



# NATURAL PRODUCTS NEW ZEALAND

IADSA Conference, Seoul  
May 2017

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## NZ's natural health products landscape

- Growing consumer demand for integrative medicine
- The healthcare system still largely uses 'conventional' approach
- Integrative Medicine & Innovative Ingredients
- Export



# About NZ's natural health products sector

- 70% of NZ export earnings are from biologically based industries
- Natural health products have made a significant and growing contribution to NZ's GDP over past decade.
- Natural health products exports are a significant and growing contributor
- NZ's clean green image, ethics and high quality manufacturing standards mean that natural health products are trusted in export markets

## About Natural Products NZ

- New Zealand's industry association for natural health products including dietary supplements, manufacturing, ingredients and therapeutic skincare plus more
- Formed in 2002, with objective of a collaborative industry
- Now represents over 80% of the industry, 145 + members



## Vision Statement

*Natural Products New Zealand represents an innovative and collaborative industry that is trusted worldwide as a leading provider of natural health products.*





# Strategic Imperative

Be regarded as the authoritative and public voice of the industry in NZ and internationally



# Strategic Imperative

Build trust in the industry -  
collaboration and innovation



# Strategic Imperative

Provide value to members





# Strategic Imperative

Support members through  
regulation and legislation



# Natural Health Products Bill-17 years.....





# Strategic Imperative

Facilitate collaboration at home  
and internationally



## What the future holds

- Research
- Clinical Trials
- Regulation
- Innovation
- Integrative Medicine
- Export



# Thank You

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