



nordic.  
organic  
foodFAIR

MalmöMässan | Sweden  
1-2 November 2015

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

ORGANIC | SUSTAINABLE | ECOLOGICAL | FREE-FROM | FAIRTRADE | NATURAL | ETHICAL

[www.nordicorganicfoodfair.com](http://www.nordicorganicfoodfair.com)



# Dedicated to the growth of organic...

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

Nordic Organic Food Fair is the only show in the Nordic region dedicated to organic certified food and drink. The show attracts thousands of visiting distributors, wholesalers, retailers and buyers who come to meet producers and suppliers of organic quality products not just from the Nordic region but from across the world.

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.

With high profile supporters including Organic Denmark, KRAV Sweden, The Soil Association, Demeter, as well as many country pavilions, in just two years, the show exhibition has more than doubled in size.

## 2014 event in numbers...

- **310** exhibitors from **37** countries
- **3,558** attendees visited from **51** different countries (**13% increase** on visitors from last year)
- **81%** of attendees influenced or authorised purchasing decisions
- **59%** of visiting companies spend between €35K to more than €5 million a year on organic and natural products
- **64%** of visitors say they will be coming back next year

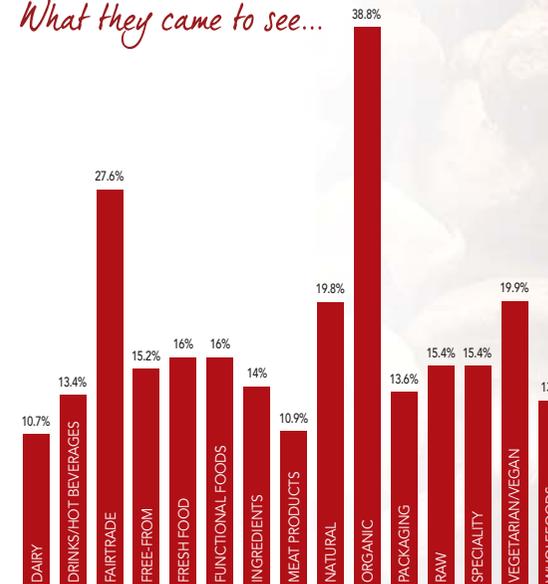
## Who visits the show...

Key buyers from leading wholesalers, distributors, importers and exporters, supermarkets, food service, hotel & restaurants, catering contractors, online retailers visited the show, which was open to trade professionals only.

## Last year we had buyers visiting from:

- 7-Eleven • Axfood • Dansk Supermarked • Coop Trading A/S • Coop Sverige AB • EKO Supermarkets AB • ICA Sverige AB • Kundmarkatta • Lidl Sverige • Mathem i Sverige AB • Matse AB • Nemlig.com • Waitrose • Bergendahls

## What they came to see...



## Why the Nordic Organic food Fair?

If you are looking to find food distributors and retailers from both the Nordic region and an international level too... the **Nordic Organic Food Fair** provides the perfect business platform. But don't just take our word for it...

