

**Austrade Hong Kong invites New Exporters to participate in the
“Australian Natural Health Showcase” at The Natural Health Fair 2006**

~ space limited - only 12 booths available~

The Natural Health Fair 2006

The Natural Health Fair has emerged as one of the largest and most important trade exhibitions for natural health and related products in Asia. The 3-day fair is devoted to ***natural, organic and functional food and beverages, dietary supplements, natural health remedies, nutraceuticals and ingredients, and any other products and services conducive to healthy living.***

The Fair, co-located with Cosmoprof Asia, the largest international beauty trade event in Asia, attracted a combined attendance of almost 39,000 buyers from 90 countries in 2005.

The exhibition combines traditional marketplace trading with tremendous networking opportunities as it embraces the health and beauty industry as a whole.

This year’s Natural Health Fair will be staged from 15-17 November 2006 and is a major focus in Austrade’s strategy for expanding the presence of Australian natural products in Hong Kong and the surrounding region.

Facts and figures from Natural Health Fair 2005 & Cosmoprof Asia 2005

Gross Exhibition Area:	40,000 square metres
Number of Exhibitors:	1002 exhibitors from 36 countries
Number of national pavilions:	14
Number of Buyers:	38,786 buyers from 90 countries
More information is available online:	www.naturalhealthfair.com

Australian Presence in 2006

To demonstrate Australian capability in the health sector, and to assist Australian companies to win business in Asia, Austrade organises an Australian Pavilion in the Natural Health Fair each year. The Australian Pavilion will once again be a feature at the Natural Health Fair 2006. To assist companies that are making their initial market entry in the region, Austrade has negotiated a special New Exporter Package for the Natural Health Fair 2006, under the banner of the “**Australian Natural Health Showcase**”.

The Natural Health Fair 2006 is organised in conjunction with Cosmoprof Asia 2006 and Austrade is organising Australian national pavilions at both events. If your company produces cosmetics, skincare and hair care products, beauty treatments and equipment or similar products, and you are



interested in further information about participation in the Australian pavilions at Cosmoprof Asia 2006, please contact Ms Rebecca Hsu, Business Development Manager in our Hong Kong office, on tel: (852) 2588 5320 or email: rebecca.hsu@austrade.gov.au

Austrade-led Buyer Missions from other countries

The Natural Health Fair is an ideal opportunity for companies that are considering entry into other Asian markets in addition to Hong Kong, as it provides exhibitors with the chance to meet key buyers from many countries in one location at one time.

To maximise the benefit for Australian exhibitors in this event, Austrade has therefore endorsed The Natural Health Fair as our key annual health-related promotional activity in Asia, and in 2005, Austrade led 10 **Buyer Delegations** from 10 neighbouring countries with a total of 126 qualified buyers visiting both the Natural Health Fair and Cosmoprof Asia exhibitions.

In 2006, we have extended invitations to buyer delegations from across Southeast & Northeast Asia to maximize the benefit for our exhibitors.

Pre-Exhibition Business Matching with members of these buyer delegations will be conducted by the Austrade office in each country.

Austrade Support

Austrade will produce a colour brochure illustrating all Australian Exhibitors in Australian Pavilions in the Natural Health Fair 2006.

Your company / product information will be sent out to both Hong Kong and overseas buyers prior to the exhibition.

Austrade will also be assisting and facilitating on-site meetings during the exhibition.

Austrade's New Exporter Package

A standard 9 square metre booth in the Australian Pavilion at the Natural Health Fair 2006 is priced at USD 3,105 and the price for a 12 square metre booth is USD 4,140.

As a cost-effective alternative to a standard booth, Australian companies that meet the conditions specified below can apply for **Austrade's New Exporter Package**.

This package entitles participants to exhibit in the Australian Natural Health Showcase, which will be located within the Australian Pavilion at the Natural Health Fair 2006.

