

Shanghai, China 24–26.5.2018

BIOFACHCHINA

into organic



CLOSING REPORT

June 2018

BIOFACH CHINA:

A great atmosphere and inspiring trends

- Role as China's most important organic fair confirmed once again
- New Zealand impresses as "Country of the Year"

Following three successful days of trade fair action, the 12th round of BIOFACH CHINA closed its doors at the Shanghai World Expo Exhibition & Convention Center (SWEECC) on 26 May. This year too, the trade fair was a successful combination of supply and demand, as 16,787 visitors sought information from 262 exhibitors from a total of 17 countries and regions. There was a special focus on the island nation of New Zealand, which impressed the organic sector as "Country of the Year". The "Innovative Product Launch Zone" and "New Product Display Area", where visitors could admire a wealth of innovations in areas such as organic food, natural cosmetics and eco-friendly fashion, were also very popular. The accompanying International Organic Food Market and Development Conference, which focused on China's role in the worldwide organic market and developments in the global organic market, represented one of the highlights of the events.

Darren Guo, Managing Director NürnbergMesse China: "The 12th round of BIOFACH CHINA attracted the entire spectrum of the organic sector to Shanghai. It is fantastic that over the years this trade fair has become established as China's most important gathering for organic industry players and supporters of a sustainable lifestyle! Planning for the 2019 event has now begun in earnest, to ensure that BIOFACH CHINA will continue to be the organic information and business development platform that consistently reflects the pace of market developments in China."

International Patron



Organizer

NürnbergMesse China Co., Ltd
Rm. 3508-3510, Kery Everbright City
(Tower 1), No. 218 Tianmu Rd. (W)
200070 Shanghai, PR China
T +86 21 60 36-12 25
F +86 21 52 28-40 11
info@biofach-world.com
www.biofach-china.com

NÜRNBERG MESSE





The feedback from exhibitors was also extremely positive. Take Kang Yanli, Business Manager of HONA Organic, who looks back on the event with satisfaction: “HONA Organic has been exhibiting at BIOFACH CHINA for 11 years now and in 2018 our participation was extremely productive once again. Not only did we intensify the contact with our customers, enhance the image of our company and enjoy three days of lively exchanges, we also promoted the perception of our core organic message. This year we joined with BIOFACH CHINA to promote the initiative “Food for the Future”. In doing so we aim to speak on behalf of Chinese organic companies and initiate a philosophy of sustainable cooking – for our future.”

New Zealand impresses as “Country of the Year”

Following the premiere with Denmark last year, BIOFACH CHINA 2018 featured another “Country of the Year”. This time it was the island nation of New Zealand that impressed the professional community. Featuring six New Zealand organic companies, the New Zealand Pavilion organised by the Organic Exporters Association and the team from the German-New Zealand Chamber of Commerce (GNZCC) was one of the crowd-pullers at the event. Regular kapa haka performances of Māori songs and dances around the pavilion gave all attendees impressive insights into the traditional performing arts of New Zealand’s indigenous population.

Highly topical congress agenda and diverse supporting programme

The presentations and discussion panels at the accompanying International Organic Food Market and Development Conference were consistently well-attended. International and local experts from government, certification bodies, research institutes, trade journals and organic farming offered congress participants a high-calibre programme on current issues affecting the organic sector. Within this year’s two main congress streams the audience heard from professionals about China’s role in the worldwide organic market and developments in the global organic market. In addition, the supporting programme offered other attractive places to visit like the “Organic Tea Competition” or “Organic Club” with its interactive cooking shows, demonstrations and presentations. The 13th round of

Shanghai, China 24–26.5.2018

BIOFACHCHINA

into organic



BIOFACH CHINA will take place from **16–18 May 2019** at the Shanghai World Expo & Convention Center (SWEECC).

BIOFACH World

NürnbergMesse has proven expertise in the field of organic food produce. The international sector comes together in February of each year in Nuremberg at BIOFACH, the World's Leading Trade Fair for Organic Food. The comprehensive range of certified organic products is demonstrated by the variety – from fresh products such as dairy produce and cheese, through fruit, vegetables, dried goods such as cereals and pulses, nuts and confectionery, to beverages. The international patron of BIOFACH is IFOAM – Organics International, the national supporting organisation of the Bund Ökologische Lebensmittelwirtschaft (BÖLW; in English: Organic Food Production Alliance). An integral element of the world's leading trade fair is the BIOFACH Congress, a knowledge platform unparalleled around the world. With six other BIOFACH exhibitions in Japan, the United States, South America, China, India and Thailand, BIOFACH World is present around the globe and brings together a total of more than 3,500 exhibitors and 100,000 trade visitors year-on-year.

The next BIOFACH exhibitions:

- BIOFACH, Nuremberg, Germany: 13 – 16 February 2019
- BIOFACH SOUTH EAST ASIA, Bangkok: 12 – 15 July 2018
- BIOFACH INDIA, New Delhi: 25 – 27 October 2018
- BIOFACH JAPAN: 2019
- BIOFACH CHINA, Shanghai: 16 –18 May 2019
- BIOFACH AMERICA LATINA, São Paulo: 5 – 8 June 2019

Contact NürnbergMesse China

Mr Ethan Shi, Project Director

NürnbergMesse China Co., Ltd

Rm. 3508-3510, Kerry Everbright City (Tower 1), No. 218 Tianmu Rd. (W)
200070 Shanghai, PR China

T +86 21 60 36-12 14 F +86 21. 52 28-40 11

ethan.shi @nm-china.com.cn

Shanghai, China 24–26.5.2018

BIOFACHCHINA

into organic

Contact for press and media

Christina Kerling, Marie-Claire Ritzer-Berendt

T +49 911 86 06-86 46

F +49 911 86 06-12 86 46

marie-claire.berendt@nuernbergmesse.de

All press releases and more detailed information and photos are available at:

www.biofach-china.com/press