### 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!

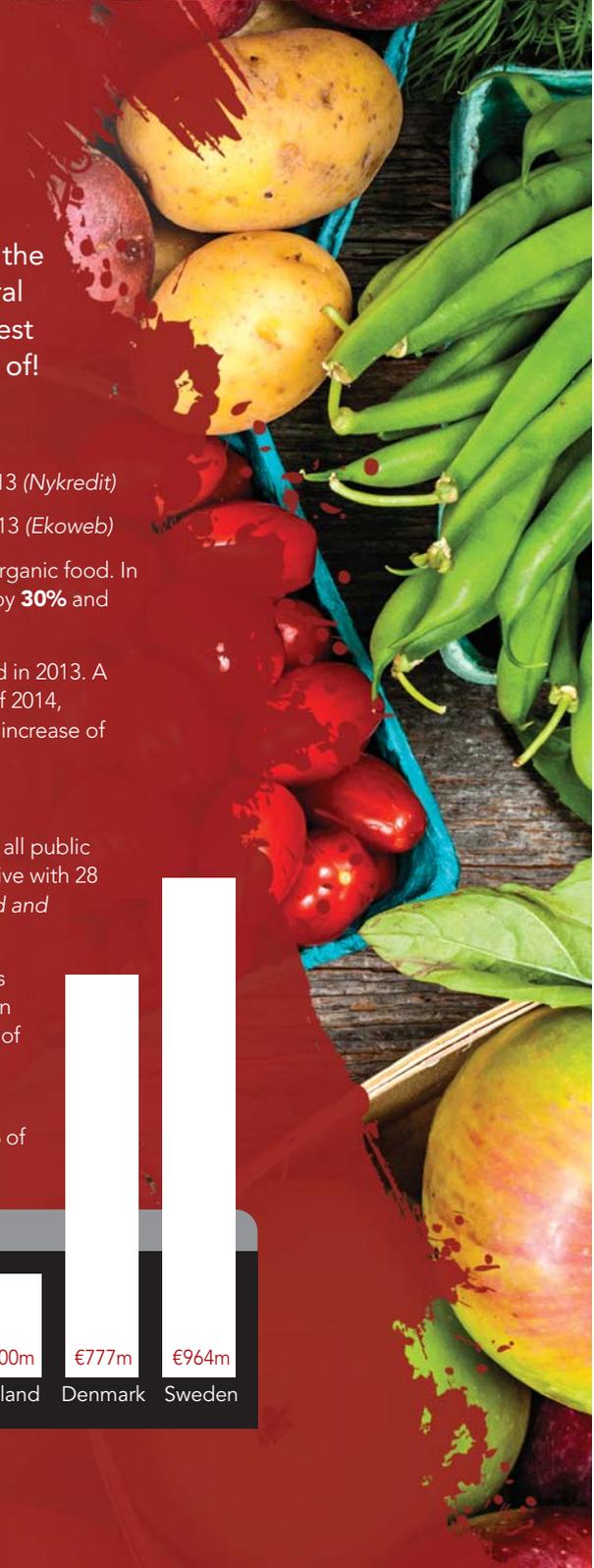
### Sales of organic food

- In Denmark organic sales increased by **62%** from 2007 to 2013 (Nykredit)
- In Sweden organic sales increased by **151%** from 2007 to 2013 (Ekoweb)
- Out of the total sales of food in Sweden in 2013, **4.3%** was organic food. In Denmark, it was at **8%**. Sweden expects 2014 sales to grow by **30%** and Denmark between **5-10%**. (Ekoweb)
- Growth rates for organic food sales were over **10%** in Finland in 2013. A similar increase was seen in Norway in 2013. In the first half of 2014, retailers ICA Norway and Norgesgruppen were reporting an increase of **30%**. (Dagligvarehandelen)

### Public sector

- The Danish government has set a goal of **60%** for all food in all public kitchens to be organic by 2020 and are supporting the initiative with 28 million DKK yearly over a three-year period. (Ministry of Food and Agriculture in Denmark)
- The Finnish Organic Food Association (Pro Luomo) estimates that sales of organic products will top **€330 million** 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).
- In Sweden it's estimated that organic food will make up **25%** of public food consumption for 2014 (Naturskyddsforeningen)

### Organic food sales in 2013 hit a new high:



# What a show...

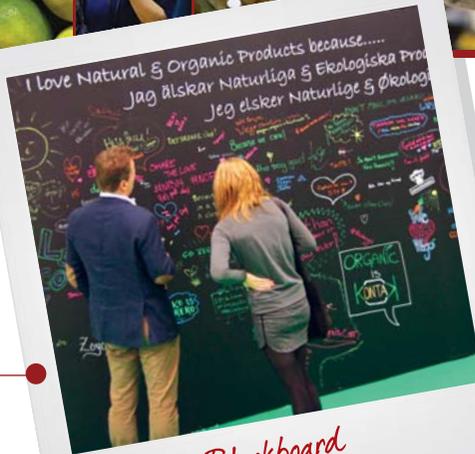
Now in its third year, look at what we have planned for the exciting next installment...



## What's in store this year...

With the show doubling in size, we have more features, more innovation and more visitors planned for the 2015 edition...

An **Inspirational wall** where visitors and exhibitors will be able to comment on the exciting world of natural and organic!



*Inspiration Blackboard*

*Workshop Zone*

A new feature in 2014, the **Workshop Zone** will once again feature informal workshop training sessions hosted by various different associations and exhibiting companies to give them dedicated time with show visitors.



*The Organic Theatre*

The **Food & Drink Education Programme** will once again take place in the Organic Theatre and will bring together leading industry speakers who will cover a range of topics including innovation and product development, organic in the food service sector, market overviews and understanding the retail industry in the Nordic region.



*Live Cooking Demonstrations*

We are delighted to welcome back this year, celebrity chef **Paul Svensson** an experienced and popular organic chef from Sweden. Visitors will be inspired and entertained by his live cookery demonstrations and latest recipes using all organic produce from around the show.



