

Nürnberg, Germany 14.–17.2.2018

VIVANESS2018

into natural beauty



PRESS RELEASE

October 2017

VIVANESS 2018: “Let’s talk VIVANESS”

- **International Trade Fair for Natural and Organic Personal Care to present industry in all its diversity**
- **New special area focusing on information and networking**

Do you speak VIVANESS? The international natural cosmetics industry will be doing this once again from 14 to 17 February 2018 when it comes together at the Exhibition Centre Nuremberg for the sector’s annual first major event of the year. This is because market players will be spending four intensive days speaking about relevant industry topics, meeting representatives from every segment and learning about the sector’s latest developments through inspiring and fact-based information shared first-hand. Natural cosmetics are not presented in such a diverse, fresh, modern and innovative manner anywhere else. The “German newcomers” in the sponsored pavilion of the same name alone ensure this, as do the innovative companies and start-ups from other countries in the special area Breeze. While we’re on the subject of speaking, the VIVANESS Congress also provides plenty of information and inspiring topics of discussion. In addition, a new purposely created special area called “Let’s talk VIVANESS” is set to be unveiled in 2018 for the first time. It will be an informative area in hall 7A aimed at natural cosmetics service providers and experts, and will be a central forum for networking and the exchange of ideas. As in previous years, over 250 exhibitors are expected to be at VIVANESS 2018.

The exhibition duo consisting of VIVANESS, the International Trade Fair for Natural Personal Care, and BIOFACH, the World’s Leading Trade Fair for Organic Food, topped the 50,000 visitor mark for the first time in 2017. Specialist buyers from around 140 countries have another opportunity to be impressed by the vast range of products available in the two industries when the exhibitions take place again from 14 to 17 February 2018. The highlights at VIVANESS will include the VIVANESS Congress,

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the Novelty Stand with the VIVANESS Best New Product Award, the “Young Innovative Companies” pavilion, which will house ten German companies and is being supported by the German Federal Ministry for Economic Affairs and Energy (BMWi), and the special area Breeze, which will have about 20 participants from other countries.

VIVANESS Congress: from market research to digitalization

The industry’s current issues cover a wide range of areas – and so will the topics of the 2018 VIVANESS Congress. The topics discussed will be split into four main categories, which are markets and analyses, trade and sales, consumer insights and communication, as well as design, packaging and performance. This means the range of topics covered will include everything from trends and developments in markets to trade changes due to digitalization and the challenges associated with these changes to concepts for mainstream and niche markets, and successful marketing in the age of digitalisation, social media, bloggers and co. Innovative approaches for positive differentiation in the market of sustainable products and new brand approaches involving brand design and packaging will also be discussed. In 2017, the individual segments of the VIVANESS Congress were attended by around 70 listeners and discussion participants on average. The segments on market research proved especially popular, with over 100 visitors attending the segment called “The 2016 natural cosmetics year: looking back and looking forward”. The BIOFACH and VIVANESS congress, which are industry and knowledge forums, included over 120 different presentations altogether in 2017 and were attended by a total of 8,000.

Special area “Let’s talk VIVANESS” to premiere

The area “Let’s talk VIVANESS” is aimed at service providers who fill an informative role in the natural cosmetics industry and play an active part in shaping it. Such providers include certification bodies, associations, institutions and media organizations, for example. By bringing the expertise of these various organizations together in one place, “Let’s talk VIVANESS” will give visitors one main area where they can go to find out information and exchange ideas with industry players. The area will be completed by a communication and eating area with space for people to sit down and have a discussion.

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