



The **only** Nordic business event dedicated to promoting the certified organic food industry

**nordic
organic
food**FAIR

MalmöMässan | Sweden
16-17 November 2016

Online at www.nordicorganicfoodfair.com

Dedicated to organic...

Generate new business this year and get your products in front of thousands of key organic buyers...

The trade show was launched in 2013, and was an instant success due to the significant demand for organic food and drink in the Nordic region. The show is co-located with **Natural Products Scandinavia**, which is dedicated to natural and organic lifestyle products. The two shows have a dedicated marketing campaign for each event. Entry passes allow access to both shows and the open plan set up allows visitors to move easily between the two events. In 2015 there were 345 exhibitors from 40 countries and 3930 attendees from 59 countries.

Supporters including Organic Denmark, KRAV Sweden, Organic Sweden, Oikos – Organic Norway, Debio, Pro Luomo (Finland), IFOAM EU and features a number of country pavilions from across Europe.

2015 event in numbers

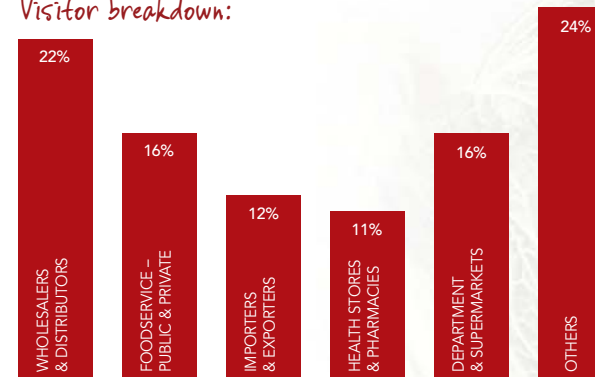
- **83%** of visitors say they will be coming back next year
- **82%** of attendees influenced or authorised purchasing decisions
- **64%** of visitors were owners, CEOs, managers or buyers
- **56%** of visiting companies spend €25K to over 5 million or more a year on organic and natural products

Who visits the show:

Key Trade Buyers from leading: Supermarkets | Online retailers | Department stores | Wholesalers & distributors | Importers & exporters | Health stores | Foodservice – public & private

Last year we had buyers visit from: 7-Eleven | Aarstiderne | Aduki Oy Finland | Åhléns AB | Alma Norway | Axfood Sweden | Bergendahls food AB | Bringwell AB | Cateringengros | Cederroth | Coop Sweden | Coop Trading Denmark | Dansk Supermarked | Ewerman AB | Fazer Foodservice | Gymgrossisten | Hälsokraft | Haugen-Gruppen AS | HKC Egenvård | Holland & Barrett International | ICA Sweden | IKEA | Kung Markatta | Lidl Denmark | Life AB | Magasin du Nord | Matas | Mathem i Sverige AB | Matse AB | Meyer Food | Midsona | Nemlig.com | Norganic Norway | Okle GmbH Großhandelszentrale | Orkla Food | Ruohonjuuri Oy Finland | Sunkost Norway | Svensk Cater | Udea | Urtekram International A/S | VegaNor AS | Willys AB

Visitor breakdown:



Why the Nordic Organic Food Fair?

EXHIBITOR CASE STUDY:

Only Natural Products first exhibited when the show launched in 2012. They wanted to increase their business in Sweden and they were mainly looking to meet new distributors and retailers. After exhibiting at the show in 2012, not only did they meet a Swedish distributor but they had a choice of three! And it didn't stop there – after the show they signed up distributors in other countries including Finland, Denmark and Iceland. They came back to the show for a second year and were delighted to meet Life Europe (the biggest health store chain in Sweden). Now after just a few years they have distributors in all of the Nordic countries and supply one of the biggest health stores. All this from exhibiting at the show!



“Superb show, our first time exhibiting and we couldn't be happier, very busy with the right people. We'll be back.”
COCO ZUMI, UNITED KINGDOM

“This exhibition is such a good business solution for us. The market growth in this part of the world is really impressive – and this show opens doors.”
TOPAS, GERMANY



Nordic organic market overview

The Scandinavian region is known throughout the world for its commitment to clean living, natural health and organic food, making it one of fastest growing and most exciting markets to be part of!

Sales of organic food

- Out of the total sales of food in Sweden in 2014, 5.6% was organic food. In Denmark, it was at 8%. In Sweden sales in 2014 grew by 38%, Denmark 6%, Finland 5% and Norway in 30%. (Ekoweb)
- For the first half of 2015 increase of 10% in organic food sales in Denmark and 50% in Sweden
- The Finnish Organic Food Association (Pro Luomo) estimates that sales of organic products will top 330 million euros in 2015. In addition, the government has set targets for 2020, with 20% of all food in public kitchens to be organic (Ministry of Agriculture and Forestry in Finland).
- The Danish government has set a goal of 60% for all food in all public kitchens to be organic by 2020. (Ministry of Food and Agriculture in Denmark)
- By the end of 2015 there was a total of 2705 organic certified kitchens in Scandinavia
 - Denmark with 1391 (Det Økologiske Spisemærke)
 - Sweden with 1000 (KRAV)
 - Norway with 314 (Debio Serveringsmerke)
- In total the Nordic region is worth over €3.1 billion

Organic food sales in 2014 hit a new high:



What's happening in 2016?

