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PRESS RELEASE

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BIOFACH World – Quarterly News Update Vol. IV 2020

- **NEW: BIOFACH SAUDI ARABIA launches in Riyadh in November-December 2021**
- **Success for BIOFACH INDIA 2020 “WE GO DIGITAL” EDITION**

Big news from BIOFACH World: it is expecting a new family member. The organic community will be able to welcome the new arrival in 2021, when BIOFACH SAUDI ARABIA is held for the first time in Riyadh from 29 November to 1 December. Saudi Arabia is viewed as a lucrative future market. There is a growing awareness of quality and organic food there, and the country imports a large part of its foodstuff requirements. In addition, BIOFACH INDIA can look back on the success of its “WE GO DIGITAL” EDITION in October, and BIOFACH and VIVANESS in Nuremberg are awaiting starter's orders for the BIOFACH / VIVANESS 2021 eSPECIAL.

BIOFACH SAUDI ARABIA

Peter Ottmann, CEO NürnbergMesse Group, is very pleased with the latest addition to BIOFACH World: “Not only is BIOFACH SAUDI ARABIA opening up another future market, but we are also establishing a new hub for the parent event in Nuremberg.” Dr Roland Fleck, CEO NürnbergMesse Group, adds: “The Saudi Arabian market is very important to the entire Middle East and North Africa. BIOFACH SAUDI ARABIA covers the key themes affecting the region: handling water as a resource and the sustainable use of environmentally friendly fertilizers.”

With a population of about 34 million, Saudi Arabia is the largest economy and the largest sales market for foodstuffs in the MENA region. Forecasts for 2020 suggest revenue in the food and beverage segment in the order of €208 million. This trend is expected to continue in the coming years, and

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experts are assuming annual growth of 8 percent. Saudi Arabia imports the bulk of its foodstuff requirements. About 80 percent, in fact, which represents a major opportunity for foreign producers in particular. The country is also benefiting from a reform project, "Vision 2030", which is increasingly opening the country up to tourism and expanding its infrastructure for the restaurant and hotel business. Influenced by Western culture, especially food trends from the USA, demand for organic foods and gluten-free and vegan products has been steadily growing in recent years. The younger population, in particular – those under 25, who account for more than 50 percent of the overall population – is increasingly paying attention to healthy and sustainable foodstuffs. But because the country is also experiencing growth in diseases such as diabetes and obesity, the authorities are focusing on careful and healthy eating. The proportion represented by organic foodstuffs in the shops has thus increased by more than 60 percent in the past five years.

All of these elements make Saudi Arabia and the MENA region a lucrative market, and provide the right environment for BIOFACH SAUDI ARABIA. The first of the new trade shows will be held in the Riyadh International Exhibition & Conference Center from 29 November to 1 December 2021, in parallel with the Saudi Halal Expo. While the Expo focuses on healthy, ethical and fair halal products, BIOFACH SAUDI ARABIA will bring together the organic community from the Middle East and North Africa, in addition to other international exhibitors and visitors from the organic sector. Only organically certified foodstuffs and raw materials approved in accordance with the stringent criteria of the IFOAM Family of Standards will be displayed. Highlights will include the two special shows on the themes of WATER and ORGANIC FERTILIZERS. In addition to the trade shows, there will also be a Conference that will provide a central platform for knowledge and communication. The organizer of BIOFACH SAUDI ARABIA is 1st Arabia Tradeshows & Conferences, with NürnbergMesse as co-organizer. The new member of the BIOFACH family will also enjoy support from IFOAM – Organics International, the international patron of

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BIOFACH World. Local support will be provided by the Ministry of Environment, Water & Agriculture in Riyadh.

Save the date! The first *BIOFACH SAUDI ARABIA* will be held in the Riyadh International Exhibition & Conference Center from 29 November to 1 December 2021.

For more information please go to: www.biofach-saudiarabia.com

BIOFACH INDIA

The organic movement in India is growing stronger and stronger, not least thanks to state support through various programmes and the creation of centres of competence for agriculture. BIOFACH INDIA, Leading Trade Fair for the Organic Industry in India, also benefits.

This year, NürnbergMesse India organized a purely digital version of the trade fair for the first time in collaboration with its partners APEDA – Agricultural & Processed Food Products Export Development Authority, the Ministry of Commerce and Industry and the Government of India. The “WE GO DIGITAL” EDITION of BIOFACH INDIA was held between 29 and 31 October 2020. In total, more than 3,000 participants made use of the platform, including over 50 organizations and about 200 international company representatives from more than 30 countries. For the three days of the event, the participants had the opportunity to learn about new trends and products, interact with each other and forge new contacts. They benefited from an algorithm-based matchmaking function that suggested ideal contacts and brought the right people together. The platform will remain active next year, and new content such as webinars and further B2B events will be added.

