



NEW ZEALAND NATURAL PRODUCTS INDUSTRY SUMMIT

**Monaco Resort
NELSON
22 - 23 April 2010**

DEFINING THE FUTURE: NEW WAYS OF DOING BUSINESS

PROGRAMME



DEFINING THE FUTURE: NEW WAYS OF DOING BUSINESS

Had your fill of gloomy economic news?

Now is the time to look beyond recession to recovery, future growth and success.

At a time when recent economic conditions have been the toughest for generations, we need to focus on what New Zealand companies can do to change business for the better.

New Zealand is well positioned in the post-recession world and this Summit will look at the trends, the opportunities, and the new ways of doing business to build your companies' growth and manage the recovery period.

The 2010 Summit features an exciting array of local and international presenters including:

Economist and thought-provoking business commentator Rod Oram, who last presented at the 2007 Summit, is returning to speak frankly about the new ways of doing business;

Jeff Hilton, one of America's Top 100 Marketers, will look at the ultimate marketing opportunities for NZ natural products companies;

Dr Robert Corish, founding board member of the American Society of Integrative Medical Practice, will consider the move towards preventative and integrative healthcare;

Julian Mellentin from New Nutrition Business and Simon Lord from Cognis will each look at varying aspects of future trends in functional foods, beauty foods, nutraceuticals and supplements.

For the first time in its nine year history, the Summit has been extended to include a second day offering two concurrent seminars; one in marketing, the other in science and technology; both critical areas in the overall success of your business.

The seminars will run for two hours and conclude at midday on Friday 23rd April, leading into a combined industry networking luncheon.

Don't miss the opportunity to learn from leaders in their fields.

Attend ~ Interact ~ Learn ~ Network ~ Enjoy

The Natural Products industry annual conference must be in your diary if you are involved in the natural health products arena!

The 2010 Summit is open to all companies involved in the following natural product sectors:

- Cosmetics, hair, skin and dental care
- Dietary supplements and vitamins
- Essential oils and perfumes
- Functional foods
- Health food extracts
- Herbal and botanical extracts
- Manufacturing
- Natural remedies and veterinary products
- NPNZ associate members
- Raw materials
- Retailers
- Research
- Sports nutrition

The 2010 NZ Natural Products Summit is produced by NPNZ with the support of New Zealand Trade & Enterprise, and James & Wells Intellectual Property.

COCKTAIL FUNCTION & EARLY REGISTRATION

Wednesday 21 April 6pm - 7.30pm

Network with fellow industry members at the Alaron Products Cocktail Function at the Monaco Resort.

NATURAL PRODUCTS SUMMIT

Thursday 22 April 8.30am - 4.30pm

Friday 23 April 10.00am - 1.00pm

ANNUAL GALA DINNER & INDUSTRY AWARDS

Thursday 22 April 6.45pm till late

Hear Ye! Hear Ye! Lords and Ladies... Beyond the ramparts of the castle awaits a gilded juncture of medieval feasting and merriment.

For the 2010 Annual Gala Dinner there will be networking, music and (possibly some dancing) renaissance style under the turret.

Enter the castle to the sounds of live harp and flute; enjoy a 4 course feast fit for a King; and celebrate the NZ natural products industry leaders recognised through the industry awards ceremony. Evening attire is required - dressing in Medieval / Renaissance style is highly recommended!

NPNZ AGM

The NPNZ AGM will be held at 9.00am, Friday 23 April.

SUMMIT ACCOMMODATION

Accommodation has been reserved at the Monaco Resort at preferential rates for Summit delegates. Several options are available from \$139 GST incl (hotel room) to \$239 (2 bedroom share villa). Freephone 0508 666 226, and quote "Natural Products".

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PROGRAMME



THURSDAY 22 APRIL 2010

8.30am Registration

9.00am **Welcome**

Official Opening Address

Hon Dr Nick Smith,
Minister for the Environment / MP for Nelson

New Ways of Doing Business

Rod Oram

Morning Tea and Networking

Predicting the Future of Branding

Jeff Hilton, Integrative Marketing Group (IMG)

Where are We? Where are We Heading?

