

Natural & Organic Asia

1 – 3 SEP 2020

Hong Kong Convention and Exhibition Centre

Organiser:  **informa**markets

 www.NaturalandOrganicAsia.com

  noaexpo

 Natural & Organic Asia

IT'S A WHOLE NEW EXPERIENCE

BUSINESS THE NATURAL WAY

Since 2014, **Natural & Organic Asia (NOA)** has been the leading trade platform for all things natural and organic, convening regional professionals with a shared vision - to make business ethical and lives sustainable. Just as the Asia natural and organic market, there is no limit to what we can accomplish as the fastest growing natural and organic trade show in Asia - and it is this natural motivation that drives us forward.





NOA BRINGS YOU TO SEE THE TOP **2020 TRENDS** IN ASIA'S NATURAL & ORGANIC INDUSTRY!



Natural Supplements

The growing geriatric population, rising consciousness on health and presence of low-cost raw materials are driving the demand for natural supplements in Asia. NOA taps directly into this vibrant sector by bringing a range of natural supplements to the table, providing vitamins, minerals, proteins and other forms of nutrients that our body requires.



Zero-Waste

From organic goods to eco-friendly and plastic free products, minimalists are spearheading new initiatives to conserve resources. To steer consumers towards more sustainable choices, NOA works closely with agile start-ups and zero-waste advocates who will inject creative ideas and out-of-this-world products into the industry.



Plant-Based Food

The F&B industry sees large potential in the plant-based market, which targets not only vegan and vegetarian communities but also meat and dairy eaters. Co-located with the region's leading F&B tradeshow Restaurant & Bar Hong Kong x Gourmet Asia, NOA brings in a large amount of high-profile food buyers to expand your customer base.



Certified Products

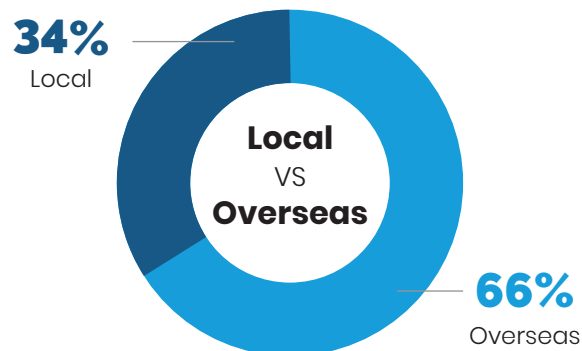
The increasing social and environmental awareness have ramped up product testing in Asia, especially for organic food and beauty products. Buyers can be exposed to a wide array of verified products at NOA and learn the advantages of product certification in a series of mind-provoking workshops and seminars.



2019 EXHIBITOR PROFILE

149
Exhibitors

27
Countries & Regions



WORDS FROM EXHIBITORS...

“ We manufacture a wide range of health supplements in Thailand. This is our first time to join Natural and Organic Asia and it is a successful event for us. We have met potential buyers and received many enquiries for our products which can be developed for future business. ”

Ms. Prapassorn Chomsuwan, International Sales, T.Man Pharma Co., Ltd. (Thailand)

“ This is my first time exhibiting in NOA, and I'm happy to confirm that the buyers I was meeting on-site are amazingly high-quality. Believing the brand name of NOA can certainly attract specific groups of targets every year, I'm planning to return next year. ”

Ms. Bonnie Soon, Director, Lifeknonet Company Ltd. (Hong Kong)

PRODUCT CATEGORIES:

Natural Food & Beverage	50%
Natural Beauty & Spa	27%
Natural Health and Living	23%



The home of natural and organic food — bring best-quality natural and organic food products from your warehouse to the world.

Organic, Natural, Plant-based, Free-from, Wholefoods, Artisan, Raw, Vegan, Vegetarian, Sustainable, Superfoods, Biodynamic, Fine Foods, Fairtrade, Ethical, Halal, Fresh Food, etc



Put your best face forward and display your brightest beauty offerings to large-scale beauty buyers.

Natural, Organic, Vegan Beauty Food, Cruelty-free, Free-from, Organic, Fairtrade Body & Skin Care, Colour Cosmetics, Hair Care, Personal Care, Suncare, Perfume, Spa & Essential Oil, Male Grooming, Infant & Maternity, etc



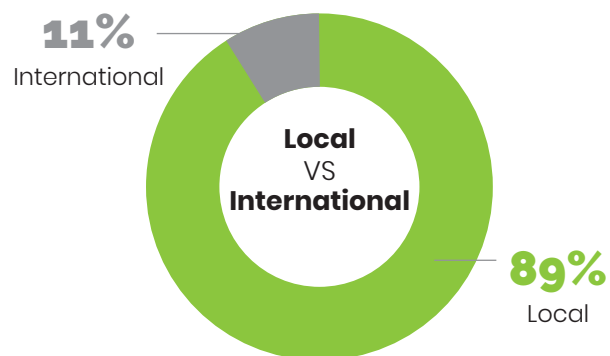
Consumers are going back to basics and looking for greener ways to live. Inspire buyers with your eco-products.

