

Nürnberg, Germany 14.–17.2.2018

VIVANESS2018

into natural beauty



CLOSING REPORT

March 2018

VIVANESS 2018 inspires international natural and organic cosmetic sector

- Exhibition pairing VIVANESS and BIOFACH impresses 50,200¹ trade visitors
- More than 9,000 VIVANESS and BIOFACH congress delegates
- Exhibition pairing more international and varied than ever

For four days, VIVANESS was once again the international meeting place for the natural cosmetics industry. Between 14 and 17 February 2018, Nuremberg was host to 50,200 trade visitors from 134 countries seeking out the year's organic trends at VIVANESS, International Trade Fair for Natural and Organic Personal Care, and the parallel BIOFACH, the World's Leading Trade Fair for Organic Food. And there was a lot to discover: 276 exhibitors from 40 countries displayed natural cosmetics in all their variety – with a total of 3,238 exhibitors, VIVANESS and BIOFACH together set a new record. The mood in the sector couldn't be better: more and more consumers are turning to natural and organic cosmetics, and the German market is once again the strongest in Europe, with a volume of 1.2 billion EU.

“Innovative, varied and international – these key words summarise VIVANESS 2018, but do not even come close to describing it,” says Danila Brunner, Executive Director VIVANESS and BIOFACH. “We have just had four days full of interesting contacts, inspiring conversations and stimulation for the future, for which the new special show ‘Let's talk VIVANESS’ provided an ideal networking platform. Our summary of the event – positive without exception – is buoyed by the very pleasant atmosphere at the venue and the excellent feedback from both exhibitors and visitors. Putting it simply, we're looking forward to 2019 already!”

¹ The visitor, exhibitor and floor space figures for this trade fair event are calculated and certified in accordance with the uniform definitions published by FKM – German Society for Voluntary Control of Fair and Exhibition Statistics.

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The summary provided by Dr Mark Smith, Director General of supporting organization NATRUE, is every bit as positive: "With increased consumer demand and market growth, it is without doubt that VIVANESS consistently provides a welcoming home to inspire and provide a dynamic international platform to galvanise the sector. NATRUE was proud to participate and contribute to VIVANESS's vibrant expert supporting programme, presenting up-to-date information relevant to the sector's challenges and opportunities like certification and sustainability. As an honorary sponsor of VIVANESS, and with our largest joint stand ever, NATRUE and our 12 co-exhibitors were happy with large attendance. Congratulations to VIVANESS for another successful fair!"

Harald Dittmar, Managing Director BDIH, founding member of COSMOS and also supporting organization of VIVANESS, was equally impressed by this year's edition of the international exhibition: "At VIVANESS 2018, COSMOS-standard AISBL brought more small and medium-sized enterprises to the exhibition for the first time at its stand, which was larger again this year as befits its role as honorary sponsor. We were very pleased that everyone who took part has only good things to say about it, and that our concept fitted well with what seemed a still more international flavour at VIVANESS this year. It was also gratifying to see that the international trade visitors are becoming better and better informed about standards and certification for natural and organic cosmetics. We consider this a good sign for the work we are doing, and also a good success for VIVANESS."

Professional know-how brought together for the world's largest organic congress

A variety of presentations on the latest developments in the world of organics inspired the more than 9,000 participants in over 150 individual sessions making up the VIVANESS and BIOFACH congress. The natural cosmetics slots alone drew 868 trade visitors. With 125 audience members and contributors, the event on industry development, "2017 in natural and organic cosmetics: review and outlook", proved the most popular.

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Newly honoured: the winners of the Best New Product Award

In addition to thorough professional knowledge, the exhibition pairing also had some 900 registered product novelties – including 182 at the VIVANESS Novelty Stand – waiting for the trade visitors. The trade visitors selected their favourites for the Best New Product Award in seven categories: N&B – Natural Is Better took the prize in the Facial Care category with its Protect & Repair Wonder Cream, and also in the Special Cosmetics/Care category with its Instant Beauty Skin Rejuvenating Anti-Pollution Mask Treatment; other award winners were Saint Clouds, with its Coconut-Milkbath Coconut & Vitamin E (Body Care); jolu Naturkosmetik, with its Shampoo Bar Lemon Orange (Hair Care); BIOK Laboratorija, with its ECODENTA COSMOS organic anti-plaque toothpaste coconutoil & zinc salt (Drugstore articles); and Coscoon Cosmetics, with its SheaSahne Bodybutter (Wellness Products). The Cream Foundation from BAIMS Organic Cosmetics GmbH took the award in the Decorative Cosmetics category; BAIMS CEO Bernd Albrecht grows enthusiastic about how VIVANESS was for him: “We are absolutely happy with our attendance at the exhibition, and we achieved our objectives entirely. We attended for the first time last year, and received feedback on our presence. Since it was so good, we came armed with products this time, and it has proved a sensational opportunity, compressed into just four days, to make so many valuable contacts. I don’t just mean Germany, either – our contacts have been international. I have just tried to register again for next year, since we definitely plan to come back again.”

“Unique and not to be missed” – happy exhibitors and trade visitors

Ute Leube, joint founder of PRIMAVERA LIFE, offers a similar summary of this year’s VIVANESS: “We really enjoyed the extremely good atmosphere at the exhibition and thank everyone for the excellent organisation! As one of the original exhibitors, we have been attending for 28 years and have watched it steadily grow and make a name for itself during that time. An aspect that is unique and not to be missed, in our view, is the opportunity for personal conversations with international customers, raw material suppliers and media representatives. Besides a range of interesting enquiries, our new contacts include media representatives from outside Germany in particular, which are not part of the traditional organic scene –

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our themes of organics and sustainability have reached the mainstream of society. The exhibition has once again been a total success for PRIMAVERA. And we are already looking forward to VIVANESS 2019!”

The excellent atmosphere is also reflected in the official exhibitor and visitor survey. According to a survey by an independent institution, 88 percent of the exhibitors rated the result of their participation in VIVANESS as positive overall. 94 percent were pleased with the high quality of the visitors to their stands, and for 90 percent of the exhibitors, the fascinating contacts led to new business connections. 87 percent also intend to participate again in VIVANESS 2019. The visitors also have four event-filled days to look back on: a total of 97 percent were happy with what the fair had to offer, and 96 percent will attend again in 2019. VIVANESS has lived up to its reputation as a source of inspiration, with 89 percent of exhibitors and 87 percent of visitors returning home with new ideas and suggestions.

VIVANESS 2019: save the date!

The next exhibition pairing of VIVANESS and BIOFACH will take place at the exhibition venue in Nuremberg, Germany, from **13 to 16 February 2019**.

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