

Report of Natural Products Show Asia 2008 (NPEA8)

Natural Products Expo Asia is the largest natural and organic trade show in Asia-Pacific, providing dynamic business opportunities in the growing Asian Market. This year's show held at the Convention and Exhibition Centre in Hong Kong from 26-28 June 2008 was a great success for Australian and New Zealand exhibitors many of whom claim it is the best and most successful Asian show they have attended. Visitors were top quality with numerous deals and contracts being finalized plus many positive leads for follow up.

Market Trends At-a-Glance

The global organic foods & beverages market is expected to exceed US\$86 billion by 2009, representing a double-digit annual growth, with Asia-Pacific region being the fastest growing market. Countries like Singapore, Malaysia and Taiwan have seen annual growth of 30-40 percent in demand for organic products.

Following the recent food contamination problems in Asia, people are opting for natural & organic products resulting in dramatic growth in regions like Hong Kong, Taiwan, Singapore, Japan and Korea. Retail distribution channels have increased to cater for the surging demand, leading supermarkets in Asia are opening up stand-alone sections for organic products, and new natural and organic supermarkets are also emerging.

From 2000-2004, the organic market in Asia had grown almost 80%; in recent years, the growth rate rose up to 100%.

NPEA8

Hong Kong is situated at the heart of the Pearl River Delta area and centre of Asia. The city remains the best stepping stone to the China market, and also the gateway to the rest of the world. To cater for the increased number of international exhibitors this year, the show floor area was expanded by 50%. US, Canada, Australia, New Zealand, Thailand, Korea, Malaysia, Indonesia, Taiwan and China, Japan all had National Pavilions. The Educational Platform provided a great opportunity for updating on commercial and regulatory information, and developing trends within the Asian market.

Product categories included:

- Foods & Beverages
- Supplements
- Natural Personal Care
- Pet Products
- Health Care Products
- Natural Living
- Herb & Traditional Chinese Medicines
- Industry-related services and machines

Genuine buyer interest in natural health and beauty products was very high with several big names looking for Australian ranges.

Austrade Support

The **Company Directory** detailing the Australian exhibitors on Austrade Letterhead and emailed to HK buyers plus the region offices was greatly appreciated by the Australian exhibitors, and resulted in several buyers being brought to the stands by Austrade. The briefing provided by Phil Ingram, Trade Commissioner to Hong Kong provided a good update and insight into the market potential for Australian companies.