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Show Dates: 23 - 25 August 2012 | Hong Kong Convention & Exhibition Centre | 1 Expo Drive, Wan Chai, Hong Kong
Show Floor Hours: Thursday and Friday: 10:00 am – 6:00 pm | Saturday: 10:00 am – 5:30 pm



For Immediate Release

1 Aug, 2012

Natural Product Expo Asia 2012 Co-locating Exquisite Events Bring New Experiences to Buyers

Asia is emerging as a bright spot on the organic development in both exports and domestic consumption. Just China alone, the sales of organic food reached over USD 1.3billion in 2010. Being a leading international exhibition for natural, organic & health products and supplies, the 10th Natural Products Expo (NPEA 2012) will take place on August 23 – 25, 2012 at Hall 3F-G, Hong Kong Convention & Exhibition Centre, hosting an exhibition area of 6,000 m2.

This edition will showcase more than 5,000 types of quality exhibits ranging from food & beverage, dietary supplement, natural and raw ingredients, cosmetics and skin care products, eco-living, spa products and supplies, from over 200 international and local exhibiting companies, offering the best sourcing platform to all trade buyers.

To further enhance the leading status of NPEA in the region, numbers of content-rich educational events will be held concurrently during this 3-days show. Various esteemed speakers will gather at the 4th Nutracon Asia 2012 (August 22 -23, 2012), covering a broad spectrum of practical information including market overview and analysis, research and development, science and technology, consumer behavior, product development, market opportunities and more.

Concurrent Professional Event – Nutracon Asia 2012

Running to its fourth edition, Nutracon Asia 2012 provides new insights to all industrial players in natural, organic and health products. The conference is proudly sponsored by Blackmores (Platinum sponsor; an over 70 years renowned Australian brand) and Eu Yan Sang (Gold Sponsor; Asian specialist in traditional Chinese medicine). Other distinguished speakers include BASF, Abbott Nutrition, Comvita NZ, just to name a few.

Seeing the tremendous opportunity to help people age gracefully, Nutracon Asia is presenting the featured theme, “Healthy Aging”, to attendees in two of the workshops, namely the Functional Food & Supplement Workshop and the Personal Care & Cosmetic Workshop. These workshops aim at flourishing comers with the latest product development and market trends in the area.

Another two attractive workshops include Organic Workshop and Market Access & Focus Workshop. Attendees can obtain valued statistics & analysis and learn from the various case studies that may help business succeed.



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Concurrent Exquisite Event – Healthy Kitchen & Open Forum

Organizers continue to partner up with hottest chef and speakers in town, to heat up the venue with a combination of freshness, deliciousness, innovativeness and boldness. Among all, Children’s Cancer Foundation will have a first-ever healthy soup cooking demonstration on Aug 25, 2012. Attendees can come to source for premier natural products as well as to learn for the importance of healthy ingredients.

Daisy Yim & Dr. Regine Hui from Club O will demonstrate Anti-aging Cookery from the light of traditional Chinese medicine. You can also get their special tips on staying young by “eye massage”. Riding on the success of last edition, Denise Tam & Arlene Wu from Jireh International is proud to return in spicing up the show, using premium fresh ingredients. Mr. Yeah Man, the founder of Natural Network as well as renowned HK Environmental Ambassador, will share the advantage of natural organic life through topic “Leading an Organic Life” at Health Kitchen.

Don’t miss out the spectacular topics at Open Forum! Jeff Crowther, Executive Director of US-China Health Products Association expresses his view on “China’s Dietary Supplement Regulatory and Market Overview” Meanwhile, Zhang Ji-Bin from OFDC will conduct an in-depth analysis on Chinese New Organic Policy — China Organic Market Access. Celine Leung from Organic Times, a famous HK organic products chain stores, will make her debut at Open Forum too, sharing a pondering thoughts of “Organic Living - Really Important”.

Other featured topics include, How to Successfully Import Natural Products into the United States (by FDAImport), A New Model for Health and Wellness in a Changing World (by Power of Flower Healing), just to name a few. (please see below detailed schedule)

Schedule of Healthy Kitchen & Open Forum:

Date	Time	Company & Topics	Speakers
8/23 (Thu)	12:00 – 13:00	OptiBac Probiotics (Inside Probiotics - More Than Just Acidophilus)	Jalal Janmohamed
	14:00 – 15:00	US-China Health Products Association (China's Dietary Supplement Regulatory and Market Overview)	Jeff Crowther
	15:00 –15:45	FDAImport (How to Successfully Import Natural Products into the United States)	Rick Quinn
	16:00 –16:45	TriVita (Nopalea Fights Off Harmful Toxins and "Promotes Optimal Cellular Health")	Sandy Dobronte
	17:00 – 17:45	Power of Flower Healing (A New Model for Health and Wellness in a Changing World)	Isha Lerner
8/ 24 (Fri)	10:45 – 11:45	Hi-Q Biotech (The study of fucoidan from Sagarssum brown seaweed on anti-tumor and lifestyle-related disease)	Pai-An Hwang, Ph.D., Fisheries Research Institute (FRI), COA, Taiwan
	12:00 –12:45	OFDC (Depth Analysis on the Chinese New Organic Policy — China Organic Market Access)	Zhang Jibing, OFDC-MEP



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	13:00 – 13:45	Cell Logic (The NUTRIGENOMIC SOLUTION – a new paradigm for enhanced clinical outcomes)	Christine Houghton
	14:00 – 14:45	Club O –(Anti-aging Cookery)	Daisy Yim & Dr. Regine Hui
	15:00 -15:45	Sun Chlorella (The similarities and differences between Chlorella and Spirulina and other " Green " foods)	Randall E. Merchant
	17:00 – 17:45	China Healthy-product Quality Association Committee (Health Supplement Regulatory and its latest trend in China)	Qian Wei
8/ 25 (Sat)	11:00 – 11:45	Organic Times (Organic Living - Really Important?)	Celine Leung
	12:00 – 12:45	Natural Network (Leading an Organic Life)	Yeah Man
	13:00 – 13:45	Children's Cancer Foundation (Healthy Soup)	Mr. Victor Chan
	14:00 -15:30	Jireh International (Healing with Healthy Oils)	Denise Tam & Arlene Wu

NPEA is organized by New Hope Natural Media and Penton Media Asia Ltd., supported by various local and overseas organizations including United States of America – Department of Commerce, Agricultural Trade Office – U.S. Consulate General Hong Kong, Australian Trade Commission, Brazil Consulate, New Zealand Trade & Enterprise, UK Trade & Investment, Hong Kong Tourism Board and Invest HK, etc. NPEA will be taking place at Hall 3F-G, Hong Kong Convention & Exhibition Centre on 23-25 August, 2012. The first 2-show days is set aside for trade visitors only, while the last day is open for trade visitors and public (admission fee HK\$20)

For show details and visitor pre-registration, please visit the official website at www.NaturalProductsAsia.com or contact with Expo Asia team.

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Official Website : www.NaturalProductsAsia.com

New Hope Natural Media (www.newhope360.com), a division of Penton Media Inc., is the leading media resource and information provider for the natural, organic and healthy products industry, with print, in-



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For more exhibitors / products information, please visit

http://www.naturalproductsasia.com/ea12/CUSTOM/Uploads/NPEA2012_ExpoUpdate-2.pdf