Details are as follows:



Booth Size: 6 square metres per company
Price: USD1,850
Booth Location: Australian Pavilion
Hall 1, Hong Kong Convention and Exhibition Centre

This special price includes 6 square metres per company, booth design and construction, and basic facilities in the booth as following:

100W Long-arm Spotlight	2
13Amp/220 V Square Pin Socket (Max. 500 Watt)	1
White Folding Chair	2
White Square Table with Chrome Leg	1
Table Showcase with Lockable Cupboard	1
Waste Bin	1

Conditions

The New Exporter package is designed for new exporters in natural health and related industries that have not previously exhibited in the Natural Health Fair.

To take advantage of this special package, the following conditions will apply:

1. Applicants must be registered in Austade’s New Exporter Development Program or have not exported their products to any countries prior to the Exhibition;
2. Applicants must not have exhibited at previous Natural Health Fair exhibitions. Each eligible participant is entitled to exhibit in this showcase once only. The Natural Health Fair organizers reserve the right to refuse any exporters that deem unqualified;
3. Applicants cannot share or sub-let the booth;
4. A company representative must be present in the booth throughout the exhibition; AND
5. Applicants agree to comply with the Standard Rules & Regulations listed at the back of the Contract for Exhibition Space and sign the Acknowledgement of Standard Rules & Regulations provided by the Natural Health Fair organizers.
6. The Natural Health Fair organizers will also prepare a list of additional furniture and fixtures that showcase exhibitor may order for their Showcase booth. Because of the smaller size of the Showcase booths, this list may set limits on the quantity or combinations of items that can be ordered. Any removed/ unwanted furniture and fixture items for showcase participants cannot be exchanged for other facilities. Any additional order will be at the participant’s own cost.



Exhibitors under the New Exporter Package will exhibit in the “Australian Natural Health Showcase” booth. The booth fascia board will show “**Australian Natural Health Showcase**”, as individual company names will not be displayed on fascia boards.

This offer is available for The Natural Health Fair 2006 only.

How to Participate

Please confirm your participation by faxing back the Exhibitor Registration Form (Appendix 1) and Exhibits Information Form (Appendix 2) to:

Sally Lam, Business Development Manager, Austrade Hong Kong

before 30 June 2006.

Space is limited so please book early. Booth locations will be allocated on a first come first served basis.

If you are registered in Austrade’s New Exporter Development Program, it is recommended that you discuss with your Export Advisor before finalizing your decision about participation.

Accommodation Arrangements

It is highly recommended that you make your accommodation booking as soon as possible, as it will be difficult to get rooms during the exhibition.

Austrade Hong Kong contact

If you have any queries, please contact:

Sally Lam, Business Development Manager

Austrade Hong Kong

Tel: +852 2588 5315

Mobile: +852 9033 0260

Facsimile: +852 2827 4145

Email: sally.lam@austrade.gov.au

Leonie Smith, Export Adviser

Austrade Sydney

Tel: +612 9390 2044

Email: leonie.smith@austrade.gov.au

We look forward to working with you in the Australian Pavilion!



APPENDICES

1. Exhibitor Registration Form

If you are interested in participating in this event, please complete the Exhibition Registration Form and return it to **Sally Lam**, Austrade Hong Kong on fax: **+852 2827-4145** by **Friday, 30 June 2006**.

2. Exhibits Information Form

Please complete the Exhibits Information Form and fax with your Exhibitor Registration Form to Sally Lam in Austrade Hong Kong.



EXHIBITOR REGISTRATION FORM

Registration deadline: **Friday 30 June 2006**
 Please return original to: **Sally Lam, Austrade Hong Kong, Fax: +852 2827 4145**

Company Name _____	ABN _____
Contact Person _____	Position _____
Mail Address _____	State _____ Postcode _____
Tel [] [] _____	Fax [] [] _____ Mobile _____
Email _____	Website _____
Products to be displayed _____	Brands _____

Eligibility for Participation: Exhibitors who are taking the offer of this New Exporter package must meet the following criteria. Austrade reserves the right to decline the application if applicants do not meet these criteria.

