



# **NEW ZEALAND NATURAL PRODUCTS INDUSTRY SUMMIT**

**Distinction Hotel  
ROTORUA  
21-23 March 2012**

**A SUSTAINABLE PLATFORM: THE FUTURE IS NOW**

## A Sustainable Platform: The Future is Now

The world's love of New Zealand's natural products has driven the industry to new heights.

The New Zealand natural products industry reached a new benchmark in 2010 with end of year results proving the industry to be worth more than \$1 Billion to the NZ economy.

In 2008 PricewaterhouseCoopers and LEK Consulting compiled reports on the state of the industry, and the industry's target of reaching the \$1 Billion mark by 2013.

In spite of the Global Economic Crisis, and the challenges faced in Canterbury, the Future is truly Now. The billion dollar milestone has been reached much earlier than anticipated and the target of \$5 Billion by 2025 is now firmly in the industry's sights.

The annual NZ Natural Products Summit brings the senior executives of the wider industry all together under one roof to explore opportunities, discuss challenges and do business – core components of the drive to continually grow and develop the industry.

### **This year's Summit features an exciting array of local and international presenters including:**

**Tony Laker**, so much more than a travel agent and business owner! Tony is a renowned international speaker who will impart great advice and simple principals for you to apply to your business and life;

**Michael Smith** will provide a comprehensive perspective on the industry's global research trends and international regulatory requirements;

**Dr. David St George** who is in charge of the implementation of the new NZ natural health products regulator to be established this year, will give an up-to-the-minute update on the progress of NZ's newest regulations and the creation of the regulatory agency;

**Hilary Souter**, CEO of the Advertising Standards Authority delivers key messages about advertising in a humorous (often hilarious) manner, and this will be no exception as we learn what to do and what not to do with advertising!

**Roger Kerrison** and **Dave Pearce** of Aura Sustainability plan to share their insights on how this industry, companies and individuals can really embrace sustainability to build a Sustainable Platform for the future;

**Phil Huddleston** of Pharmacybrands will discuss the future of Pharmacy and NZ retail;

And **Dean Edwards** of Oliver Henry Consulting will provide us with hot off the press insights into the driving forces behind Hong Kong consumer choice in natural health supplements, based on recent NZTE-commissioned research.

The Workshops also present a fantastic lineup of speakers and case studies: Jenene Crossan (Freer), CEO of Flossie Media Group, Dr. Wendy Maddocks-Jennings from MJ Health, Jackie Buzowski of Comvita, Dr. Andrew Sansom of Seperex Nutritionals and Paul McNabb from the Cawthron Institute.

The natural products industry annual conference must be in your diary if you are involved in the natural health products arena or are a supplier or service provider to the industry!

**The 2012 NZ Natural Products Summit is produced by NPNZ with the support of New Zealand Trade & Enterprise and James & Wells Intellectual Property.**

# PROGRAMME



## DAY 1 THURSDAY 22 MARCH 2012

8.15am Registration

9.00am **Welcome**

**Official Opening Address**

Hon Tim Groser - Minister of Trade

**How the Hell did that Happen?**

Tony Laker - Business Owner

**Global Research Trends, International Regulations and Building Research/Regulation Partnerships in the NHP Sector**

Michael J Smith & Associates

*Morning Tea and Networking*

**Establishment of the NZ Natural Health Products Regulator**

Dr. David St George - Head of implementation of the NZ Natural Health Products Regulator, Ministry of Health

**Complaints, Crush Porn and Challenges - 5 Ways to Guarantee a Complaint About Your Advertising**

Hilary Souter - CEO, Advertising Standards Authority

**Natural Products NZ - AGM - NPNZ Members Only**

*Lunch and Networking*

**Making Your Brand a Global One - with Real Results for the Company and its Suppliers**

TBC

**Sustainability! What is it (really)? Why do we need it? And how do we start?**

Roger Kerrison - Managing Director & Dave Pearce - Strategic Director, Aura Sustainability

