

The Australian Natural Healthcare Directory

The new Austrade publication, the Australian Natural Healthcare Capability Directory 2006 was officially launched at the Natural HealthFair held in conjunction with [Cosmoprof Asia 2005](#), Hong Kong in November.

About the Directory

The publication showcases the expertise and diversity of Australia's Natural Healthcare sector to the overseas market by profiling Australia's product, manufacturing, packaging, research, and education capability. The Directory will be a key information source, including:

- Short profiles and endorsements from key Australian government ministers and industry bodies
- Brief overview of the Australian market
- Detailed organisation information
- Web and email addresses
- Comprehensive index of brand names cross-referenced to their owners.

The Directory was distributed from the Australian Pavilion at the Natural HealthFair, Hong Kong and [Medica](#), Germany in November. The Directory will also be distributed to potential customers through the Austrade overseas offices in over 25 countries located in North East Asia, South East Asia, Middle East, Europe and USA/Canada.

The Capability Directory looks very professional in hard copy, and a second phase of the development will see an electronic version of the book that will update organisation information on an ongoing basis.

If you have missed out a place in this first edition and would like to be included in the updated version, contact Val on 0412887857 or val@nhm.johanson.com.au