- 1(a). I am registered in Austrade’s New Exporter Development Program. My Export Advisor is _____.
- or
- 1(b). I am not in Austrade’s New Exporter Development Program but I have not exported before and
2. I have not exhibited at the Natural Health Fair previously

I, _____ (the authorised signatory), on behalf of _____ (company name) hereby apply to exhibit as one of the participants in the “Australian Natural Health Showcase” at the Natural Health Fair 2006 in Hong Kong, under the terms and conditions of the Austrade New Exporter Package.

_____ (company name) hereby enters into an Agreement for Austrade’s services and accepts the terms and conditions below.

Austrade New Exporter Package at The Natural Health Fair 2006	Cost
Booth Size: minimum 6 square metres Location: “Australian Natural Health Showcase”, Australian Pavilion, The Natural Health Fair 2006	US\$1,850
Anticipated expenses to be incurred in undertaking above assignment:	Nil anticipated
Payments to be made on behalf of the participant:	Nil anticipated
Total	US\$1,850

Note: this amount will be charged in Australian dollars at the prevailing exchange rate on the day the transaction is processed

Signed: _____ Title: _____ Date: _____

Please note: Credit card is the normal method of payment. Please complete the following Credit Card Payment Authority and fax back with your Exhibitor Registration Form. If payment by credit card is not possible, please discuss alternative payment options with Austrade Hong Kong.

Credit Card Payment Authority

- BANKCARD MASTERCARD VISA AMERICAN EXPRESS DINERS

Card Number: _____ - _____ - _____ - _____

Card Holders Name: _____

Card Holders Signature: _____ Card Expiry Date: _____



Terms and Conditions of Participation

Selection Criteria

The selection of participating companies will be at Austrade's discretion using the following criteria: participants will either be registered in Austrade's New Exporter Program or not have previously exported; participants will not have exhibited in previous The Natural Health Fair exhibitions.

Terms & Conditions

1. AUSTRADE reserves the right to accept or reject any application, to exhibit or withhold any items submitted for exhibition purposes, and to allocate space and position in accordance with the overall design and limitations of venue and any other special circumstances that may arise. Exhibitors cannot sub-let exhibition space to other parties without AUSTRADE's prior written agreement.
2. The exhibitor will make all arrangements, accept all responsibility, and meet all costs for the supply and disposal of exhibit items, including packaging, documentation, freight, handling, insurance, customs clearance, import duties and other taxes.
3. No items on display may be removed by the exhibitor or authorised representative from the exhibition site during the exhibition. Exhibitors undertake to take possession of their display goods at the conclusion of the exhibition or when requested to do so by AUSTRADE or its accredited officers.
4. All exhibitors must obtain Austrade approval of any sponsorship arrangements prior to participation in this exhibition.
5. In the event of an exhibitor's withdrawal from the exhibition AUSTRADE accepts no responsibility for any financial losses incurred. (See **Withdrawal** clause below)
6. Austrade reserves the right to cancel or postpone an exhibition at any time and Austrade will not be liable to pay compensation, damages or costs to any person arising from the postponement or cancellation of the exhibition, at Austrade's sole discretion, as a result of force majeure, Act of God, or any government act, fire, earthquake, explosion, actual or the perceived risk of a terrorist or violent act, industrial dispute, civil commotion, accident or anything beyond the control of Austrade and whether happening in Australia or elsewhere.
7. The exhibitor agrees to indemnify AUSTRADE, its employees and agents against all actions, proceedings, claims and demands which may be brought or made against AUSTRADE, its employees and agents, by any person, firm or corporation in respect of any loss, damage or injury (including death) occurring to any person or property arising out of or in connection with the participation or proposed participation in the exhibition or the use or occupation of the space and position allocated by AUSTRADE or from anything owned, operated, exhibited, displayed, demonstrated by or under the direct or indirect control of the exhibitor or arising from the cancellation or postponement of the exhibition and such indemnity shall include any costs incurred by AUSTRADE in defending such actions, proceedings, claims and demands and any costs incurred in being represented at any proceedings arising out of any accident including any inquiry or inquest.
8. Access to an AUSTRADE exhibition site is restricted until payment is received in full, prior to the commencement of the specified exhibition. Austrade reserves the right to prohibit access by the exhibitor to the exhibition site where payment has not been received in full prior to the commencement of the event.
9. Late registration – In the event that a potential exhibitor registers after the published deadline of a specified exhibition, and should space be available to accommodate this client, Austrade will endeavour to accommodate the client but there will be no guarantee provided that will ensure the client a place in the specified exhibition.
10. These terms and conditions will be governed by and construed in accordance with the laws of Victoria.

