



## New for 2010 at Natural Products Expo Asia

### New Pavilions

**Living Green Pavilion** - Living an alternative lifestyle at home and at work

Living an alternative lifestyle has become a worldwide trend with sustainability and environmental issues at the forefront of everyone's mind. The Living Green Pavilion pulls together a wide array of innovative, eco-friendly and sustainable products that offer immediate health benefits and have positive long-term effects on the wellbeing of our planet.

**Beauty Pavilion** – Your Runway of Natural Beauty Success

With the growing consumer concern about chemicals in cosmetics and toiletries, people are opting for natural and organic beauty products as a safer choice. Some say beauty is in the eye of the beholder, at Natural Products Expo Asia beauty is in the eye of the buyer. With the new Natural Beauty Pavilion attendees can easily find you, the natural and organic personal care manufacturer/supplier on the show floor.

**Foods & Beverages Pavilion** – organic and functional food demands are all time high

Organic, functional foods & beverages are up-and-coming in Asia. The demand for organic food in Asia has been growing at 15-20% every year over the last decade (FiBL and IFOAM, 2009). Functional foods are gaining popularity as climb out of a niche market and enter the mainstream. Retailers and buyers from every channel will be flocking to Expo Asia looking for safe, healthy and tasty functional products needed to grow their business.

**Supplement Pavilion** – big business in Asia

The rise of disposable income among Asia's growing middle class has led to increased dietary problem such as obesity and diabetes and a growing elderly population is paving the way for multiple opportunities for the nutritional supplement industry to grow. The Supplement Pavilion gathers manufacturers who will showcase safe and high-quality supplements from around the globe.

**Supply Pavilion** – your one-stop sourcing platform

The Supply Pavilion features new ingredients, technologies, applications and services for healthy/functional food and beverage, dietary supplement/bioactive and nutricosmetic markets. According to Organic Monitor, ingredients in high demand include natural actives, natural extracts, organic oils, and more. With almost half of the global organic farmland in the Asia-Pacific, Asian companies are well-placed to take advantage of the boom in natural and organic ingredients.



## Exhibitor Referral Programs

### **Refer a new exhibitor in 2010 and benefit at Natural Products Expo Asia**

This referral program rewards the referring company/exhibitor with a one full page color advertisement in the Show Directory ( a US\$1,300 value) and one VIP Pass to attend Nutracon Asia (US\$400) for each “new exhibitor”\* you refer.

\* A "new exhibitor" is defined as a company who has NOT exhibited at Natural Products Expo Asia within the past two years (2008 and 2009).

## New Hope Natural Media Exhibitor Standards

New Hope Natural Media’s exhibitor standards were established in 1994 for Natural Products Expo West and East will now be initiated for Natural Products Expo Asia in 2010.

Our goal is to increase the accuracy of information provided to the public and assist them in making educated decisions. The Standards Program is also intended to enhance public health and safety, support industry self-regulation and foster the responsible growth of the natural products industry.

Exhibitors will be contractually bound to abide by the Standards policy and New Hope Natural Media reserves the right to determine the eligibility of any company or product for inclusion in its events and publications.

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