

NEWS Release

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Sheldon Baker to cover brand marketing at Nutra India Summit 2011

(Fresno, CA) January 19, 2011 – Sheldon Baker, senior vice president of Baker Dillon Group, the award-winning nutraceutical brand marketing firm and one of the industry’s premier advertising and public relations firms, will be one of the esteemed speakers at the 6th Nutra India Summit 2011, in Mumbai, India, at the World Trade Centre from February 15-18. The nutraceutical summit is considered India's flagship event for the nutraceutical, functional foods, supplement and health food industries.

Baker, with 20 years of nutraceutical brand marketing and media experience and responsible for creating and launching the iconic CitriMax while with InterHealth, as well as several other well-known supplement ingredient and retail product brands including Ostivone, Cognizin and Versana, will focus on the importance of brand marketing and North American cultural differences in the conference segment called “Nutra markets on the growth curve – Key consumer drivers that will shape tomorrows industry,” on Wednesday, February 16.

“Many companies from India, as well as parts of Asia, who want to enter the North American supplement marketplace from abroad must recognize that there are cultural distinctions that can impact the marketing approach both short and long term,” Baker said.

“Furthermore, most companies have limited knowledge or experience about how supplement ingredients and retail products are distributed and sold in the US. In the end, a lot of time and money is

invested, only to fall short of expectations on successful new marketplace expansion.”

“It is imperative for companies that say they want to be a supplement leader to take the necessary and strategic steps to position themselves correctly with the proper look and feel in order to move to the North American forefront,” says Baker.

The four-day event consists of an international conference, trade show exhibition, health professional and nutritionist forum, poster session for young researchers and CEO Summit and Nutra Awards. Event organizers expect more than 500 people to participate from the nutrition, food, pharma and science sectors.

The event is organized by CFTRI, CSIR and MM ACTIV Sci-Tech Communications and supported by leading industry associations like HADSA, Pharmexcil, OPPI, IDMA, ADMA, IDA and ABLE.

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