New for 2016 – the **Start-Up Zone** will be for companies of 18 months and younger. This exciting zone will offer new companies an affordable area in which to showcase their products and meet key buyers in the industry.



The Start-Up Zone



VIP Programme

The **VIP programme** is aimed at key trade buyers from the Nordic region as well as selected buyers from across Europe. Through collaboration with media partners and associations, we provide a dedicated campaign to get them to the show and we will be implementing a Hosted Buyers Programme in 2016.



The Organic Theatre

The **Organic Theatre** will once again host a world class education programme and will bring together industry speakers who covered a range of topics including innovation and product development, organic in the foodservice sector, market overviews and understanding the retail industry in the Nordic region.



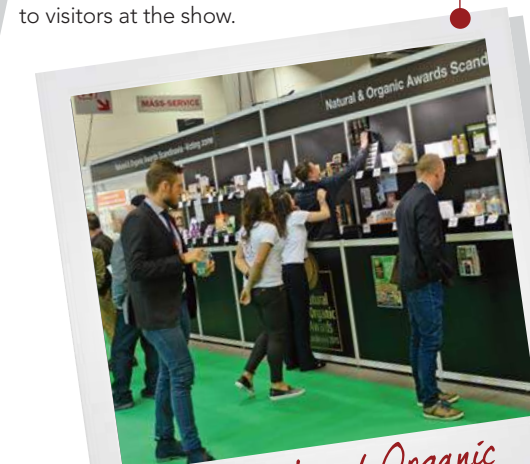
The Nordic Organic Chef Competition

Organised by the **Swedish Organic Chef Association** and in partnership with **KRAV Sweden**, the **Nordic Organic Food Fair** will be hosting three separate competitions – the **Nordic Organic Chef of the Year**, the **Swedish Organic Chef of the Year** and the **Young Organic Chef of the Year**.



Natural and Organic Awards Scandinavia

Voted for by visitors and selected VIP guests – the **Natural and Organic Awards Scandinavia** will be announced during the second day of the show. The winners of the awards will be celebrated and recognised for great innovation and outstanding new products in this diverse market place.



The Natural and Organic Awards Showcase

The **Natural and Organic Awards Showcase** is where exhibitors will be showcasing their latest products and where the voting takes place for the **Natural and Organic Awards Scandinavia**. These products will also feature in a separate booklet handed out to visitors at the show.

Top tips for exhibiting success

What we can do for you...

We have a dedicated marketing team who will help you with the following and much more:

- 1 VIP invitation postcards and visitor brochure** – We'll design, print and post/email these to high profile buyers you want to target/invite
- 2 "See us at the show" logos** – Designed by us to be used on your website, email signatures and in newsletters
- 3 Event banners** – Download these from our website with a link taking people straight to the registration page for the show
- 4 Personalised Email Invitations**
– Send these to your existing customer base
- 5 Press releases** – If you have a new product or brand you want to shout about then send us your press release. We can put it in our newsletters to our visitor database, use it on the show website and it could even be included in our press releases

What you can do...

- 1 Make sure people know you will be there** – Send out VIP invites, email them, add details to your email signature, call up new and existing clients to arrange meetings at the show.
- 2 Go crazy on social media** – Tweet about it, post pictures on Instagram, create a buzz on Facebook and Google+. Integrate it with your blog and your website - #NPS16 #NPScandinavia @NPScandinavia
- 3 Stand out** – A great stand design helps deliver your exhibition objectives. You can do some very creative things with a stand package.
- 4 Train your staff** – 80% of the success of your stand is down to your staff, so train them. Use approachable people who are fully briefed and can speak confidently about your business.
- 5 Don't** – use a mobile, eat on the stand, sit down, have your back to the aisle, have a messy stand or have tacky giveaways.
- 6 Collect leads** – You must record and classify all your leads. The more quality leads you leave with, the higher your chances of winning big business!
- 7 Follow-up** – If you don't follow-up your leads, why invest in the exhibition to begin with? You would be amazed how many exhibitors don't follow-up their leads! Make sure you contact all of your leads at least six times after the show.

Excellent industry feedback

“It's been fantastic! It's our first year at the show and we can't believe how good it's been. I've found export opportunities from Japan, Norway and Denmark. There has been so much interest in our product – it's totally awesome for us! We'll definitely be back next year!”

TONY GERASOVSKI – OWNER, TONY'S PIZZA, SWEDEN

“It's a very good show. We are here to promote our products and to raise brand awareness. Great quality visitors – we'll be back next year!”

ALISE KRAMER – SALES MANAGER, HORIZON NATUURVOEDING, NETHERLANDS

“You were able to spot some of the current trends. I am definitely coming back the next time the exhibition is held.”

MINNA JACOBSEN, CATEGORY PLANNER, COOP DANMARK AS, DENMARK

“There is a good mixture and diversity of exhibitors here, who are all relevant companies for me. Nordic and Scandinavian companies are attracting buyers from around the world here. This show has really developed and grown and is a great place for them to come

MARCO SCHLÜTER, DIRECTOR, IFOAM EU

“It is important that we have an organic show in Sweden, that is so easy to visit. The organic market is growing rapidly and it seems only obvious that we have a local platform in which to meet.

JONAS SANDSTRÖM, HEAD OF BUSINESS AREA FOOD AND SERVICE, ÅHLÉNS AB, SWEDEN



Pavilions

We offer flexible solutions for associations, embassies, trade promotion agencies and other organisations to bring their members to this dedicated trade only event.

The market is a profitable and growing area for natural and organic products in both the public and private sector, and we offer companies access to all those key buyers who can make those important buying decisions. We can provide advice and suggestions on location and pavilion stand layouts, we also offer sales and marketing support and we can create dedicated packages to suit your needs.

Options

- 1 SPACE ONLY:** we provide you with a suitable stand location and you design and build your own pavilion along with your members
- 2 SHELL SCHEME PACKAGES BOOKED IN ADVANCE:** You book and take full control of the pavilion space including how it is divided up for your members. We build the full pavilion stand for you using the standard stand package, which includes walls, name boards, electricity, lighting, table and chairs. You organise and sell on the individual pavilion stands to your members.
- 3 SHELL SCHEME PACKAGES WITH SALES SUPPORT:** We work as a partnership to sell stands on your pavilion, we will rely on you for member details for us to contact your members and create marketing support.

Previous Pavilions

- Organic Denmark
- KRAV Sweden
- Organic Belgium
- Agrarmarketing Mecklenburg-Vorpommern (Germany)
- The Soil Association (UK)
- EXTENDA Trade Agency For Andalusia
- Agramarkt Austria Marketing
- FEDACOVA Valencia - Food from Spain



Case study



KRAV develop organic standards and promote the KRAV-label in Sweden. They promote the show to members and industry contacts, in addition to supporting the show.

As the pavilion organiser they are given 4sqm free of charge to have a space on the pavillion so they can meet new potential clients and have meetings with other industry relations during the exhibition.

Sales Manager, Johan Cejje, KRAV Sweden said "The fair attracts exhibitors from areas far away, and makes the show work well for sourcing. A key point for this show is that it targets the Nordic region, which also makes the show more effective; we know exactly what market we are selling to. One of our KRAV pavilion exhibitors actually got two large orders within 24 hours after the fair closed – which is superb!"

How we can work together

- Sales support ■ Marketing collaboration
- PR support ■ Customised sales and marketing material
- Customised email campaigns ■ Social media support

Who's who at the show...

nordic
organic
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MalmöMässan | Sweden
16-17 November 2016

Stand Sales

For all information on stand sales, sponsorship, the theatres and workshop zone.



Anne Seeberg – Event Director
Tel: +44 (0)1273 645124
Email: aseeb@divcom.co.uk



Eva Ellis – Sales Executive
Tel: +44 (0)1273 645141
Email: eellis@divcom.co.uk



Lars Larsson – Nordic Manager

Marketing

For anything marketing and promotion related – You can order VIP invites, postcards, show logo, website banner, etc.



Fiona Allen – Marketing Manager
Tel: +44 (0)1273 645147
Email: fallen@divcom.co.uk



Caroline Bissell – Marketing Manager
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Email: cbissell@divcom.co.uk



Emma-Louise Jones – Head of PR
Tel: +44 (0)1273 645134
Email: ejones@divcom.co.uk

Operations

Operations organise the logistics of the show and all the health and safety forms. They will send you your online exhibitors manual 3-4 months prior to the show.



Helen Trott – Operations Manager
Tel: +44 (0)1273 645122
Email: htrott@divcom.co.uk



Sophie Pink – Operations Executive
Tel: +44 (0)1273 645154
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Services at the venue

Malmö Mäss-Service AB are our onsite venue contractors. They build the stands, provide all the furniture, electricity, lighting, organise storage and receive your deliveries at the venue.



Malmö Mäss-Service AB – Li Mellberg
Tel: +46 (0)406 42 99 26
Email: li@mass-service.se

If you want to contact the venue or the restaurant team on site please let us know and we can pass on the right contact details.

Organised by

diversified
COMMUNICATIONS ■ UK

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