Julian Mellentin, New Nutrition Business

Lunch and Networking

"Times They are a Changing" - The Move Towards Preventative Healthcare

Robert Corish MD

Future Trends in Functional Foods, Beauty Foods, Nutricosmetics & Supplements

Simon Lord, Cognis

Afternoon Tea and Networking

Future of Retailing in NZ / State of the Nation

Alan Morpeth, Health 2000 / Ron Geiger NPNZ

Panel Discussion

4.30pm **Close**

6.15pm **Dinner buses depart Monaco Resort**

6.45pm **Annual Gala Dinner**

FRIDAY 23 APRIL 2010

9.00am **NPNZ AGM**

2 Seminars to be run concurrently:

10.00am Seminar selection

Marketing

The ECO-Brand Explosion

Jeff Hilton

Understanding and following today's natural products consumer is a full time job. The continued growth of the LOHAS consumer segment is driving brand awareness, preference and expectations in ways no one could have predicted. Organic products are struggling to find their place. Green and sustainable products and practices are expanding beyond the hard core believers and reaching the masses. Recycling, energy efficiency, conservation and carbon offsets are creeping into everyday conversation. Yet very few marketers know how to effectively harness these market trends to help position and grow their brands. Jeff will tell how to capitalize on these and other opportunities for market differentiation and increased sales.

OR

Science & Technology

Ralf Schlothauer, Comvita
Sue Marshall, Plant & Food Research

The seminar will be conducted in two parts: First half - the Company Perspective; 'how to decide where to spend your company dollars on science, how to go about doing it, with examples, and how to work with CRIs to produce good end results' by Ralph Schlothauer.

Second half is focused on 'Engaging a Research Provider - what works best' with real examples and lessons learnt from past CRI-company undertakings, by Sue Marshall.

The aim of the Science and Technology Seminar is for attendees to gain a better understanding of the importance of allocating dollars to science undertakings, how easy it is to work with research providers; lessons learnt from the past and what works best, with the aim of bringing companies and research providers closer together; real examples will be provided.

12.00pm **Networking Luncheon**

1.00pm **Close**

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SPEAKERS



Rod Oram

Rod Oram has more than 30 years' experience as an international business journalist. He has worked for various publications in Europe and North America, including the Financial Times of London.

Rod and his family emigrated from the UK to New Zealand in 1997.

He is currently a columnist for the Sunday Star-Times and Good Magazine; a regular broadcaster on radio and television; and a frequent public speaker.

Rod is an adjunct professor in the Business School at Unitec, and Penguin published his book on the New Zealand economy, *Reinventing Paradise* in 2007.

He was named the Landcorp Agricultural Communicator of the Year for 2009.



Jeff Hilton

Partner and co-founder of Integrated Marketing Group (IMG), a marketing and branding agency servicing a national and international clientele.

Jeff has been recognized by Advertising Age as one of America's Top 100 Marketers and has more than 28 years of broad-based business experience, including 18 years spent within the natural health products industry with leading companies such as Nature's Way and Nutraceutical Corporation.

Jeff has also worked at several major national agencies, where he guided the marketing efforts of numerous recognized consumer brands including Continental Airlines, Mrs. Field's Cookies and Major League Baseball. He was recently awarded the Personal Service Award from Nutrition Business Journal (NBJ) in recognition for his ongoing outreach efforts including editorial contributions, pro-bono work, webinars and speaking engagements within the healthy lifestyles industry.



Julian Mellentin

New Nutrition Business

New Nutrition Business provides case studies and analysis of success and failure in the global nutrition business. It is used by more than 1,700 corporate subscribers in 42 countries.

The company is owned and directed by Julian Mellentin, one of the world's few international specialists in the business of food, nutrition and health.

Julian did his undergraduate degree at Oxford University and his MBA at Manchester Business School and worked marketing branded products across Europe, based in the Netherlands, for 10 years before founding New Nutrition Business. He has practical experience of marketing branded products in most European countries.

