



Programme

NATURAL PRODUCTS NZ SUMMIT 2015

Emerging Trends

**Rydges Hotel
ROTORUA**

18-20 March 2015



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the following companies for their generous support**

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WELCOME FROM NPNZ'S EXECUTIVE DIRECTOR



These are exciting times for New Zealand's natural products industry.

Recent research has found that the Natural Products Industry contribute \$1.4 billion per annum to New

Zealand's economy, which represents 40% growth since the last survey was conducted five years ago. This trend looks set to continue, with the majority of respondents expecting ongoing revenue growth over the coming three years.

The survey found that our members are also highly innovative. At five times the New Zealand average, the sector boasts one of this country's highest R&D and investment rates. The Summit's Emerging Trends theme is therefore timely because the survey found that we are well-placed to capitalise on New Zealand's strong and growing opportunities in a range of local and offshore markets, especially in relation to innovative foods. Our speakers and presenters will provide valuable insights into how we can continue to further build upon our considerable strengths, and what we can do to turn challenges into opportunities.

The survey also highlighted local and offshore regulatory systems, and New Zealand's reputation as a high quality natural health products provider as being important to members, so we look forward to the Ministry of Health's update presentation on the Natural Health and Supplementary Products Bill's progress.

Over the past year NPNZ has added considerable value to members, including an extreme makeover for the website, working with the Government on regulatory matters, and representing the industry on innovative ingredients at an important Hong Kong trade show. We could not have achieved this level of



activity without our sponsor partners, whose support is greatly appreciated. Thank you to:

- ASB Bank, Gold Partners
- DHL Global Forwarding, Silver Partners
- James & Wells, Silver Partners
- Crombie Lockwood, Bronze Partners
- Crowe Horwath, Bronze Partners
- Forbes Packaging, Bronze Partners

I would also like to thank all of the Summit's sponsors for their generous support, all of which helps to make it such an enjoyable and successful event:

- GMP Pharmaceuticals for the ongoing sponsorship of the GMP Gala Dinner and Awards evening
- Alaron Products for again sponsoring the Alaron Cocktail function
- James & Wells for sponsoring the Innovators Luncheon, Crombie Lockwood for sponsoring the AV screen, SeaDragon for the great bags and Go Healthy for sponsoring the Summit's MC, Positive Potential's David Taylor
- RMF Nutraceuticals and Lifestream for sponsoring keynote speakers, Comvita for lunch on Friday
- Blackmores for the lanyards and NZ Extracts for speakers gifts
- Vitaco for morning and afternoon tea on Thursday and IRI Aztec for morning tea on Friday
- NZBio for organising a special seminar

I wish you all a very enjoyable, educating and fun Summit. May it provide inspiration for the future – along with some interesting and enjoyable experiences with your NPNZ colleagues and friends.

Alison Quesnel
Executive Director
Natural Products New Zealand



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PROGRAMME

DAY 1 THURSDAY

19 MARCH 2015



8.15am *Registration opens*

8.45am **Welcome & Introduction of MC**
Alison Quesnel, Executive Director, NPNZ

9.00 - 9.30 **State of the Nation**
Nick Tuffley, Chief Economist, ASB Bank

9.30 - 10.30 **Expanding into the Asian Market – logistics and case studies in our category**
John Goebel, General Manager Asia, BiO-LiFE Marketing, DKSH Business Unit Healthcare

10.30 - 11.00 *Vitaco Morning Tea & Networking*

11.00 - 11.30 **NHSP Update**
Ministry of Health

11.30 - 12.30 **A Fresh Perspective on Company Strategy**
Simon Mundell, CEO & Managing Director, The RESULTS Group

12.30 - 1.30 **James & Wells Innovators Luncheon:**
The good, the bad, and the downright disastrous – a business war story presented by James & Wells Head of Asia Division, Johnathan Chen.

1.30 - 2.00 **Natural Products NZ AGM - NPNZ Members Only**

2.00 - 3.00 **A Look into our Category and the Future**
A thought provoking glimpse on product and buying trends and future trends. Craig Sims, Senior account Director, IRI-Aztec NZ.

3.00 - 3.45 *Vitaco Afternoon Tea & Networking*

3.45 - 4.45 **Dealing with Advertising Complaints**
Hilary Souter, Chief Executive, ASA

4.45 - 5.00 **Closing Remarks**

Gala evening commences:

7.00pm **Pre-Dinner Drinks - Rydges Hotel**

7.30 - late **GMP Pharmaceuticals Gala Awards Dinner - Rydges Hotel**



GMP

Pharmaceuticals

Gala Dinner

& Natural Products NZ

Awards Night

A Time to Sparkle

★ You know the score – we want you to be incredibly glamourous – ladies dress to sparkle and gentlemen a dinner suit/tuxedo please!

Join us at the GMP Pharmaceuticals Gala dinner in our sparkling venue – in the hotel so you'll be able to pop upstairs to glam up and come down to pre-dinner drinks at your leisure.

Once again we have a terrific MC to run our night and to help with the presentation of our industry awards – who will the winners be this year?

There will be eating, drinking and dancing till late, so don those sparkling dresses and suits and meet us there.

Drinks: 7.00pm - 7.30pm

Dinner: 7.30pm til late.



GMP
Pharmaceuticals



PROGRAMME

DAY 2 Friday
20 MARCH 2015



9.00 am - 9.30 am
IRI-AZTEC MORNING TEA

9.30 am - 10.00 am
NPNZ SURVEY 2014
Results and Discussion Panel

Session 1

10.00 am - 12.00 noon

NZ BIO & COMVITA PRESENT A WORKSHOP ON DESIGN THINKING

Design Thinking is a business philosophy aimed at problem solving with an end goal of matching people's needs with what is technologically feasible and viable as a business strategy.

