

## Media Release

4 November 2015

### **CMA Annual Conference & Industry Awards**

The Complementary Medicines Australia (CMA) 2015 Annual Conference recently welcomed a record number of delegates and guests to Doltone House, Sydney for an impressive program of speakers, discussions on critical industry issues and the celebration of industry achievements.

“CMA was delighted to provide a line-up of national and international speakers of the highest calibre. The conference theme ‘The Next Big Thing’ was appropriate to an increasingly globalised business environment. To remain competitive our industry must operate at the forefront of knowledge, encompassing research and development, business practices, and consumer tastes and trends.”

“The presentations and panels covered a wide range of topics affecting our industry, including deregulation, research, international regulation and product innovation,” said Mr Carl Gibson, chief executive officer of CMA.

“This is an exciting time for the Australian complementary medicines industry. A number of factors are contributing to the rapidly escalating demand for our products in the Asia Pacific region, including a well-deserved reputation for high safety standards and high quality products.”

“Our growth can also be attributed, in parallel with export opportunities, to our relevance to the increasing consumer trends towards better health,” said Mr Gibson in summation.

### **2015 CMA Industry Awards**

Once again, the 2015 Industry Awards were strongly contested. Mr Gibson noted the importance of the Awards to Industry as providing an opportunity to recognise and celebrate the outstanding contributions made by both individuals and companies.

“The CMA Industry Awards are a celebration of excellence, and a chance to recognise the commitment, integrity and contributions of our members to the complementary medicines industry and, ultimately, to consumers and consumer health.”

### **For Media Interviews or Further Information Contact:**

CMA, Chief Executive

Carl Gibson

+61 457 028 974

## **2015 Industry Award Winners**

### **Lady Cilento**

Professor Kerry Bone - MediHerb

### **Vince Russell Retailer of the Year**

Go Vita Southlands, WA

### **Quality Manufacturer of the Year**

Lipa Pharmaceuticals  
Ferngrove Pharmaceuticals Australia

### **Most Outstanding Contribution to Research, Education or Training**

Caruso's Natural Health

### **Quality Raw Material Supplier of the Year**

GELITA

### **Industry Contributor of the Year**

Ric Hobby, Chairman, International Alliance of  
Dietary Food Supplement Association

### **Social Selling Award**

*(supported by the Direct Selling Association)*

Herbalife Australia

### **Wholesaler or Distributor of the Year**

Complementary Medicines Group

### **Most Outstanding Marketing Campaign**

Thursday Plantation

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