

NATURAL GROWTH

NATPRO 2006 is back to enable power networking of the various parties involved in the business of herbal and natural products.

NATURAL products are hitting an amazing growth. Globally, pharmaceuticals based on traditional medicines raked in sales of RM120 billion. Malaysia, one of the 12 mega-diversity nations of the world, certainly stands to benefit.

For the local and international players in the fast-growing industry, the 3rd Asia Pacific Natural Products Expo 2006 (NATPRO 2006), to be held from Aug 17-19, will be an important event in their calendar.

NATPRO connects products and buyers under one roof. The three-day event is designed to enable participants to either explore new markets, expand global trading opportunities, increase profit potential, or source for Asia's products. In short, here, you plug yourself into a one-stop event for business networking, marketing and promotion.

Like the industry, the event itself is on a growth trajectory. From its humble beginnings in 2003 – NATPRO was introduced with just over 1,000 square metres of exhibition space – the expo stepped into 2005 three times bigger in size and attracted more quality participation.

Capitalising on growth

This year, NATPRO 2006 promises to be a bigger event. In fact, it is recognised as an integrated marketing platform to congregate industry players, investors, venture capitalists, technopreneurs and researchers of herbal and natural products.

'We intend to share this winning formula with you once again in NATPRO 2006,' says Sakinah Ramli, NATPRO 2006 Project Leader.

NATPRO, organised by EcoEvent Sdn Bhd, will be officiated by Minister of Agriculture and Agro-Based Industry Tan Sri Muhyiddin Yassin.

Going by previous years, the event is expected to attract a fair amount of people involved in making purchase decisions. According to past statistics, 89% of the attendees have a role in the purchase of herbal and natural products and two-thirds of orders were placed within two months after the expo.

The Orange Zone

Starting from NATPRO 2006, the organiser has taken new initiatives to introduce different market segments of the herbal and natural products industry. The identified segments are grouped together and named The Orange Zone, which will be a permanent feature in each expo. The Orange Zone at NATPRO 2006 will feature beauty, cosmetic and healthcare market segments.

The Orange Zone allows exhibitors to attract trade buyers to the areas of the expo



EXHIBIT: Minister of Science, Technology and Innovation Datuk Dr. Jamaluddin Jarjis at NATPRO 2005

that focus on the products they need. Furthermore, this facilitates identification of exhibitors and their products to the trade buyers.

The event is suitable for suppliers, manufacturers, agents or distributors of raw materials. These include plantations, herbal extracts, spices, manufacturing and processing technologies, machinery, labels and packaging, essential oils and food ingredients.

The event will be promoting finished products like vitamins, minerals and supplements; herbal and medicinal remedies, food and beverages, beauty and cosmetics; and personal care and toiletries.

One of the participants at NATPRO 2006 is engineering-based Malaysian Chemical Engineering Technologies (M) Sdn Bhd. It is involved mainly in the design, fabrication, installation, commissioning and training of process plants, downstream process for the palm oil industry and herbal processing. —By Lynda Ng 



SAKINAH:
NATPRO
2006 Project
Leader

For more information, visit the event website at <http://natpro.com.my>