*Afternoon Tea and Networking*

**The Future of Pharmacy and the Place of Natural Health Products in NZ Retail**

Phil Huddleston - General Manager Merchandising and Marketing, Pharmacybrands

**How do you get a Dragon to choose a New Zealand health supplement...?**

Dean Edwards - Director, Oliver Henry Consulting Ltd

5.00pm **Close**

6.15pm **Dinner buses depart Distinction Hotel for Skyline Gondola**

6.30pm **Welcome drinks at Skyline Gondola**

**JAMES & WELLS**  
INTELLECTUAL PROPERTY

New Zealand  
**TRADE & ENTERPRISE** 

# PROGRAMME

## DAY 2 FRIDAY 23 MARCH 2012 EVENTS SUMMARY

### MARKETING

#### No Ordinary Focus on Digital Marketing

Jenene Crossan (Freer), the dynamic CEO of Flossie Media Group will take you deep into the world of the digital age. Forget the basics! This session is for those who really want to grow their company's use of digital media and who are not afraid to get stuck in!

In addition to Jenene's session, two company perspectives will be presented – on how a small private company, and a large publicly-listed company, have utilised digital tools to develop their market share and grow their online profiles.

Wendy Maddocks-Jennings, owner of MJ Health (Dr Wendy's Skin Care), and Jackie Buzowsky, Digital Marketing Manager at Comvita, will provide their real experience of utilising digital marketing in their businesses as case studies.

### SCIENCE

1. Ministry of Science & Innovation (TBC)
2. The Award Winning Reality of Research

Learn how functional food ingredients developer Seperex Nutritionals, came to win the Innovation in Science & Technology Award last year. Two unique bioactive marine extracts, attracting global interest, were developed following an intensive R&D programme involving several NZ research organisations.

Cawthron Institute was a core partner who provided customised analytical capability to assist with the identification and quantification of the natural compounds. As a "quiet achiever" in the analytical R&D space Cawthron Institute proved ideal because of their expertise with Greenshell mussels and their world-leading analytical capability.

Seperex needed to quantify the bioactives very precisely initially for product development and then for on-going quality control. The analysis had to be validated and Seperex had to be confident that the numbers Cawthron provided could stand up to international scrutiny. So what can be learned from this process if we were to do it all again? What are the pitfalls and useful tips for other innovators to take away.

Presenters: Dr. Andrew Sansom - Chief Scientific Officer, Seperex Nutritionals and Paul McNabb - Technical Manager Analytical Services, Cawthron Institute.

**Day Two culminates in a Networking Lunch**

**JAMES & WELLS**  
INTELLECTUAL PROPERTY

### EVENTS:

#### Wednesday 21 March 2012

##### Raceline Karting – Team Racing

1.00pm - 4.00pm



Have you ever dreamed of racing at Le Mans or Bathurst? Test your courage and driving ability like never before with Off Road NZ when you race NZ's newest A-rated KartSport circuit. Register in teams of 4, or we will create teams on the day! \$80 per person approx. depending on final numbers and including transport to / from the Distinction Hotel.

##### Alaron Products Cocktail Function

6.00pm - 8.00pm

Network with fellow industry in a relaxed environment overlooking the pools and stream at the Distinction Hotel.

#### Thursday 22 March 2012

##### NZ Natural Products Summit

8.15am – 5.00pm

Distinction Hotel Rotorua

##### Annual Gala Dinner

6.15pm Complimentary bus transportation departs the Distinction Hotel for a night in the Redwood Forest with James Bond.

#### Friday 23 March 2012

##### Marketing & Science Workshops

10.00am-12.00pm

##### Networking Luncheon

12.00pm-1.00pm

### ACCOMMODATION

Accommodation has been reserved at the Distinction Hotel at preferential rates for Summit delegates. To book, complete the booking form at the back of the Summit programme and submit to the Distinction Hotel.