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The BIOFACH INDIA “WE GO DIGITAL” EDITION was supported by national and international stakeholders IFOAM – Organics International, OFAI (Organic Farmers Association of India), ICCOA (International Competence Centre of Organic Agriculture) and AIOI (Association of the Indian Organic Industries).

Save the date! The 13th BIOFACH INDIA will be held from 28 to 30 October 2021 in parallel with NATURAL EXPO INDIA at the India Expo Centre, IEML, Greater Noida, Delhi-NCR.

For more information please go to www.biofach-india.com

BIOFACH, Nuremberg

BIOFACH in Nuremberg, together with VIVANESS, the International Trade Fair for Natural and Organic Personal Care, will take place in purely digital form in 2021 as the BIOFACH / VIVANESS 2021 eSPECIAL. The eSPECIAL offers an extensive range of innovative opportunities, including interaction and dialogue formats such as round tables and other formats for networking with industry experts, in addition to the customary company and product presentations. Sophisticated matchmaking functions are also an integral part of the eSPECIAL, enabling interested parties to find the right exhibitors, and vice versa. With the eSPECIAL in 2021, BIOFACH and VIVANESS will give the entire international organic and natural personal care community extensive access to opportunities to share knowledge at the globally influential BIOFACH and VIVANESS Congress. The Congress theme for 2021: Shaping Transformation. Stronger. Together.

Save the date! The 32nd BIOFACH will be held as an eSPECIAL from 17 to 19 February 2021.

For more information please go to www.biofach.com

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BIOFACH JAPAN

BIOFACH JAPAN, the country's most important platform for organic products, will take place in March 2021 as part of FOOD EX JAPAN. By participating, exhibitors gain the opportunity to foster contacts with professional Japanese wholesale and retail traders and buyers. Exhibitors that have already registered include ITTEFAQ Trading, MORGA and cleaning concentrates firm AlmaWin Reinigungskonzentrate.

Save the date! The 16th BIOFACH JAPAN will take place from 9 to 12 March 2021 as the BIOFACH JAPAN pavilion at FOOD EX JAPAN in Chiba, near Tokyo.

For more information please go to www.biofach-japan.com

BIOFACH CHINA

Save the date! The 15th BIOFACH CHINA will be held from 12 to 14 May 2021 in parallel with NATURAL EXPO CHINA in the Shanghai World Expo Exhibition & Convention Center.

For more information please go to www.biofach-china.com

BIOFACH AMERICA LATINA

Save the date! The 16th BIOFACH AMERICA LATINA – BIO BRAZIL FAIR will be held at the Anhembi exhibition venue in São Paulo from 9 to 12 June 2021.

For more information please go to www.biofach-americalatina.com

BIOFACH SOUTH EAST ASIA

Save the date! The 3rd BIOFACH SOUTH EAST ASIA will be held in Bangkok from 15 to 18 July 2021 in parallel with NATURAL EXPO SOUTH EAST ASIA.

For more information please go to www.biofach-southeastasia.com

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BIOFACH AMERICA

BIOFACH AMERICA's partner, New Hope Network, created the virtual platform Spark Change when it was not possible to hold BIOFACH AMERICA and Natural Products Expo East 2020. The new platform was host to the Organic & Regenerative Agriculture Community Event on 28 October 2020, which included a wealth of panel sessions, presentations and webinars by entities including IFOAM, the international patron of BIOFACH World.

Overall the digital BIOFACH AMERICA and the Organic & Regenerative Agriculture Community Event proved a winner for more than 6,500 participants from about 70 countries, including buyers, investors, innovative manufacturers and many media contacts. More than 19,000 messages were exchanged and almost 8,000 contacts established during the event. The platform will remain available to participants until the end of the year for business contacts.

Interested parties can register now for the next BIOFACH AMERICA. For all information and registration documents, please go to:

www.biofach-america.com/en/exhibitors/application/application-documents.

Save the date! The 18th BIOFACH AMERICA will be held at the Pennsylvania Convention Center in Philadelphia from 23 to 25 September 2021.

For more information please go to **www.biofach-america.com**

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 Products. 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

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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 seven BIOFACH events in China, India, Brazil, Japan, Saudi Arabia, Thailand and the USA, BIOFACH World has a global presence and year for year brings together more than 4,500 exhibitors and 150,000 trade visitors.

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All press releases, more information and photos are available from our Newsroom: www.biofach.de/en/news/biofach-world