great channel for suppliers and buyers to meet."

*Ms Nancy Hsu*

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