PRESENTS

**007** THEMED  
ANNUAL  
GALA DINNER

**"BOND... JAMES BOND"  
CODE NAME 007**



High on the side of Mount Ngongotaha, the Skyline Gondola will carry you, glass of champagne in hand, to 487 metres above sea level to your selected mode of transportation to the dinner. From there, take control of the Bond wheel and luge - a thrilling and exhilarating ride - through the forest, stroll leisurely through the Redwoods Forest, or hop inside an air-conditioned van to M16's inner sanctum

***The stakes are high*** at the 007 themed NZ Natural Products Annual Gala Dinner where a night of celebration and entertainment is the backdrop for the NZ Natural Products Industry Awards

**007** PM TILL LATE  
22 March 2012

# SPEAKERS



## Tony Laker

### *House of Travel Lakers, Invercargill*

From humble beginnings... Tony was born & raised in Bluff, the son of a fisherman. He describes his schooling as simply eating his lunch until he was old enough for someone to decide if he was bright enough to steer the boat or just work the deck.

Just eleven years ago, Tony and wife Tracey decided to open their own Travel Agency in Invercargill. Every travel industry expert (not to mention the Bank Manager) warned it was a terrible idea and proceeded to list a host of very good reasons why they should not do this.

Against all odds, Laker House of Travel has quickly become one of the largest Travel Companies in New Zealand with a staff of twenty and an annual turnover in excess of \$19 million. Compare that to the average sized New Zealand Travel Agency of 3 staff and \$2.9 million.

Find out the secrets to the Laker House of Travel success and how anyone can apply these very same simplistic principals to their natural products business and life.

Tony's talk "How the Hell did that Happen?" will be a no-nonsense, common-sense, good fun, 45 minute roller-coaster ride of adventure, controversy, intrigue, some good ideas, and if time permits – a little bit of travel.

Tony's take home messages are impactful and are as relevant for business owners as they are for staff.

*"The perfect balance of humour and motivation emphasizing the importance and value of people and relationships"* NZ Pork Industry Board

*"I was a little apprehensive about choosing a travel agent from Bluff as our keynote speaker, but I should not have worried. Tony was simply brilliant and immensely enjoyable. A successful businessman in his own right, Tony delivers clear simple business messages in an entertaining presentation that's hard to beat"* Retail Meat NZ

*"I was attracted to Tony as a presenter to an audience of accountants because he exhibited that "No. 8 wire Kiwi can do" attitude we admire. Anyone who succeeds in a business against the advice of his peers and bank manager (and probably his accountant!) must have something worthwhile to say. Within minutes of starting his address Tony had the full attention of the audience with his humorous and thought provoking presentation."* Basil Brooker - Markhams Group of Accountants

# SPEAKERS



## Michael Smith

### *Michael J Smith & Associates*

Michael Smith is trained both as a pharmacist and a licensed naturopathic practitioner (Canada) with over 15 years of experience in the Natural Health Product/Complementary Medicine sector. From 2009 to 2011 he was Head of the Office of Complementary Medicines in the Therapeutic Goods Administration responsible for the management of the Australian regulatory framework for complementary medicines. Before that, he was the Director of the Bureau of the Partnerships, Outreach and International Affairs, Natural Health Products Directorate in Health Canada. His responsibilities there included establishing and implementing the Natural Health Products Research Program (NHPRP); co-ordination of the directorate's international responsibilities; and responsibility for outreach activities with stakeholders and the creation of strategic partnerships with organisations and partners both within and outside of government.

Michael has actively worked on the international stage notably in the creation of the International Regulatory Collaboration of Herbal Medicines (IRCH), strategic planning initiatives of the Western Pacific Region Office of the WHO. In 2009, the WHO appointed him to the Expert Advisory Panel on Traditional Medicines.

Before joining the Federal Canadian Government, Michael was Associate Dean of Research at the Canadian College of Naturopathic Medicine and as such very active in Natural Health Product and Complementary and Alternative Health Care (CAHC) research notably concerning drug interactions and herbal medicines. Michael was also very involved in developing NHP and CAHC focussed education programs for conventional and complementary health care teams. He is the author of numerous papers including publications in the Annals of Internal Medicine and Archives of General Psychiatry and articles as well as two books.



## Dr. David St George

### *Head of implementation of the NZ natural health products regulator, Ministry of Health*

Dr. David St George is a medical graduate of Auckland Medical School who completed postgraduate studies in epidemiology and public health at McGill University in Montreal, Canada. He then went on to the UK where he remained for nearly 30 years. David completed medical specialty training in public health medicine, and then worked in the Royal Free Hospital in London as a consultant clinical epidemiologist, and at Southampton University Hospital as Director of Research and Clinical Effectiveness.