*Innovation Awards and Drinks Reception*

Join us at the end of day one to celebrate **The Innovation Awards!** Taking place over a glass of organic champagne - the winners of the awards will be celebrated and recognised for great innovation and outstanding products in this diverse market place.



*New Product Showcase*

The **New Product Showcase**, is where exhibitors will be showcasing their latest product launches. Visitors can vote for their favourite products in one of the nine categories. At the end of the first day, winners will be announced at the Innovation Awards.



# Dressed for success

How you present your stand and engage with potential customers during the show, are all crucial elements of maximising your investment and getting the best out of the show.

Along with various options on packages, we provide a whole host of additional FREE marketing and PR services that will help you create a real buzz and make you stand out. In addition to this look out for some fantastic sponsorship opportunities available!



## Rates and packages

We offer two main stand choices:

- 1 Space only package:** Gives you the opportunity to design and build your stand yourself (minimum size is 12sqm)
- 2 Full stand package:** A hassle-free package including the stand build, walls, name board, electricity, lighting, table and chairs

Stand Package	Cost per square metre:
Space only package (Available to companies taking 12sqm or more)	€330
Full stand package	€360
<b>Corner stands and Premium positions +10%</b>	

## Exhibiting tips...

- Make your stand eye catching and have your wooden walls painted from as little as €30 per panel – 1m x 2.5m
- You can hire out some great furniture and shelves from our onsite contractors – they have a catalogue full of ideas!
- Want to add some nature to your stand? – you can also hire out plants and flowers
- You can bring your own banners, stickers and posters to brighten up the walls
- You can change the colour of the carpet or have different flooring for an additional charge, starting from €10 per square metre
- Need local contacts for prints, stickers, etc.? Let us know!

# Top tips for exhibiting success

We sourced advice from the experts in the exhibition business and asked them for their tips to have a cracking show.

## What we can do for you...

- 1 Please use us!** – We are here to help. We have a dedicated marketing team who are here to help, for example:
  - VIP Invitation postcards and visitor brochure
  - “See us at the show” logo to use on your website, email signatures and newsletters
  - Event banner – with a link taking people straight to the registration page for the show!
  - Email Invitations – to send to your existing customer base

## What you can do...

- 1 Send us your press releases:** Do you have a new product or brand that you want to shout about? – then send us your press release. We can put them in our newsletters to our visitor database, include the press release in the show website and even pass it over to The Natural Products magazine to mention.
- 2 It's not just about being at the show!** – Make sure you are telling all the important people that 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. If you don't, there is no guarantee that the people you want to meet will come to your stand!
- 3 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. #NOFF15 #NordicOrganic @Nordic Organic
- 4 Be Seen!** – A good stand design helps deliver your exhibition objectives. You can do some very creative things with a stand package. A little tip... A big winner at trade shows is that people love to get interactive with plasma screens!
- 5 Train your staff** – 80% of the success of your stand is down to your staff so train them. Use approachable people who know and can speak confidently about your business. Make sure they are fully briefed and understand why they are there – to raise awareness and generate good quality leads.
- 6 Don't** – Use a mobile, eat on the stand, sit down, have your back to the aisle, have a messy stand or have cheap tacky giveaways.
- 7 Record!** – You must record and classify all your leads. The more quality leads you leave with, the higher your chances of winning big business!
- 8 Follow-up** – If you don't follow-up your leads, why on earth would you bother to spend all that money to go to the exhibition in the first place? You would be amazed how many exhibitors don't bother to follow-up their leads! Make sure you follow-up all your leads at least six times after the show.

# Who's who on the show...

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## Stand Sales

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



Event Director – Zoe Lacey-Cooper  
Tel: +44 (0)1273 645141  
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Account Manager – Anne Seeberg  
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Nordic Manager – Lars Larsson  
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Email: llarsson@divcom.co.uk

## Marketing

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



Marketing Director – Sam Sloan  
Tel: +44 (0)1273 645115  
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Senior Marketing Executive – Fiona Allen  
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Email: fallen@divcom.co.uk



Head of PR – Emma-Louise Jones  
Tel: +44 (0)1273 645134  
Fax: +44 (0)1273 818475  
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.



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



Operations Executive – Sophie Pink  
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Fax: +44 (0)1273 818475  
Email: sophiepink@divcom.co.uk

## 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  
Fax: +44 (0)1273 818475  
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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■ Nordic office – Nordenskiöldsgatan 13, S - 211 19 Malmö

