

Nürnberg, Germany 12.– 15.2.2020

BIOFACH2020

into organic



PRESS RELEASE

September 2019

BIOFACH 2020: even more space for organic products and even more variety!

- **World-leading fair for organic food expects 3,500 exhibitors and adds two halls**
- **Main congress theme 2020: “Organic delivers!”**
- **Special show “All about water – is the basis of all life endangered?”**

From 12 to 15 February 2020, BIOFACH, the world’s leading trade fair for organic food, will open its doors again in Nuremberg. The annual start-of-year gathering for the sector is set to welcome some 3,500 exhibitors from around 100 countries. The addition of two halls means that the next round of BIOFACH has room for even more exhibitors. As a result, there will be an even more diverse range of goods on display for trade visitors to the combined BIOFACH and VIVANESS event, which welcomed 51,488 visitors in 2019. In 2020, the international trade fair for natural and organic personal care will take place parallel to BIOFACH for the 14th time. VIVANESS will be moving into Hall 3C and will also display a greater range of products thanks to the 300 exhibitors expected. Through its congress theme “Organic delivers!” BIOFACH will put the spotlight on the positive effects of doing business in an environmentally friendly way. The world’s leading fair for organic food will address another highly topical issue with its new special show “All about water – is the basis of all life endangered?”.

“In 2020, we once again aim to provide a 360° perspective on the organic sector in our capacity as the world’s leading trade fair for organic food. This is why we are especially pleased to be able to offer our exhibitors even more room for their inspiring products by adding another two halls. At the same time, this allows us to offer an even more diverse product range to the highly international contingent of trade visitors from the retail and catering sectors

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and the entire supply chain,” says Danila Brunner, Director BIOFACH and VIVANESS.

“Without doubt, BIOFACH 2020 will once again be synonymous for an unrivalled range of products, impressive innovations, a wealth of inspiration and trends in food and other products, plenty of opportunities for networking and high-level professional dialogue,” Brunner continues.

The thematic focus areas at BIOFACH: Know-how & Learning, New Products & Trends and Experience & Discover

Every year, BIOFACH's extensive thematic focus areas provide a 360° degree perspective on the organic sector. The **Know-how & Learning** area is not to be missed. It includes the **BIOFACH Congress**, which will once again welcome around 8,000 participants to about 150 separate presentations, the German-speaking “**Fachhandelstreff**” for specialist retailers, and the network hubs “**Generation Future**” and “**Initiatives & NGOs**”. The network hub “**All about water – is the basis of all life endangered?**” will make its debut in 2020.

As part of the thematic focus at the **BIOFACH Congress**, industry professionals will discuss the key challenges of the future and the responses and approaches delivered by an environmentally friendly way of doing business. Under the banner “**Organic delivers!**” the organic community will highlight the positive impacts of the organic system. It protects our water, improves soil fertility and strengthens biodiversity. It protects the climate, is healthy as part of a comprehensive approach and safeguards the foundations of life. Organic agriculture, food production and commerce improve the common good around the world.

A new special show at BIOFACH 2020 will explore in more depth one of the facets of the congress theme. At the network hub “**All about water – is the basis of all life endangered?**” the world's leading fair will address a highly topical issue. In presentations and numerous other knowledge-transfer formats, a large number of associations, institutions and companies will present their projects and products relating to water as an essential resource for life at the new special show. It will be located in Hall 8 at Exhibition Centre Nuremberg.

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At the next round of BIOFACH, the **Fachhandelstreff** for specialist retailers will once again offer scope for topics like the joint development of pioneering retail concepts or approaches to meet current challenges. The **network hub Generation Future** is also part of the **Know-how & Learning** area. This area includes a job market and a careers centre and features the Organic Food Industry Research Award. And because the organic system is always about responsibility as well, trade visitors can meet representatives of initiatives and NGOs at the aptly named **Initiatives & NGOs Network Hub**, i.e. non-governmental organisations that make a valuable contribution to the greater good of our society.

New Products & Trends: new products, newcomers and start-ups

Trade visitors looking for exciting new products and inspiration will find them, for example, at the **BIOFACH Novelty Stand**, where exhibitors will present around 550 registered new products. As part of the **Best New Product Awards**, visitors can vote on the spot for what they think is the most innovative and interesting new product at the Novelty Stand. The thematic focus area **New Products & Trends** also includes the pavilion for young innovative companies, the “German newcomers” stand that is funded by the Federal Ministry for Economic Affairs and Energy (BMWi). This is where, under the banner “Innovation made in Germany”, 25 newcomers and start-ups will once again present themselves to the professional trade fair audience.

Delve into culinary worlds of experience at BIOFACH

The product ranges olive oil, wine and vegan food will have their very own exhibition areas known as the **Worlds of Experience OLIVE OIL, WINE and VEGAN**. These are part of the thematic area **Experience & Discover**. As well as product presentations, each area offers tastings and a specialised supporting programme. The presentation of coveted awards is also a long-standing tradition in these areas. This is where the best-in-class products receive the **MUNDUS VINI BIOFACH**, the international organic wine prize, or the **Olive Oil Award**. The former is decided ahead of BIOFACH at a tasting by a jury from the Meininger Verlag publishing house, while the lucky winners of the Olive Oil Award are decided by trade visitors at the event by means of a blind tasting with live voting.

The BIOFACH Newsroom is the best way to prepare for the event

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In the digital BIOFACH Newsroom (www.biofach.de/en/news), exhibitors, visitors, journalists and all organic industry stakeholders will find the latest news about BIOFACH at a glance. Among other things you can look forward to interviews, trend reports and information on newcomers.

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 trade fair for organic food. 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 supporting organization 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.

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