At the same time David became involved in the complementary and alternative medicine (CAM) sector in the UK. He helped set up the Prince of Wales' Foundation for Integrated Health and was its first Director of Research and helped national CAM organizations to develop their research strategies. At Middlesex University (London) David helped set up an undergraduate degree in Traditional Chinese Medicine (a joint degree with Beijing University). He was research committee chairman of the Scottish School of Herbal medicine for a decade, visiting professor in CAM at the University of Central Lancashire for five years and a member then Chair of the British Acupuncture Accreditation Board.

David returned to NZ in 2006 and took up the post of Chief Advisor-Integrative Care in the Ministry of Health. His role is to provide professional leadership, direction and advice on the development of CAM professions in NZ, and on the integration of CAM practitioners with mainstream health care. David has recently been given the additional responsibility of beginning the implementation of a new regulatory scheme for natural health products in NZ. This is a short-term role while the Natural Health Products Bill is going through Parliament. Once the Bill is enacted, a permanent appointment will be made for someone to lead the new office of the natural health products regulator.

# SPEAKERS



## Hilary Souter

**CEO, Advertising Standards Authority**

Hilary has spent over sixteen years working in the wider media industry on a range of issues including advertising standards and compliance with codes and legislation.

In her current role, Hilary is responsible for the maintenance of the ASA codes of practice and running the consumer and business complaints services provided by the ASA Complaints Boards. This includes an advocacy role on the value of advertising self-regulation and regular contact with government and non-government agencies where the ASA has a complementary role to senior jurisdictions.

In her former role as Corporate Affairs Manager for the Newspaper Publishers' Association of New Zealand, Hilary worked with the Media Freedom Committee and provided advice for newspaper members about code and legal compliance for advertising content. She also ran a number of industry specific secretariats.

Prior to this Hilary spent five years in the Office of the Clerk working with Parliamentary select committees and the New Zealand House of Representatives on procedural and administrative issues.



## Roger Kerrison

**Managing Director, Aura Sustainability**

Roger is a consultant who works in the Food and Beverage industry in the fields of design, development, systems and management in sustainability for award winning Asia Pacific consultancy Aura Sustainability.

He works with a number of high profile Australasian companies and bodies on projects ranging from carbon accounting, sustainability strategy, life cycle assessment and sustainable development.

Roger came to New Zealand in the mid 2000's and worked as Sustainable Development Manager for Grove Mill where he drove both environmental and commercial sustainability projects for the company. Successful projects saw the birth of carbon neutrality in the wine industry, the first Marlborough wine to carry the Sustainable Winegrowing New Zealand logo and commercial successes on the back on the sustainability platform, such as product ranging in Sainsbury's, Threshers, Tesco and Wholefoods, as well an increase of shareholders market capitalisation by 25%.

From 2008 Roger has worked with Aura and consulted to clients in the food & beverage and agritech industries. During this time he completed the first lifecycle analysis of a wine with the Carbon Trust in the UK, as well as providing retained sustainability guidance for sustainable wine pioneer – Yealands Estate.

Roger sits on the Sustainable Business Network Regional Advisory Board for the South Island of New Zealand and has been the recipient of two Environmental Awards for his work in the sustainability field.

# SPEAKERS



## Dave Pearce

### *Strategic Director, Aura Sustainability*

Dave's first career has been in the wine industry where he has been both a Chief Winemaker and General Manager. He has produced many Gold and trophy winning wines, including several "Best in World". It was during his work there that he found the opportunity to develop and further his interests in 'sustainability'.

In 2008 Dave and Roger Kerrison formed Aura Sustainability, a consultancy helping manufacturing businesses with the issues and opportunities in this often confusing field. Aura has gone on to become a world expert in product carbon lifecycle assessment in the food & beverage and agritech industries, just one aspect of a product's possible sustainability profile.

Dave has presented at many national and international sustainability conferences for both industry and government including MfE, Landcare NZ and the United Nations World Environment Day. He has presented at the 7\*7 "The Big Think", has appeared on national television many times discussing his work and views and has featured on BBC World in front of 200 Million viewers.

