



# Natural Products Expo West

a preview

*Trade show integrates ingredient suppliers*

The Natural Products Expo West (NPEW) trade show returns to the Anaheim Convention Center in Anaheim, CA, March 6-9. Last year's show attracted more than 85,500 attendees and featured more than 3,500 exhibitors of health, beauty, and natural and specialty food products. The trade show also includes educational sessions on the latest industry trends.

Unlike in previous years, Engredea will no longer be promoted as a co-located event, meaning that the exhibiting ingredient companies and service providers at Engredea have been integrated into the NPEW. This decision was made to enhance the trade show experience and better connect the natural, organic, and health products marketplace from supply to shelf.

The show's educational sessions kick off on Tuesday, March 5, with the Natural Products Business School. During this all-day workshop, industry experts discuss common business challenges and solutions, and attendees have the opportunity to network with service providers and potential investors.

On Wednesday from 10:00 am to 12:00 pm, the Supplement Roundtable will explore the US dietary supplement market. Topics to be covered include market performance and growth expectations, new product development/trends, and regulatory updates.

For a complete list of educational sessions and exhibitor presentations, visit [www.expowest.com/en/events-education/schedule.html](http://www.expowest.com/en/events-education/schedule.html).