



## WELCOME FROM NPNZ'S EXECUTIVE DIRECTOR



The past year has been a period of significant change and growth for our industry, especially for those exporting to China.

The Age of Disruption is definitely here with constant change to the technological, social, demographic, economic and legislative landscapes in which we operate. There's no

point waiting for things to return to normal, because they won't!

Our challenge is to know how best to respond when nobody knows what the future holds. What will tomorrow's health concerns be? Which dietary trends will rise and fall? How can we rapidly meet these changes to innovate and bring new products to the market? Which technologies will influence our lives? What marketing opportunities will arise at home and abroad and how best can we leverage them?

This year's Summit will focus on these all-important questions and help us to meet this often exciting – and sometimes confusing – new future with confidence, competence and competitiveness.

Over the past year we have again worked closely with the Government on regulatory matters and have represented the industry in Hong Kong and at Supply Side West. This year we have more exciting plans coming up including a Mid-Year NPNZ Suppliers Day.

Actions such as these have increased the value that NPNZ provides to our members and as a result companies regularly approach us to become members. We could not have achieved this without the support of ALL of our members, and our sponsor partners whose support is greatly appreciated.

Thank you to:

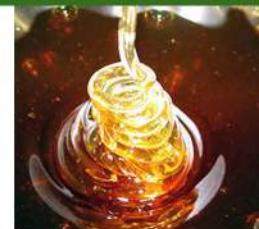
- ASB Bank, Gold Partners
- James & Wells, Silver Partners
- Crowe Horwath, Bronze Partners
- Forbes Packaging, Bronze Partners
- New Wayz Consulting, Bronze Partners
- Scientific & Technical Recruitment, Bronze Partners

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
- Callaghan Innovation for sponsoring Professor David Hughes
- Lifestream for sponsoring Simon Mundell
- IRI New Zealand for sponsoring Royce Sharplin
- Go Healthy for sponsoring the Summit's MC, Louise Pagonis
- NZ Health Manufacturing for sponsoring the AV Screen and lunch on Thursday
- SeaDragon for the great bags
- Blackmores for the lanyards
- Vitaco for morning and afternoon tea on Thursday & Friday
- RMF Nutraceuticals for sponsoring the Friday Seminar
- NZ Extracts for speakers' gifts
- NZBio for organising a special workshop

I wish you all a very enjoyable, educating and fun Summit. We hope it inspires you for the future and encourages 'outside the square' thinking.

Alison Quesnel  
Executive Director  
Natural Products New Zealand



## **NPNZ PARTNERS**

*We acknowledge our valued partners*

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## PROGRAMME

### Day 1: Thursday 17 March - Maitai 1

8.15am Registration opens, Riwaka foyer

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

8.50 - 9.30 State of the Nation  
Nick Tuffley, Chief Economist, ASB Bank

9.30 - 10.30 Looking into the Future  
Professor David Hughes, Emeritus Professor of Food Marketing at Imperial College London

10.30 - 11.00 Vitaco Morning Tea & Networking  
Riwaka Foyer

11.00 - 11.30 NHSP Bill Update  
Ministry of Health

11.30 - 12.30 Strategy in the Age of Disruption  
Simon Mundell, CEO & Managing Director, The RESULTS Group

12.30 - 1.30 NZ Health Manufacturing Lunch  
Riwaka Foyer

1.30 - 2.00 Natural Products NZ AGM

2.00 - 3.00 The NZ Extracts story – Triumphs and Challenges  
Dr Glenn Vile, Co-founder/Director NZ Extracts, Tuatara Natural Products

3.00 - 3.30 Vitaco Afternoon Tea & Networking  
Riwaka Foyer

3.30 - 4.30 How to sell to Millennials and all the others out there  
Royce Sharplin, Account Director/Team Leader Client Services, IRI New Zealand

4.30 - 4.45 Closing Remarks

#### ***The Gala evening commences:***

7.00pm Pre-Dinner Drinks - Riwaka Foyer

7.30 - late GMP Pharmaceuticals Gala Dinner & Awards Night - Maitai 1

**See P7 for Friday Seminars**

# Let's Shine!

**GMP Pharmaceuticals**

## *gala dinner*

**Natural Products NZ  
2015 Industry Awards**

Your chance to Shine – remember – this is our **GLAMOUR NIGHT**, dress as if you mean it, ladies, very glamorous please and men – your best Tux!

Join us at the GMP Pharmaceuticals Gala dinner in our themed 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.