A team of presenters from NZBIO and Comvita will take you through this world-recognised programme.

Session 2

NPNZ Seminar

10.00 am - 11.00 am

MAKING THE MOST OF EVERY R&D OPPORTUNITY

Angus Brown, Business Development Manager, THE FOODBOWL

Part of the New Zealand Food Innovation Network, The Foodbowl provides a superb opportunity for NZ companies to utilise a national network of science and technology resources to develop new products and processes from ideas to commercial success. Using case studies to illustrate his presentation, Angus will give us an overview of how The Foodbowl works and how inventive NZ companies have benefited – and how you can too.

11.00 am - 12.00 noon

MEDIA TIPS & TRAPS

Anna Radford, Director of Radford Communications and PR expert for NPNZ, is thoroughly knowledgeable about our industry having worked in it for so long. Anna will present some extremely useful information on how to deal with the media, what to show, how to present the positive, what to be careful about, and will also speak about how to make the most of your PR budget in these days of paid editorial.

12.00 noon - 1.00 pm

COMVITA NETWORKING LUNCH

SPEAKERS



Day 1, Thursday 19 March

Plenary Session



David Taylor
Principal,
Positive Potential

David is the Principal at Positive Potential, a Company providing Business Mentoring, People Development, Training Skills and Advisory Board support to a wide range of businesses.

David is a former Chartered Banker, an Accredited Coach and a Mentor with Business Mentors New Zealand and the Pacific Islands. He holds Board positions at Marlborough Primary Health, Destination Marlborough, Foundation for Youth Development and Netball Marlborough. Helping individuals to grow personally, is a strong motivator for David.

In his spare time David is an enthusiastic novice rally / race driver, a social golfer and an occasional half marathon runner. Amongst those he finds inspirational, David chooses Bob Geldof as a man of immense compassion and determination.

David is kindly supported by **GO Healthy**



Nick Tuffley
Chief Economist,
ASB Bank

Nick Tuffley was appointed as ASB's Chief Economist in January 2007, having previously worked at Westpac and the Reserve Bank of New Zealand. Nick studied at Canterbury University, graduating with a Master of Commerce in Economics.

He and the rest of the Economics team provide regular analysis of economic developments and the outlook through written publications and media comments. Their key objective is to help the bank's clients make better-informed business and personal finance decisions. Nick and his team were winners of the Consensus Economics Forecast Accuracy award for 2013.

Nick is kindly supported by the **ASB Bank**, our Gold Partner



John Goebel
General Manager Asia,
BiO-LiFE Marketing
at DKSH Business Unit Healthcare

Educated at Queensland University of Technology with a degree in Management, economics and marketing, John is responsible for DKSH's BiO-LiFE Natural health business based in Malaysia, with responsibility across seven Asian markets of Malaysia, Thailand, Hong Kong, Singapore, Taiwan, Myanmar and Vietnam. John has over 17 years' experience in FMCG and Consumer Health, with deep international sales and marketing expertise in emerging Asian healthcare markets. John had previously been Director of Business Development for OTC and Consumer Health business line, in DKSH's Business Unit Healthcare, based in Thailand with 12 Asian market responsibilities.

SPEAKERS



Day 1, Thursday 19 March

Plenary Session



Simon Mundell
CEO and Managing Director,
The RESULTS Group

Simon Mundell is the CEO of The RESULTS Group (a Business Strategy Consultancy) and Co-Founder of RESULTS.com. With offices in New Zealand & USA they work with companies globally to implement research based business frameworks and tools to fuel growth.

Simon's presentations expose participants to some surprising thinking and he provides a fresh perspective on how to engage everyone in an organisation to EXECUTE the company strategy.

Research clearly shows that there will be more change in the next 20 years than there has been in the entire history of civilisation. Simon will demonstrate why in this unprecedented era of change the deciding factor will not be 'business as usual', but rather your ability to review, implement and execute strategy.

Simon distils leading edge research from some of the world's smartest business minds, combined with real-world examples of businesses achieving impressive and documented growth.

Simon's appearance is kindly supported by ***Lifestream International Ltd***



Craig Sims
Senior account Director,
IRI-Aztec NZ

With more than 14 years of experience working within and alongside the New Zealand FMCG industry, Craig's thought leadership within the IRI-New Zealand business is highly sought after. His connectivity into local and now global IRI networks ensures his insight into trends and behaviour are leading edge.

Craig delivers the IRI-Aztec annual State of the Nation presentation to hundreds every year and has been invited to many conferences in the last couple of years, with the purpose of creating lightbulb moments for Manufacturers and Retailers alike.

An expert in supermarkets and pharmacy, Craig has a unique perspective on the industry and a way of making data sound and look interesting to ensure that all listeners come away with ideas and opportunities to shape their businesses moving forward.

Craig is kindly supported by ***RMF Nutraceuticals***



Hilary Souter
Chief Executive,
Advertising Standards Authority

Hilary Souter has spent nearly 20 years working in the wider media industry on a range of issues including advertising standards and compliance with codes and legislation.

The Advertising Standards Authority is a leader in industry regulation and Hilary has been its Chief Executive for nine years. In that time Hilary has managed code reviews for food, children, alcohol, the environment and comparative advertising, along with running the secretariat that processes about 800 formal complaints a year. Hilary is also a guest lecturer on advertising standards at a number of New Zealand universities and gives regular presentations to both domestic and international audiences on the value of self-regulation.



Notes:





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THANKS



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P O Box 9026, Newmarket, Auckland. New Zealand
27 Great South Road, Newmarket, Auckland 1051

P: +64 9 531 5717 - M: 021 415 888

email info@naturalproductsnz.org

www.naturalproductsnz.org