



CLOSING REPORT

September 2018

Successful premiere at new location

- **Strong growth in visitor numbers for Brazil’s most important organic trade fair**
- **Ideal business and networking opportunities**

From 6 to 9 June, the Anhembi exhibition center in São Paulo hosted the international organic sector in Brazil for the first time. The location premiere for the 14th BIOFACH AMERICA LATINA – BIO BRAZIL FAIR, held in parallel with Naturaltech, achieved an impressive visitor record, with a total of 30,816 exhibition visitors gathering in its halls. On hand with information on the latest trends for the many visitors were 175 pure organic exhibitors, up from 167 in 2017. To complement the exhibition, visitors and exhibitors benefited from the usual high-calibre conference programme and additional business meetings organized between exhibiting companies and potential business partners from all around the world.

Abdala Jamil Abdala, President of show organizer Francal Feiras, is very happy with how the first exhibition went at its new location: “These last three days at the show provided a major global meeting place for all organic and natural product manufacturers. We hosted hundreds of companies, including 20 international enterprises from 13 different countries, and brought them into contact with thousands of buyers, both professionals and end consumers. That was tremendous.”

Positive feedback from all sides

The positive feedback from the exhibitors at the 14th exhibition in the series was unanimous. Caroline Villar, Founder and partner at Brazil’s Souvie Organic Cosmetics, was greatly impressed by this year’s sector gathering, and is already planning to participate again: “We are very happy with the result of this year’s trade fair. Our turnover for the first two days this year

International Patron



Organizer



Co-organizer

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equalled the total for the entire event last year. This is the third time we have taken part, and you can feel the exhibition growing, with more members of the public coming in. We will be sure to attend again next year, since it's such an important event." There is also praise from Alex Sawady, Product Manager Organic Products at Chilean company ProChile: "The strong organization and high quality of the participating companies ensured our goals and expectations of the trade fair were met: not only getting to know key importers and closing deals, but also gaining an overview of the Brazilian market." Attending for the first time, and becoming an immediate fan, was Sabrina Aistleitner, Global Brand Ambassador for Austria's Sonnentor: "The fair was a great success and it gave me a very good impression. There was a very good atmosphere, with the stands nicely laid out and inviting. Aspects like catering, too, were well looked after. I can honestly say that my expectations were exceeded." Luisa Albrecht, owner of Baims Natural Makeup from Brazil, is another who cannot hide her enthusiasm about BIOFACH AMERICA LATINA – BIO BRAZIL FAIR: "Magnificent! I am still trying to work through the number of contacts we made at the show, which have had a huge positive impact on our outlook for the next few months. As a trade show, it's terrific!"

Business meetings stimulate revenue in organic business

Drawing on the format established during the previous exhibitions in the series, BIOFACH AMERICA LATINA – BIO BRAZIL FAIR 2018 once again offered organized business meetings between organic companies, buyers and retailers. These proved highly promising for the exhibitors and trade visitors present, with a total of 399 meetings between 149 organic companies and 19 buyers. The revenue from the deals concluded is expected to exceed USD 4 million in the coming year.

International forum: more than 120 hours of concentrated knowledge

In addition to the international product show and the many opportunities it offers for business and networking, the trade fair also serves as a central platform for knowledge thanks to the top-level International Organic and Sustainable Agriculture Forum. Lectures, discussion rounds and workshops



added up to more than 120 hours of concentrated organic knowledge for the many participants to benefit from. Subjects ranged from industry news to market innovations and trends, and vegan workshops. The 15th BIOFACH AMERICA LATINA – BIO BRAZIL FAIR will be held at the Anhembi exhibition venue in São Paulo from **5 to 8 June 2019**.

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 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 Japan, the USA, South America, China, India and Thailand, BIOFACH World has a global presence and year for year brings together more than 3,500 exhibitors and 100,000 trade visitors.

The next BIOFACH events:

- BIOFACH, Nuremberg: 13–16 February 2019
- BIOFACH INDIA, New Delhi: 25–27 October 2018
- BIOFACH JAPAN: March 2019
- BIOFACH CHINA, Shanghai: 16–18 May 2019
- BIOFACH AMERICA LATINA, São Paulo: 5–8 June 2019
- BIOFACH SOUTH EAST ASIA, Bangkok: 11–14 July 2019



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