Payment Terms and Exhibitors' Responsibilities

Payment Terms

All invoices for exhibition participation are payable within the terms of the invoice and prior to the exhibition. Exhibitors will not be permitted to exhibit under the terms of this agreement until full payment is received by AUSTRADE. Space is not confirmed until payment is received.

Late Applications

Applicants who apply less than 60 days before the exhibition will be sent an invoice for the total participation fee and will be required to pay strictly within the stated terms.

Withdrawal

An exhibitor will be liable for costs up to the value of the full participation fee should they decide to withdraw at any stage after an application form is received by Austrade, unless a suitable replacement is found. Austrade makes no guarantees to find a replacement but shall use its best endeavours, at its discretion. Once notice of withdrawal is given, Austrade reserves the right to re-contract the space without further consultation.

If a suitable replacement is contracted, the exhibitor may still be liable for costs incurred by Austrade on their behalf. This may include a cancellation fee of AUD\$1000 for time and administration costs. Any other costs are subject to a 15% service fee. If a suitable replacement is not found, the exhibitor shall be liable to pay the full participation fee before the exhibition commences.

Costs

Exhibitors are required to bear all costs involved in the provision, disposal or return of exhibit items, product samples, sales literature and any cost involved in the manning of the exhibitor's display as well as any other costs as outlined in the Exhibitor Package. Where an exhibitor has requirements beyond the normal allocation, the exhibitor shall bear the additional costs involved, at the sole discretion of AUSTRADE.

Freight Arrangements

AUSTRADE may nominate a forwarding agent to consolidate shipment of exhibit goods from Australia. Exhibitors will be responsible to liaise with the forwarding agent and meet all costs, including customs clearances, freight and handling charges. Exhibitors are under no obligation to utilise the nominated forwarding agent. AUSTRADE is not responsible for the clearance of display goods, delivery to display site or other freight arrangements.

Import and Related Charges

Exhibitors are responsible for meeting all charges incurred in import duties, bonds and other taxes where applicable.

Insurance

The Exhibitor will take out and keep current Public Liability insurance for the period of the Exhibition, covering all Public Liability risks arising from participation in the Exhibition. The Exhibitor should seek professional advice concerning other insurances that should be taken out.

Provision of Exhibit Items

Exhibitors are responsible for the provision and disposal of exhibit items, product samples, sales literature, etc. Exhibitors are strongly advised to insure exhibit materials against loss or damage, in transit and at the exhibition site. The cost of such insurances is to be met by the exhibitor.

Disposal of Goods

It is the responsibility of the exhibitor to arrange for the disposal or return of their exhibit items.

Privacy

Personal information on this registration form may be collected and used by Austrade or its contracted service providers to advise you of opportunities, seminars, conferences, trade fairs and other export related activities designed to facilitate Australian exports. Austrade's Privacy Policy can be viewed on www.austrade.gov.au.



EXHIBITS INFORMATION FORM

Dear Applicant,

For better understanding of your interests in the Asian market and in order to improve the quality of service in the next The Natural Health Fair event, we kindly ask you to return this form duly completed to Austrade Hong Kong (fax: **852 2827-4145**) together with your completed Exhibitor Registration Form.

Thank you very much for your kind co-operation.