Dave has also collected three Environment Awards, for work in fields as diverse as "Habitat Enhancement" and "Efficiency", and in 2010 a prestigious New Zealand Green Ribbon Award which honours an outstanding contribution to protecting New Zealand's environment.

Graduate of Massey University with a B. Tech. (Food) Hons.

Dave has two high school children he would like to leave a better, more sustainable, New Zealand for.



## Phil Huddleston

### *General Manager Merchandise and Marketing, Pharmacybrands*

After serving an apprenticeship with Palmers Garden Centre in 1984, Phil progressed through the management ranks before becoming General Manager Operations and then Merchandise. In this time Palmers grew from two to 33 stores.

Roles as National Retail Manager for NZ Automobile Association and General Manager InCar Systems (Car Audio & Navigation) provided exposure to other sectors before moving back into mainstream retail via Merchandise and Marketing management roles with PlaceMakers and Bunnings, spending a total of seven and a half years in the Hardware sector, with many store builds, in a fast growing retail environment.

Now with 3½ years at Pharmacybrands as General Manager Merchandise and Marketing, the challenges of a tight market and integration of new businesses (Life, Radius and Care) to drive post merger and acquisition, mean life is action packed and challenging.

Pharmacybrands continue to look for the best way to provide value to licensees and drive sales growth for all stakeholders. The team remain exceptionally committed to the business and determined to make a positive difference for suppliers, licensees and PBL.

Phil has a team of 20 across Marketing, Merchandise and Pricing & Data and they are kept busy to the extreme, with market share having grown from 33% to 60% over the 3½ years. The major challenges for the team now are driving the value of Pharmacy in the eye of the consumer, and bringing new and exclusive offers to the business to maintain the need for excitement in the pharmacy offer and drive sustained growth.

# SPEAKERS



## Dean Edwards

*Director, Oliver Henry Consulting Ltd*

Dean is the founder of Oliver Henry Consulting, an Asia Pacific focused healthcare market research and brand consultancy, Hong Kong. Dean brings extensive experience of qualitative and quantitative market research across the Asia Pacific region, in all therapy areas and for products at all stages of the product lifecycle.

Prior to setting up Oliver Henry Consulting, Dean was VP Sales for IMS Asia Pacific. There he headed up a team of over 60 sales professionals, and was responsible for the delivery of the sales targets. However, the vast majority of Dean's experience in Asia Pacific has been in healthcare market research and consulting having headed up the IMS market research practice for 6 years. Dean also set up and led the Healthcare Consulting group within Zuellig, lead Isis Research in Asia Pacific and set up AMI Healthcare in the mid 1990's. Prior to relocating to Asia Pacific, Dean also worked on the market research vendor side in Europe and for MSD and Janssen-Cilag on the client side, in Sales, Market Research and Marketing.

For the past 15 years in the Asia Pacific region Dean has managed projects that have supported decisions on market and product potential, product launch strategies, product positioning, sales force optimization, product tracking and customer satisfaction.

BSc. (Hons) in Medicinal and Pharmaceutical Chemistry, Loughborough University UK.



## Jenene Crossan (Freer)

*CEO, Flossie Media Group*

Jenene's career in digital has spanned more than 17 years.

Her first commercial venture, nzgirl.co.nz launched in 1999 and quickly established itself as the leading online women's lifestyle destination. Boasting a string of international marketing awards including a Gold Lion from the Cannes Advertising Show, Best in Show at the Asia Pacific Adfest, Best in Show at Axis & a slew of awards across NZ and Australia, nzgirl has 100,000 members derived from utilising social media & irreverent marketing activities.

Over the last ten years Jenene has launched, directed and sold a number of digital, youth and female focused entities. Since late 2010 Jenene has had two key focuses. Firstly repositioning and upgrading the nzgirl brand; showcasing the strength of the nzgirl audience, developing content strategies and creating powerful advertising products. Utilising her background in through-the-line strategies and aligning the operational and business requirements, nzgirl has grown 85% in the last 12 months.