Health & Nutrition Products, Supplements & Vitamins, Energy Bars, Biodegradable Kitchenware, Eco Household Products, Natural Garment & Textiles, GOTS, Natural Pet Products, etc

2019 TRADE BUYER PROFILE

7,200+

Trade Buyers



Top 10 Visiting International Countries & Regions:

- Australia
- Mainland China
- India
- Japan
- Macau S.A.R.
- The Philippines
- Russia
- Taiwan (China)
- Thailand
- USA

**in alphabetical order*

Business Nature

Retail / Service	25%
Importer / Distributor / Wholesaler	24%
Food & Beverage	23%
Consultancy /	15%
Management Service / Others	
Manufacturer / Supplier	8%
Hospitality & Tourism /	5%
Transportation	

Job Function

Management Level	59.9%
Business Development /	17.3%
Sales & Marketing / Consultant	
Merchandising / Purchasing /	11.4%
Sourcing / Procurement	
Chef / Restaurant Manager /	4.4%
F&B / Catering / Wine / Coffee	
Account / Administrative / Finance	3.9%
Beauty Consultant / Therapist /	2%
Pharmacist	
Others	1.1%

Sourcing Interests

Natural Food & Beverage	54.6%
Natural Health & Wellness	34.4%
Natural & Organic Personal Care	20.4%
Eco-friendly & Lifestyle Products	13.5%

*(*multiple responses from interviewees)*

WORDS FROM BUYERS...

“ The show is all-rounded. Very nice! ”

Ms. Lulu Sun, Director, Maruwa Japanese Food Ltd.

“ The exhibitors are comprehensive. ”

Ms. Kylie Reid, Cooking Teacher, Good Bad Delicious

“ Many unexpected products, great! ”

Mr. Yuk Ming Leung, Operation Manager,
Move Forward (HK) Limited

SIGNATURE EVENTS

NATURAL & ORGANIC ASIA AWARDS

Natural & Organic Asia (NOA) Awards aim at recognising the achievements and excellence of development, marketing and launch of innovative and sustainable natural and organic products in Asia. This year, the levelled-up NOA Awards will once again take centre stage at the show.



By joining the Awards, your product(s) will:

- be presented directly to judges to experience
- gain exposure during online voting
- be promoted through email marketing
- be featured on social media platforms
- be showcased at the NOA Awards Experience Zone for onsite voting
- be featured on NOA Show Guide

Winners will also earn:

- recognition of excellence in the natural and organic industry
- exclusive rights to use the NOA Awards logo in promotions and packaging
- invitation to NOA cocktail reception
- inclusion in special features on NOA website
- NOA Awards trophy and certificate
- special featuring in the post-show e-newsletter



NOA Awards Categories & 2019 Winners at a glance:



NOA Best Beauty Product
Fionia by Unique
– Eau De Parfum Certified Organic
from Aura Beauty Hong Kong Ltd.



NOA Best Beverage
Organic Turmeric Shot
from Organic Land Co., Ltd.



NOA Best Food
Zellee Organic Fruit Jel
from Zellee Organic



NOA Best Health and Wellness Product
Omega MCT Sport+ Oil
from Jireh International Health Ltd.



NOA Best Natural Living Product
Natural Laundry Wash Sensitive Mulieres 1.5L
from Mulieres OÜ



NOA Best Vegan Product
PURE Collagen Booster
from Everything Organic Ltd.

NOA ACADEMY *(Workshops / Seminars / Forums)*

NOA Academy offers education, resources and solutions to help industry leaders and professionals stay relevant and get ahead of the competition. A series of workshops, seminars and forums will be held during the 3-day show for professionals to attend.



Accredited specialists and industry leaders shared their unique insights and success stories at NOA 2019:



Mr. Don Zhao

Co-Founder, Azoya International
(Mainland China)



Mr. Amarjit Sahota

Founder and Director, Ecovia
Intelligence (United Kingdom)



Mr. Albert Leung

Hong Kong Society of
Cosmetic Chemist, Member of
Royal Society of Chemistry,
England (Hong Kong)



Mr. Athlon Chan

Chief Foodie Officer,
Green Monday (Hong Kong)



Prof. Jonathan Wong Woon-Chung

Director, Hong Kong Organic
Resource Centre (Hong Kong)



Ms. Sonalie Figueiras

Founder & CEO, Ekowarehouse
and Green Queen Media (Asia)

and more...

2020 EXHIBITING PACKAGES

1 – 3 September 2020, Hall 5F, HKCEC



SPACE ONLY

(Min. booking: 18m²)

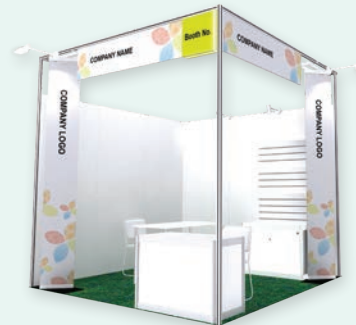
US\$475/m²



WALK-ON PACKAGE

(Min. booking: 9m²)

US\$525/m²



PREMIUM PACKAGE

(Min. booking: 15m²)

US\$555/m²

Sponsorship Opportunities

Various sponsorship programmes are on offer to enhance your company visibility and networking opportunities, so that you can stand out from your competitors and draw more traffic to your stand.

Sponsorship opportunities include, but not limited to, visitor lanyard, show bag, souvenir, cyber kiosk, VIP lounge and onsite events.

2019 Supporting Organisations & Partners:

Major Supporter:

InvestHK

Supporting Organisations:



Supporting Media:



and more...

Organiser:



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