In addition, Julian is co-author of *Functional Foods Revolution, Healthy People, Healthy Profits?*, the first-ever book on the business of functional foods, now translated into Japanese; co-author with Peter Wennström of *Commercialising Innovation: The Food & Health Marketing Handbook*; and co-author with Karl Crawford, of *Superfruit*, a guide that sets out the marketing and science criteria for success in the area of fruits marketed with health benefits.

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SPEAKERS



Dr Robert Corish

Board Certified and actively involved in the three specialties of Anesthesiology, Pain Management and Clinical Toxicology, Dr Corish is also a founding board member of the American Society of Integrative Medical Practice, a medical society designed to teach and train doctors in the disciplines of preventative medicine. Dr. Corish states that it is time for the 'Old School' of conventional medicine to update its curriculum and enter the 'New Stream' of preventative medicine.

Born in Liverpool, England, Dr. Corish began his career in the sports world as a professional soccer player for Derby County of the English Premier league, before joining the Fort Lauderdale Strikers in 1978. A knee injury forced an end to his soccer days and he went on to obtain a Bachelors degree in Chemistry and earn his Medical Doctorate degree at the University of Miami in Florida, later completing training as an Anesthesiologist in Chicago, Illinois.

While in private practice Dr. Corish experienced an onset of joint pains and after a battery of medical tests with negative diagnosis, he discovered his heavy metal toxicity. This sparked a new interest for Dr Corish who went on to study Clinical Metal Toxicology and Integrative & Natural Medicine.

He now writes and lectures to other physicians around the U.S. and on the international circuit; has recently published a book, "A Guide to Mens Health"... Answers to Questions All Men Should Ask Their Doctor"; and has been elected to the Board of Advisors for the Men's Health Network.



Ron Geiger, BSc Fin, MBA

Chair NPNZ; Managing Director, Alaron Products Limited

Ron was born and educated in the USA and holds a Bachelor of Science in Financial Investments and an M.B.A., both from California State University. He has been Chair of NPNZ since inception and also participates in a number of governmental consultative committees in Australia and New Zealand.

After 16 years in the retail pre-recorded music business in Southern California, Ron and his family set off on a three-year cruise of the South Pacific in their self-built 13 metre yacht, covering 30,000 nautical miles. At the end of this cruise, Ron and his family re-settled in Nelson in 1995.

Ron's first role in New Zealand was as Business Development Manager for Tasman Milk Products Ltd. which included Tasman Extracts and Silberhorn International Ltd, subsidiaries focussed on the development of complementary medicines and functional food ingredients.

Since 1998 Ron has been Managing Director of Alaron Products Limited, now New Zealand's leading independent TGA GMP Certified, NZMAF and NZFSA licensed contract manufacturer of complementary medicines and functional food products.



Dr. Ralph Schlothauer, M.Tech. PhD (bioprocess)

Comvita

Ralf joined Comvita in January 2006 as Chief Technology Officer and has overall strategic and functional responsibility for research and development, new product development and regulatory affairs. Ralf leads a team with expertise in research and development, engineering, food technology and biochemistry in Paengaroa and recently also co-located at the University of Auckland. Originally from northern Germany, Ralf has worked in New Zealand for extended periods with Massey University, New Zealand Dairy Research Institute (now part of Fonterra) at Tatua Nutritionals. In between assignments, Ralf was Group Manager - Probiotics for Danisco in Germany.

SPEAKERS



Simon Lord

Cognis

Simon Lord is the Regional Business Manager for Cognis' Nutrition & Health business in Australasia. He has an Honours Degree in Biochemistry specializing in immunology and a Graduate Diploma in Biotechnology specializing in phytonutrients with cardiovascular benefits. After working in cancer research, Simon has spent 17 years in the specialty chemicals industry, based in Australia, Switzerland, and the United States.

Cognis is a worldwide supplier of innovative specialty chemicals and nutritional ingredients, with a particular focus on the areas of wellness and sustainability.

Cognis has dedicated its activities to a high level of sustainability and delivers natural source raw materials and ingredients for food, nutrition and healthcare markets, and the cosmetics, detergents and cleaners industries.



