

Nürnberg, Germany 17.–20.2.2021

BIOFACH2021 **VIVANESS**2021
into organic into natural beauty



PRESS RELEASE

October 2020

BIOFACH and VIVANESS: Joint trade fair goes digital in 2021

- **BIOFACH / VIVANESS 2021 eSpecial from 17-19 February**
- **International organic community set to meet online in 2021 for exhibitor presentations, networking and congress**



In 2021 BIOFACH and VIVANESS will take place as a purely digital format. The World's Leading Trade Fair for Organic Food and the International Trade Fair for Natural and Organic Personal Care will be held as a BIOFACH / VIVANESS eSpecial. In making this decision, organiser NürnbergMesse is responding to the altered circumstances of the dynamically evolving pandemic and its effects on the global organic food and natural and organic cosmetics community. At the same time, this move will allow secure planning for the entire globally connected sector. The dates for the BIOFACH / VIVANESS 2021 eSpecial are 17-19 February.

Petra Wolf, member of the NürnbergMesse management board, had this to say: "The numerous conversations and in-depth dialogue we have had in recent weeks and months have made one thing clear to us. Within the organic food and natural and organic cosmetics sector the desire for interaction, networking and knowledge transfer with experts, and to discover trends and innovations, remains huge and unabated, especially in these exceptional times. Even in this era of coronavirus, the entire sector is absolutely determined to come together to discuss the latest issues, even if only in the digital sphere. However, in the light of the pandemic and based on our ongoing dialogue with the community and a comprehensive survey of exhibitors and visitors, we trust that our decision to host a digital event will now enable all players from the sector to plan ahead in good time. I very much regret that the physical trade fair cannot take place and stress that this decision was an extremely difficult one for all of us. However, before we all meet again on site in Nuremberg in 2022, the BIOFACH / VIVANESS eSpecial will offer an ideal platform for professional dialogue in 2021."

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Exhibitor presentations – networking – congress

The BIOFACH / VIVANESS 2021 eSpecial provides a comprehensive range of innovative options such as corporate and product presentations, discussion and dialogue formats like round tables, and other formats for networking with industry experts. Sophisticated matchmaking functions that help interested parties to find the right exhibitors and vice versa are another integral part of the eSpecial format. BIOFACH and VIVANESS 2021 also offers the organic food and natural and organic cosmetics community extensive access to knowledge transfer at the BIOFACH and VIVANESS Congress, which has a global reach. The main congress theme in 2021 will be: **Shaping Transformation. Stronger. Together.**

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