Her second focus has been on bringing the Flossie.com consumer brand back to life. In early 2012 the site will be re-launched as a Vanity Club, providing women of New Zealand a place to get best-priced possible beauty treatments. Similar in concept to the exceptionally successful wotif.com – but focusing on the beauty & hair treatment market.

Jenene's drive, determination & passion have seen her as a finalist for both the New Zealand Marketer of the Year and the international Veuve Clicquot Award. Her business skills have attracted high profile investment from Movac (the original investors in Trade Me) and Lloyd Morrison (Infratil) and media coverage from all around the world.

You can follow Jenene on Twitter [www.twitter.com/jenene](http://www.twitter.com/jenene)

# SPEAKERS



## **Dr. Wendy Maddocks-Jennings**

*Director, MJ Health Ltd*

Dr. Wendy Maddocks-Jennings has been involved in health care since 1983. She has extensive experience in nursing and complementary health care, including aromatic research and education. As a registered nurse Wendy worked in several acute and critical care areas, and then discovered the benefits of using essential oils and massage on patients. This led to further study in the area both in New Zealand and France. Wendy also developed severe skin problems relating to the chemicals and latex gloves used in her nursing. This meant she could not be involved in direct clinical nursing for some time, which provided an opportunity to diversify her skills by running a private natural health clinic as well as teaching nursing and complementary therapies for 15 years at a polytechnic in New Zealand until 2007. Wendy has also worked as a pain nurse clinician/health educator/researcher/advisor and vaccinator.

Wendy has manufactured her own skin care for many years and in 2006 saw the opportunity to expand this interest into a commercial business. Using her research skills from her Doctorate in Health Science, Wendy has developed several ranges of products and tested various formulas on a wide cross section of people, including specific focus groups from Asian countries. These products are sold under her own labels plus also for niche bespoke markets in NZ and around the world. From the start Wendy wanted the products she created to be completely natural and plant based without compromise, and works closely with the producers of the raw materials used in the products.

Social media marketing is a key part of raising brand awareness and in 2011, MJ Health Ltd won the James & Wells Excellence in Marketing Award from Natural Products New Zealand, following the success of introducing an integrated approach to social media marketing through 2010.

Dr. Wendy Maddocks-Jennings is passionate about using the best of nature in health and skin care and remains active in an advisory capacity with nursing and various other health fields as well as by contributing to academic and public forum (print and on line).



## **Jackie Buzowsky**

*Digital Marketing Manager for Comvita® Ltd*

Jackie is a marketing professional with a passion for natural, Jackie is based in Comvita®'s New Zealand Head Office in Paengaroa.

Originally from the UK, Jackie held Marketing positions in the Greater Manchester area and was Marketing Manager for the Manufacturing Institute before moving to New Zealand. Jackie graduated (some years ago!) with honours from the University of Manchester Institute of Science and Technology (UMIST) and is a Member of the Chartered Institute of Marketing (CIM).

# SPEAKERS



## **Brett O'Riley**

*Deputy CE of Business Innovation, Ministry of Science and Innovation (TBC)*



## **Paul McNabb**

*Technical Manager Analytical Research & Development Team, Cawthron*

Paul heads the team of scientists & technical consultants in the Analytical Research and Development team and has been with Cawthron for the last ten years.

Paul has fifteen years of experience in analytical chemistry and expertise in most areas of analytical testing as well as a wide knowledge of technical aspects of food production.

Paul has a special interest in Natural Toxins, having published over 30 scientific papers, books and reports on the topic. Paul is one of New Zealand's most experienced LC-MS users and has been instrumental in establishing Cawthron as a world leading provider of LC-MS testing services.

Paul holds a B.Sc. (Hons), Chemistry from the University of Otago.



## **Dr. Andrew Sansom - PhD Pharmacology**

*Chief Scientific Officer, Seperex Nutritionals*

Dr Sansom has a research and teaching background in the areas of pharmacology (the science of how drugs act) and physiology (the science of how the body functions). He joined Seperex in 2006 and has played a leading in new product development and IP management. His current interests include lipid mediators and inflammation.

