

NEWS Release

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Positive Attitudes Abound At New Zealand Natural Products Summit 2009

(Rotorua, New Zealand) April 2, 2009 - On the day G-20 world leaders met in London to try and solve the global economic crisis, Natural Products NZ™ held its annual Summit in Rotorua, New Zealand, near Auckland. The conference was opened by Michelle Beckett, NPNZ executive director, who announced that the "R" word - Recession - would be banned at the two-day conference. Overall, NPNZ companies are doing well, generating numerous novel products and technologies, many garnering global attention and sales. The two-day annual event brings together leaders of the New Zealand natural products industry to review opportunities and trends.

Sheldon Baker, principal of the California-based Baker Dillon Group, a leading natural products industry *Total Involvement Marketing*™ and brand communications firm, was one of the keynote speakers. He provided attendees with the challenges and opportunities for selling products in the US. Other speakers covered the need for sound science, the importance of creating intellectual property and sustainability trends.

Brian Day, director of CARSL Consulting, based in Hamilton, NZ, said "the summit is an excellent way to hear from industry leaders who openly share ideas and opportunities to enhance their business."

"These are challenging times," Day said. "So this conference takes on even greater importance for business leaders in New Zealand's natural products community."

Attendees agreed that they always take away numerous ideas to help grow their business. Natural Products NZ information is available at www.NaturalProductsNZ.org.

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