

## **MEDIA RELEASE**

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### **Seperex Nutritionals Export Success Recognised at China Trade Awards**

Functional food ingredient developer Seperex Nutritionals was one of two finalists in the 2011 Cathy Pacific Hong Kong New Zealand Business Association Award for best use of Hong Kong by a New Zealand company for its business.

The New Zealand-China Trade Association awards were presented by Prime Minister of New Zealand The Rt Hon John Key at a function held in Auckland on 12 May.

Charles Williams, Seperex Nutritionals Chief Executive Officer, says the recognition is testament to the company's commitment to the China export market and growing success as a niche exporter of functional food ingredients.

"At Seperex Nutritionals we understand the importance of the China market to the longterm success of our business. Our products provide Chinese consumers with important health benefits backed by the confidence of using New Zealand-sourced ingredients.

"Demand for our range of functional ingredients is strong in China for use in infant milk formulas to support bone growth, brain development, immune function and gut health.

"Hong Kong provides a beachhead for niche manufacturers to launch their products into China. We are based in the prestigious Hong Kong Science Park which provides state-of-the-art research facilities for high-value, technology-intensive firms, including Phillips".

"Our Hong Kong laboratory provides added reassurance to Chinese regulators and customers that Seperex Nutritionals products meet the required standards. In addition, having a sales and marketing function in Hong Kong better establishes our bona fides with Chinese customers and brings Seperex Nutritionals closer to market and customer trends".

"The future is exciting for Seperex Nutritionals as we invest in science and technology in Hong Kong to further support and service the needs of our customers in China and the broader Asia region," says Mr Williams.

In April this year, Seperex Nutritionals won the 2010 Cawthron Innovation in Science & Technology Award for its novel bioactive marine extracts BioLex® and BioLexLPlus®.

The products have high levels of anti-inflammatory and pain-relieving compounds derived from New Zealand Green-Lipped mussels and one is currently being investigated in a clinical trial.

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For more information on the awards, visit [NZCTA Trade Awards](#).



**About Seperex Nutritionals**

*Finalist, 2011 Cathy Pacific Hong Kong New Zealand Business Association Award for best use of Hong Kong by a New Zealand company for its business*

*Winner, 2010 Natural Products New Zealand, Cawthron Innovation in Science and Technology Award*

Seperex Nutritionals Ltd develops and markets functional food ingredients for leading infant formula and dietary supplement consumer goods manufacturers worldwide. Functional foods have specific health benefits in addition to their nutritional value.

Seperex Nutritionals' ingredients are 100% natural and sourced from premium New Zealand and Australian raw materials. New product development is underpinned by intensive research involving leading independent universities and Crown Research Organisations in New Zealand, Australia and the United States. Finished products are manufactured in New Zealand under New Zealand Food Safety Authority regulations.

Seperex Nutritionals' head office and laboratory is located at the Centre for Innovation, University of Otago, Dunedin, New Zealand. The Seperex Nutritionals (Asia) office and laboratory facility is located at the Hong Kong Science and Technology Park, New Territories.