# SUMMIT REGISTRATION 2012

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     Gluten-Free

## Registration - NPNZ Members

- \$320 - Both Days
- \$290 - 1 Day Only

### Additional Delegate:

- \$290 - Both Days
- \$260 - 1 Day Only
  
- \$120 - Dinner 22 March
- I will participate in the **Raceline Karting** 21 March
- Cocktail Function 21 March  
*Complimentary with Summit registration*
- \$30 - Additional Cocktail Function Guests 21 March  
*Partners not attending Summit*
- NPNZ AGM - Members Only

### Summit Delegate Pack Promotion:

- \$250 - A4 page brochure advertising your company's services or products inserted in all delegate packs. Limited to 10 NPNZ Member companies.

## Terms and Conditions

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

All fees are inclusive of GST of 15%.

Final date for registration and payment is **Friday 16 March 2012**. Any payment received after 20 March 2012 will incur a 20% penalty fee.

Note: Only one delegate per registration form. Registrations are transferrable within the same office. This registration form is a Tax Invoice.

Cancellations and Refunds: If received in writing before Tuesday 7 February 2012, 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 programme or to cancel or change event components without notice.

## Registration - Non-Members

- \$440 - Both Days
- \$390 - 1 Day Only
  
- \$120 - Dinner 22 March
- I will participate in the **Raceline Karting** 21 March
- Cocktail Function 21 March

### Payment Details:

Registration Fee	\$.....
Dinner	\$.....
Cocktail Function Guest	\$.....
Additional Delegate Fee	\$.....
Delegate Promotion Pack	\$.....
<b>TOTAL</b>	<b>\$.....</b>

### Payment

Please tick the appropriate box:

- My Cheque is enclosed, 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 March 2012

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

2 fast and easy ways to register:

Mail: PO Box 358, Blenheim 7240 New Zealand

 Email: [events@naturalproductsnz.org](mailto:events@naturalproductsnz.org)

**Natural Products Annual Summit 2012**  
**21<sup>st</sup> – 23<sup>rd</sup> March 2012**  
**Ref #141586**



Fax or email booking form to:  
**Fax:** 07 349 5201 • **E-mail:** [reservations@distinctionrotorua.co.nz](mailto:reservations@distinctionrotorua.co.nz) • **Phone:** 07 349 5200

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Name (Title & Initials): .....  
Address: .....  
Phone: ..... Fax:.....  
E-Mail: ..... Mobile:.....  
Arrival Date:..... Arrival Time: .....  
Departure Date:..... Departure Time: .....  
Number Of Guests Occupying The Room: .....

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**Room Requirements:** *(Please Circle)*

Single / Twin / Double

Smoking / Non Smoking

**Accommodation Rates:**

Standard Room: \$143.00 incl. GST per room per night based on single, double or twin share  
Deluxe Room: \$165.00 incl. GST per room per night based on single, double or twin share  
Junior Suite: \$185.00 incl. GST per room per night based on single, double or twin share  
Executive Suite: \$210.00 incl. GST per room per night based on single, double or twin share

**Note:** a block is being held until **20<sup>th</sup> February 2012** when unsold rooms will be released

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**Method of payment on check out:** *(Please Circle)* CASH / EFTPOS / CREDIT CARD

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**Bookings must be guaranteed with credit card detail**

*Please circle:* AMEX MASTERCARD VISA DINERS

Card Number: ..... Expiry Date: .....

Signature: ..... Date: .....

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**Conference Accommodation Conditions:**

- Cancellation policy: if you wish to cancel your reservation, please notify the hotel at least 24 hours prior to the date of arrival. Cancellation fees may apply.
- Any guest whom fails to check-in and has not advised us of a cancellation, will be subject to cancellation fee.
- Check in time is no earlier than 2.00 pm and check out time is by 11.00 am.
- All bookings are subject to availability.
- Pre and post accommodation is subject to availability at conference rate.
- A credit card imprint is required on check in or full payment of accommodation plus \$50 deposit by cash or eftpos.
- Any guest whom checks out earlier than expected may incur cancellation fees.

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**HOTEL USE ONLY:** Confirmed by: \_\_\_\_\_ Date: \_\_\_\_\_ Reference Number: \_\_\_\_\_

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