Pinky Agnew is our MC this year so look forward to a fun night with lots of laughs and time to celebrate our Awards Winners.

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

Drinks: 7.00pm - Riwaka Foyer

7.30pm Be seated for dinner in Maitai 1

**GMP**  
Pharmaceuticals



## SPEAKERS

**Day 1: THURSDAY 17 March**



**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 has a Master of Commerce in Economics from Canterbury University. Nick and the Economics team's key objective is to help the bank's clients make better-informed business and personal finance decisions.

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



**Professor David Hughes**  
*Emeritus Professor of Food Marketing*  
*at Imperial College London*

David Hughes is Emeritus Professor of Food Marketing at Imperial College London. He travels the world talking to businesses, trade associations, governments and conferences on global developments in the food and drink industry. A highly sought-after speaker wherever he goes, he has an unparalleled knowledge of global food industry issues, particularly consumer trends. David works closely with senior management of food and beverage firms on business strategy development and with governments on food policy formation.

David is kindly supported by **Callaghan Innovation**



**Simon Mundell**  
*CEO and Managing Director*  
*The RESULTS Group*

Simon 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 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 is kindly supported by **Lifestream International Ltd**



## **SPEAKERS**

### **Day 1: THURSDAY 17 March**



**Dr Glenn Vile**  
**Co-Founder/Director**  
**New Zealand Extracts Ltd**  
**Tuatara Natural Products Ltd**

Glenn's background and passion is in commercialising science and innovation by bringing to market natural health products that showcase the best of New Zealand. He is a co-founder, shareholder and Director of New Zealand Extracts Ltd and Tuatara Natural Products Ltd. Previously Glenn was a bio-medical researcher holding senior research and management positions at the Christchurch School of Medicine, University of Otago, and the Institute for Experimental Cancer Research, Lausanne.



**Royce Sharplin**  
**Account Director/Team Leader Client Services**  
**IRI New Zealand**

Royce has 10 years of Trans-Tasman FMCG experience in sales, marketing and category roles. Now an Account Director at New Zealand's leading data supplier and insight provider to NZ's grocery and pharmacy suppliers, he leads a team of client-facing industry experts and is a lead presenter for industry insights.

Royce is kindly supported by ***IRI New Zealand***



## SEMINARS

### Day 2: Friday 18 March

**9.30 - 10.00am Vitaco Morning Tea, Riwaka Foyer**

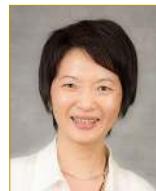
**10am - 12pm Seminar 1: The RMF Nutraceuticals Friday Seminars, Maitai 1**



#### **“Project Management for Expansion”**

**Maurice Parlance**  
**Principal/Director**  
**New Wayz ConsultingLtd**  
**Director, CBE Pty Ltd**

Maurice has 28 years' experience in technical and consulting roles within the natural health products and biotech industry, including 18 years as an industry consultant. His core skills and experience are in manufacturing and compliance management; process design and improvement; validation and operational excellence.



#### **“Taking Care of your Dietary Supplement Business in China”**

**Yan Zhang**  
**Chinese Government Accredited Senior International Commercial Specialist**  
**Chinese Certification in International Trade Principal - Asia Business**  
**CroweHorwath (NZ)**

Yan has over 20 years' experience in international trade and investment. Having worked with both the New Zealand and Australian Governments and the Auckland Chamber of Commerce, Yan has helped Australian and New Zealand companies extensively in doing business with overseas countries, including China.

**10am - 12pm Seminar 2: NZBIO & KiwiNet Workshop - The Business Challenge, Maitai 2**



**Dr Will Barker**  
**Chief Executive Officer**  
**NZBIO**



**Dr Seumas McCroskery**  
**Innovation Manager**  
**Kiwi Innovation Network Ltd**

The Business Challenges are a great way to uncover business problems and match them with creative and hi-tech research solutions from publicly funded researchers. NZBIO and KiwiNet together have identified two very interesting challenges that will be extremely useful to the NZ Natural Product industry if solved. At this session, researchers from around New Zealand will come to pitch their solution ideas. They aim to demonstrate their capabilities and their willingness to work with industry, thereby providing a platform for ongoing collaborations for the future.

#### **CHALLENGE #1 Legitimacy**

New packaging ideas to provide assurance that a purchased product is authentically from NZ

#### **CHALLENGE #2 Honey Extraction**

A new method to remove solidified honey from large volume industrial containers

**12 - 1pm**

**NPNZ Networking lunch, Riwaka Foyer**

## Notes: