



## PRESS RELEASE

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### **BIOFACH and VIVANESS 2020: Combined trade fair hits new high of 3,792 exhibitors**

- Combined trade fair breaks new records: exhibitor numbers, international participation and diversity of products bigger than ever
- BIOFACH trends: “Packaging”, “Vegan 2.0”, “Open Pollinated Varieties” and “Region 2.0”
- VIVANESS trends: “Zero Waste Bathroom”, “All about hemp”, “Dental Care” and “Packaging”

The combined trade fair of BIOFACH, the World’s Leading Trade Fair for Organic Food, and VIVANESS, the International Trade Fair for Natural and Organic Personal Care, will be more international and diverse than ever before when it opens its doors at Exhibition Centre Nuremberg from 12 – 15 February. Both shows are setting new records for exhibitor numbers, display area and international focus. A total of 3,792 exhibitors – 292 of them at VIVANESS – from 110 countries will showcase their products to the trade public on a display area measuring 57,609 m<sup>2</sup>. BIOFACH and VIVANESS 2020 are offering their roughly expected 50,000 visitors even more diversity than ever, in two additional halls. The approaches that the organic system already offers for resolving urgent issues affecting the future will be discussed by the organic sector as part of the congress theme “Organic delivers!”, while water will be the focus of the special show “All about water – is the basis of life endangered?”. The key trends at BIOFACH this year are “Packaging”, “Vegan 2.0”, “Open Pollinated Varieties” and “Region 2.0”, while VIVANESS is highlighting “Zero Waste bathroom”, “All about hemp”, “Dental Care” and “Packaging”. In 2020, BIOFACH and VIVANESS will be opened by Dr Jane Goodall, Dame Commander of the Order of the British Empire.

Petra Wolf, Member of the Management Board of NürnbergMesse, says: “With BIOFACH and VIVANESS you get two trade fairs, one date, one venue, four days and a comprehensive overview of the worldwide

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Nationaler Ideeller Träger  
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**BÖLW**  
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VIVANESS  
Ideelle Träger  
Supporting organizations

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organic food and natural and organic cosmetic sectors along the entire supply chain. In 2020, the combined trade fair will be more diverse than ever and will emphatically reinforce its role as the international gathering for the sector. With its excellent supporting programme and “Organic delivers!” as the congress theme, this is the starting point from where the future is being shaped by the sector.”

### New: BIOFACH and VIVANESS trend wall

For the first time in 2020, trade visitors will discover the latest trends on the two BIOFACH and VIVANESS trend walls (located in the passageway between Hall 1 and Hall 3C). The major trends at this year's BIOFACH are “Innovative Packaging Solutions”, “Vegan 2.0”, “Open Pollinated Varieties” and “Region 2.0” or the emotional appeal of regional goods. Trending at VIVANESS are “Zero Waste bathroom”, “All about Hemp”, “Dental Care” and “Packaging”. ([www.biofach.de/en/trends](http://www.biofach.de/en/trends) and [www.vivaness.de/en/trends](http://www.vivaness.de/en/trends))

### Congress theme and new special show about water

The BIOFACH and VIVANESS congress ([www.biofach.de/biofach-congress](http://www.biofach.de/biofach-congress)) is a knowledge and information platform with a solid foundation of expertise, and attracts over 8,000 participants each year to 149 individual presentations. Under the “**Organic delivers!**” heading, this year's congress is highlighting the positive effect of the sector's organic approach. It protects our water, improves soil fertility and strengthens biodiversity. It also protects the climate, is healthy as part of a holistic approach and safeguards the foundations of life. Organic agriculture, food production and trade benefit the common good around the world. A new special show at BIOFACH 2020 will explore in more depth one of the facets of the congress theme. At the **network hub “All about water – is the basis of life endangered?”** the World's Leading International Trade Fair will address a highly topical issue. Using presentations and numerous other knowledge-transfer formats, 15 associations, institutions and companies will present their projects and products relating to water as a vital resource for life.

### All facets of organic: the thematic focus areas at BIOFACH

BIOFACH offers three major thematic focus areas to explore: Know-how & Learning, New Products & Trends, and Experience & Discover. Besides the BIOFACH Congress, the Know-



how & Learning area includes the German-language “Fachhandelstreff” for specialist retailers, the network hubs “Generation Future” and “Initiatives & NGOs” as well as the new special show “All about water – is the basis of life endangered?”. The focus of “New Products & Trends” is on new products, newcomers and start-ups. This also includes the Novelty Stand ([www.biofach.de/novelystand](http://www.biofach.de/novelystand)) with 629 registered new products and the Best New Product Award, which is decided by trade visitors based on the products showcased at the Novelty Stand. The “New Products & Trends” area also includes the Pavilion that the Federal Ministry for Economic Affairs and Energy sponsors for innovative new companies, the “German Newcomers”. Twenty-five newcomers and start-ups will be presenting to the trade public there under the heading of “Innovation made in Germany”. ([www.biofach.de/en/newcomer](http://www.biofach.de/en/newcomer)).

The Experience the World of OLIVE OIL, WINE and VEGAN are part of the thematic focus area “Experience & Discover”. Product presentations, tastings and accompanying events for trade visitors are a long-standing part of the program there. There is also a standing tradition of coveted awards: the international organic wine prize known as MUNDUS VINI BIOFACH, and the Olive Oil Award. The former will be decided in a tasting by a jury from the Meininger Verlag publishing house before BIOFACH opens. And the winner of one of the much-desired olive oil awards will be decided by the trade visitors at the trade fair itself, in a blind tasting with an on-the-spot vote.

#### **VIVANESS 2020: the sector gathering for natural and organic cosmetics**

At VIVANESS 2020, natural and organic cosmetics take centre-stage, with the move to the new Hall 3C providing the perfect platform. In this hall, which has won awards for its sustainability, VIVANESS 2020 will have even more room to impress than before, as a record-breaking 292 exhibitors from 42 countries present their innovations and product improvements to visitors. Alongside the diverse product show with its rigorous acceptance criteria, VIVANESS offers other impressive highlights like the VIVANESS Congress ([www.vivaness.de/vivaness-congress](http://www.vivaness.de/vivaness-congress)), VIVANESS Novelty Stand with 197 new products ([www.vivaness.de/novelystand](http://www.vivaness.de/novelystand)), Pavilion for Innovative Young Companies with 10 exhibitors ([www.vivaness.de/en/newcomer](http://www.vivaness.de/en/newcomer)) and the special show Breeze with 30 international start-ups, newcomers and niche brands from 11 countries,



more than ever before ([www.vivaness.de/en/breeze](http://www.vivaness.de/en/breeze)). Another highlight is the special display area “Let’s talk VIVANESS”, which offers the ideal venue for getting and sharing information, dialogue and networking.

### **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 4,500 exhibitors and 150,000 trade visitors.

### **Be well prepared with the BIOFACH and VIVANESS newsrooms**

In the BIOFACH ([www.biofach.de/en/news](http://www.biofach.de/en/news)) and VIVANESS ([www.vivaness.de/ennews](http://www.vivaness.de/ennews)) digital newsrooms, exhibitors, visitors, journalists and all stakeholders from the organic food and natural and organic cosmetics sectors will find all the latest news about the combined trade fair at a glance. They can also look forward to interviews, columns and reports about the exhibitions as well as information on newcomers.

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