Sue Marshall

Plant & Food Research

Sue Marshall has been working at the interface between science and industry in the NZ natural products sector for more than 20 years, developing products from animal, plant and marine raw materials. She has spent about half of her career in Crown Research Institutes, and the other half working in industry. Sue currently leads the Natural Extracts Team at Plant and Food Research in Nelson. The team carries out basic research into the properties and manipulation of marine molecules, particularly lipids and proteins. The in-depth molecular understanding gained from these studies is then used to develop new and improved products and processes suitable for transfer into commercial production. Sue's personal interests are full resource utilisation (ie: zero waste from food product manufacturing) and in the use of specific and economical processing technologies, especially those utilising enzymes.

Sue graduated with a PhD in biochemistry from Victoria University of Wellington. She has worked for DSIR/Industrial Research Ltd and Crop & Food Research/Plant & Food Research, and in the private sector for The NZ Rennet Co. and NZ King Salmon Ltd.



Alan Morpeth

Health 2000

Health 2000 was founded in 1993, realising a need to provide the health retail sector with a new level of professionalism and a serious marketing edge. The group was formed by members with a passion and belief in natural health at a time when natural supplementation was not well known.

After early experience in retail business Alan became a Chartered Accountant. 10 years later he returned to retail as Franchise Manager of First Mobile, and then to assist the transition from finance into management Alan completed an MBA (University of Otago). He joined Health 2000 in January 2006 as the group's General Manager before becoming the group's Managing Director.

With the assistance and support of the Health 2000 Board of Directors, Alan has led the group through a period of transition, improving operational performance and setting the business up for further expansion. Recent changes to the group have included the takeover of an associate company, a share buyback of major shareholders and the transformation of the Company's structure to a Co-Operative Company. The group now has 71 retail shops operating under a license agreement that encourages retail excellence for the natural health consumer.

SUMMIT REGISTRATION 2010

GST# 90-798-421 Tax Invoice



Mr Mrs Ms Miss Dr Prof Other

First Name: Surname:

Preferred name for registration badge:

Organisation: Position:

Postal Address:

Telephone: Mobile: Email:

Dietary requirements: Vegetarian

Registration - NPNZ Members

- \$250 - Both Days
- \$220 - 1 Day Only

Additional Delegate:

- \$225 - Both Days
- \$198 - 1 Day Only

- \$95 - Dinner 22nd April
- Cocktail Function 21st April
- NPNZ AGM

Summit Delegate Pack Promotion:

- \$220 - One A4 page advertising your company's services or products inserted in all delegate Summit Packs.
Limit 10 NPNZ Member companies.

Terms and Conditions

The cocktail function is complimentary to attend if you are participating in the Summit.

All fees are inclusive of GST.

If paying by cheque, your registration and payment must be received by **Friday 16 April 2010**. If your cheque has not been received by this date it will be necessary to pay by direct credit. Final date for registration is **Monday 19 April 2010**.

Only one delegate per registration form. Registrations are transferrable within the same office.

Cancellations and Refunds: If received in writing before Thursday 25 February 2010, NPNZ will refund your registration, less a \$100 administration fee. After this date partial refunds will be at the discretion of NPNZ. NPNZ reserves the right to alter the published program or to cancel or change event components without notice.

Registration - Non-Members

- \$360 - Both Days
- \$320 - 1 Day Only
- \$95 - Dinner 22nd April
- Cocktail Function 21st April

Payment Details:

Registration Fee	\$.....
Dinner	\$.....
Additional Delegate	\$.....
Delegate Promotion Pack	\$.....
TOTAL	\$.....

Payment

Please tick the appropriate box:

- My Cheque is payable to:
Natural Products New Zealand Inc.
- I will pay by direct credit to: Natural Products NZ,
National Bank, Newmarket Auckland.
Account number: 06-0193-0337602-00

Summit Day 2: Friday 23 April 2010

Please indicate which of the seminars you will attend and if you are attending the luncheon.

- Marketing Seminar
- Science Seminar
- Networking Luncheon

Return your completed registration form to NPNZ

3 fast and easy ways to register:

Mail: PO Box 358, Blenheim. 7240 New Zealand



Fax: (03) 577 8626



Email: michelle@naturalproductsnz.org