



## PRESS RELEASE

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### Visitors numbers up once again at BIOFACH AMERICA LATINA – BIO BRAZIL FAIR

- Successful exhibition pairing reflects market development
- Important business platform and innovation workshop

**Brazil's organic sector continues to enjoy positive development. All the evidence was there at the Anhembi exhibition venue in São Paulo between 5 and 8 June 2019, when the exhibition pairing of BIOFACH AMERICA LATINA – BIO BRAZIL FAIR, held in parallel with NATURALTECH, drew a total of 36,980 visitors. This figure is up 20 percent on the previous year (2018: 30,816). Coming from all parts of the world, the 191 organic exhibitors (2018: 175) introduced the many exhibition visitors to the latest trends and products in the organic sector.**

The growth in exhibitor and visitor numbers at BIOFACH AMERICA – BIOFACH BRAZIL FAIR reflects the continued positive development in the sector, while confirming the position of the event as Brazil's most important organic platform. Valeska de Oliveira, Business Manager of organizer Francal Feiras, goes a step further, regarding the exhibition pairing as a reflection of both the current situation in the organic market and its creativity and power of innovation. "Everything to do with sustainability was represented there and up for discussion, from opening up the market to women in business, from new techniques and technologies to the creative economy."

#### **"Fantastic experience" – enthusiastic feedback from exhibitors**

There was also plenty of praise from the exhibitors for BIOFACH AMERICA LATINA – BIO BRAZIL FAIR. Patricia Flores, Latin America Coordinator at IFOAM, looks back with satisfaction: "The numbers at the fair this year were really outstanding. But that wasn't all – the large number of added-

International Patron



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value products being produced by the companies in the food and beverage sector and in the cosmetic, medicine and textiles field is impressive. Thanks to visitors of all age groups and from all branches of industry, the four days of the event provided the perfect opportunity to encourage a more sustainable lifestyle that can cope with the challenges our society faces.” Pedro Pablo, Sales Manager von AMA Time, is also excited to have been a part of the exhibition pairing: “Coming back to BIOFACH AMERICA LATINA in São Paulo was a fantastic experience! We took part four years ago and the exhibition has enjoyed strong growth since then. We had top-quality visitors, and that meant top-quality meetings.” For Victor Aguilera, General Manager at Lautaro Fair Trade & Organic Wines, the range of visitors was invaluable: “The exhibition pairing is an ideal platform for making contact with Brazilian end consumers and receiving direct feedback. At the same time, it is a unique shop window for meetings with companies that are looking for new organic products for their portfolio.” And Raffaele Sabatini, Export Manager at Alce Nero, cannot hide his enthusiasm about the direct benefits of participation for his company: “We enjoyed great visibility this year and are very happy. Our brand is growing more and more popular in the Brazilian market – and that’s something we can thank BIOFACH AMERICA LATINA – BIO BRAZIL FAIR for!”

### **Business meetings and professional forum with added value**

The positive mood in the halls also extended to the business meetings between companies, buyers and retailers, which have been a successful part of the event for many years now. A total of 514 meetings were held between 217 organic companies and 32 buyers from eight of Brazil’s federal states. The revenue from the deals concluded is expected to reach almost USD 5 million in the coming year. In addition to the business meetings, the professional part also went well. With more than 120 hours of accumulated technical knowledge, the supporting programme, especially the International Organic and Sustainable Agriculture Forum with its top-level participation, provided a wealth of inspiration. The participants in the many lectures, discussion rounds and workshops included prominent personalities and politicians, in addition to the subject-area experts.



**Save the date:** The next BIOFACH AMERICA LATINA – BIO BRAZIL FAIR will be held from **17 to 20 June 2020** at the the Anhembi exhibition venue in São Paulo.

### **BIOFACH World**

NürnbergMesse has proven expertise in the field of organic foodstuffs. In February every year, the international organic sector gathers in Nuremberg at BIOFACH, the world's leading fair for organic food products. The comprehensive range of certified organic products on display shows their diversity – from fresh products like dairy and cheese, fruit, vegetables, dry products like grains and pulses, nuts and confectionery to beverages. The international patron of BIOFACH is IFOAM – Organics International, while the national honorary sponsor is the German Federation of Organic Food Producers (BÖLW). An integral part of this world-leading fair is the BIOFACH Congress, a knowledge-sharing platform that is unique worldwide. With another six BIOFACH events in China, India, Japan, South America, Thailand and, the USA, BIOFACH World has a global presence and year for year brings together more than 4,000 exhibitors and 150,000 trade visitors.

### **The next BIOFACH events:**

BIOFACH, Nuremberg:	12-15 February 2020
BIOFACH AMERICA, Baltimore:	12-14 September 2019
BIOFACH INDIA, Delhi-NCR:	7-9 November 2019
BIOFACH JAPAN, Chiba (Tokio)	10-13 March 2020
BIOFACH CHINA, Shanghai:	13-15 May 2020
BIOFACH AMERICA LATINA, São Paulo:	17-20 June 2020
BIOFACH SOUTH EAST ASIA, Bangkok:	9-12 July 2020

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**BIOBRAZIL FAIR**

**BIOFACH** AMERICA  
LATINA  
into organic

São Paulo, Brazil  
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