Best regards,

CMP Asia Ltd
Asia Pacific Sales Office of The Natural Health Fair

Company name _____
Contact person _____ Position _____
Tel. () _____ Fax () _____
Website _____ E-mail _____

* Brands to be exhibited :

	Brand name	Country / Region	Represented as (please circle the appropriate one)
1			Sole Agent / Agent / Distributor / Manufacturer
2			Sole Agent / Agent / Distributor / Manufacturer
3			Sole Agent / Agent / Distributor / Manufacturer
4			Sole Agent / Agent / Distributor / Manufacturer

☞ Declares that the items exhibited at **The Natural Health Fair 2006** belong to the following product sector/s
(**please indicate next to the product sector/s its percentage share among all your exhibits**) :

- ☞ **NATURAL COSMETICS / PERSONAL CARE PRODUCTS (IF ANY, PLEASE SPECIFY) :** _____ %
*The following **bearing the Exhibitor's or his Principal's own label(s)** :*
- _____ Country / Region _____
 - _____ Country / Region _____
 - _____ Country / Region _____



➤ PRIVATE LABEL OR CONTRACT MANUFACTURING OF THE FOLLOWING : _____%

- Health food and beverages
- Dietary supplements
- Herbal products
- Products conducive to healthy living
- Others _____ (please specify)

➤ RAW AND SEMI-FINISHED MATERIALS : _____%

- Herbs
- Organic health ingredients
- Plant extracts
- Essences
- Natural flavourings
- Others _____ (please specify)

➤ PACKAGING AND MACHINERY : _____%

- Capsules
- Bottles and containers
- Packing and wrapping materials
- Machinery
- Others _____ (please specify)

➤ HEALTH FOOD AND BEVERAGES : _____%

The following **bearing the Exhibitor's or his Principal's own label(s)** :

- Natural food and beverages
- Organic food and beverages
- Functional food / Nutraceuticals
- Meat substitutes
- Others _____ (please specify)

➤ DIETARY SUPPLEMENTS : _____%

The following **bearing the Exhibitor's or his Principal's own label(s)** :

- Herbal supplements
- Vitamin supplements
- Mineral supplements
- Others _____ (please specify)

➤ ALTERNATIVE AND ASIAN TRADITIONAL MEDICINE : _____%

The following **bearing the Exhibitor's or his Principal's own label(s)** :

- Traditional medicine and therapies in Asia
- Alternative medicine and therapies
- Homeopathic medicine
- Herbal remedies
- Naturopathic remedies
- Natural therapies



Others _____ (please specify)

➤ **PRODUCTS AND SERVICES CONDUCIVE TO HEALTHY LIVING :** _____ %
*The following **bearing the Exhibitor's or his Principal's own label(s)** :*

- Mental disciplines
- Physical disciplines
- Acupressure products and equipment
- Massage products and equipment
- Yoga products and equipment
- Others _____ (please specify)

➤ **ANCILLARY SERVICES :** _____ %

- Laboratory testing
- Certification services
- Consultancy and design agencies
- Education
- Trade associations
- Franchising
- Others _____ (please specify)

Company stamp and Signature _____ Date _____

Cosmoprof Asia Ltd. Standard Rules and Regulations – point 4:

The Organisers may allocate the Exhibition Space in any manner as they deem fit but may take into account such factors as the order of applications received and the nature of the Exhibitor's business. The Organisers reserve the right at their sole discretion to change the venue for the Exhibition, the opening hours of the Exhibition, the term of duration of the Exhibition, and/or the date or dates on which the Exhibition is to be held to any date within 6 months of the dates set out in the Application Form, to change the Exhibition Space allocated to the Exhibitor, to alter the size and dimensions of the Exhibition Space from that for which application is made in the Application Form, to change or close entrances and exits and access to the Exhibition Space and to undertake any kind of alterations to the Exhibition Space whatsoever.

In the event that the Organisers change the date or dates on which the Exhibition is to be held, the Organisers will provide the Exhibitor with notice of that change as soon as practicable.

– END –

