

Shanghai, China 16–18.5.2019

# BIOFACH CHINA

into organic

## CLOSING REPORT

July 2019

### BIOFACH CHINA 2019 celebrates successful premiere with new partner

- Status as China's most important organic trade fair reinforced
- Wide-ranging supporting programme very popular

From 16 to 18 May 2019, the international organic scene gathered in China at the Shanghai World EXPO Exhibition & Convention Center (SWECC). The 13th round of BIOFACH CHINA was extremely successful: 391 exhibitors provided 18,046 visitors from all around the world with information on the latest trends and products in the organic food industry. The event was highly international, with participating companies from 22 countries and regions including Australia, Chile, Denmark, Germany, France, Italy, Poland, Romania, Thailand and Vietnam.

"All figures for BIOFACH CHINA 2019 are close to or in excess of its historical highs. This is a fantastic success, which is due not just to the current market situation but also the productive collaboration with our new partner, the government research institute Chinese Academy of Inspection and Quarantine (CAIQ)," says Darren Guo, Managing Director NürnbergMesse China, who is already looking forward enthusiastically towards 2020.

The feedback from exhibitors was also consistently positive. Wang Fan, General Manager of Shenzhen ZSZP Technology Co., Ltd., is already planning his next participation: "BIOFACH CHINA 2019 was more international than in the previous year and attracted high-calibre exhibitors and a professional audience. Countless multipliers have become familiar with our brand through BIOFACH. We were delighted to meet a lot of old and new contacts at the venue. It is quite simply the must-do event for organic food companies that want to present their products to fantastic people with a passion for sustainability. Many congratulations on a successful BIOFACH CHINA. We'll definitely be back in May 2020!"



International Patron



Co-located with  
NATURAL EXPO CHINA

Organizers  
Chinese Academy of Inspection and Quarantine



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### **“Country of the Year”: Romania impresses exhibition visitors**

Following in the footsteps of Denmark in 2017 and New Zealand last year, it was Romania's turn this year to impress visitors to the event. A total of 18 exhibitors presented typical organic products from Romania and provided fascinating insights into the organic food industry in the south-eastern European country. At the official opening of the pavilion with more than 100 representatives from Romania, the famous Romanian panpipe musician Nicolae Voiculeț gave a special performance.

### **Supporting programme a fitting complement to the trade fair experience**

Alongside the product displays, the diverse elements of the supporting programme also drew the crowds. One of the highlights was the accompanying “International Organic Food Market and Development Conference”, in which a total of 13 national and international speakers offered the 180 delegates a high-calibre programme covering the latest hot topics from the organic sector. The premiere of the “China Organic Maternal & Infant Marketing Development Summit” was also a source of inspiration. 12 experts and numerous media representatives informed the around 150-strong audience at the venue, as well as another 6,000 online, about developments and trends in the Chinese organic market.

### **Innovative trade fair concept delivers new momentum**

Once again this year, the wide product range on display at BIOFACH CHINA, from food, drinks and cosmetic products to textiles, reinforced the event's position as China's No. 1 organic sector gathering. For the first time, visitors could also find out about semi-natural products that are still in the process of becoming organically certified at the concurrent NATURAL EXPO CHINA. This year, the event also hosted CRAFT BEER CHINA and PAK-iD, which turned the exhibition venue in Shanghai into a cross-industry communication platform.

**Mark the date:** the 14th BIOFACH CHINA will take place in Shanghai from 13 to 15 May 2020.

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## 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.

### The next BIOFACH events:

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|--------------------------------------|----------------------|
| • BIOFACH, Nuremberg:                | 12-15 February 2020  |
| • BIOFACH SOUTH EAST ASIA, Bangkok:  | 11-14 July 2019      |
| • BIOFACH AMERICA, Baltimore:        | 12-14 September 2019 |
| • BIOFACH INDIA, Delhi-NCR:          | 7-9 November 2019    |
| • BIOFACH JAPAN, Chiba (Tokyo)       | 10-13 March 2020     |
| • BIOFACH CHINA, Shanghai:           | 13-15 May 2020       |
| • BIOFACH AMERICA LATINA, São Paulo: | 17-20 June 2020      |

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