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About the Speaker:

Mr. Crowther has over fifteen years of experience in the natural products industry and has worked in many aspects of the industry including retail sales and management, international business development and regulatory advocacy work. For the last three years, he has worked full time in Beijing as the Natural Products Association's China office director and is responsible for working on industry matters that affect U.S. based companies as well as acting as a liaison for both American and Chinese companies.

About Natural Products Association:

Natural Products Association (formerly the National Nutritional Foods Association, or NNFA) was established in 1936 and has over 10,000 members. These figures make it the oldest and largest non-profit trade association dedicated to the natural products industry. Its mission is to protect consumer's access to natural products and the rights of its members to sell those products. The association is made up retailers, manufacturers, suppliers and distributors of natural products such as dietary supplements, natural and organic foods, natural health and beauty aids, sports nutrition and raw materials, etc. In June 2006, the association established its China office in Beijing in order to work on regulatory and sourcing issues as well as act as a bridge for the U.S. and Chinese natural product industries.