



PRESS RELEASE

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BIOFACH AMERICA LATINA – BIO BRAZIL FAIR: Central organic sector gathering for Brazil and neighbouring countries

- **Brazil's organic market recorded further growth in 2018**
- **Combined trade fair event: barometer of trends and important business platform**

Organics will be the focus of attention at the Anhembi exhibition centre in São Paulo from 5 to 8 June 2019. That's when the world of organics in Latin America in all its diversity will be opened up to more than 30,000 visitors expected at BIOFACH AMERICA LATINA – BIO BRAZIL FAIR. The latest trends in organics will be on display at this, the next combined show in the series, presented by more than 200 exhibitors from countries such as Austria, Chile, Germany, Hungary, Italy, Mexico, Peru, South Korea and Spain. The combined event takes place in parallel with NATURALTECH, and is Latin America's most important meeting place for buyers, producers, nutritional advisers, agronomists, and decision-makers in the organic sector. In addition to the product show, the exhibition pairing will offer plenty to be enthusiastic about, with organized business meetings and a comprehensive supporting programme providing thorough insights into the world of organics.

Brazil's organic sector continues to enjoy positive growth, and consumer interest in a sustainable lifestyle is still on the rise. In 2018, organic production in Brazil accounted for more than USD 1 billion, with USD 130 million in exports; according to the Brazilian National Council for Organic and Sustainable Production (ORGANIS), this represents growth of more than ten percent compared to the previous year.

The combined trade fair event BIOFACH AMERICA LATINA – BIO BRAZIL FAIR has played its part in this process. For 15 years, the BIO BRAZIL FAIR has brought together producers, companies, buyers and customers in the

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organic sector, since 2013 in partnership with BIOFACH AMERICA LATINA. The combined event is thus the central meeting place for the organic sector in Brazil and the surrounding countries, giving them the opportunity to develop and expand their relationships with key decision-makers and professional associations in Brazil and international companies in the organic sector.

Organized business meetings provide the best business opportunities

To offer companies, buyers and traders in the organic sector the best possible business opportunities at the next event in the series, in addition to the direct contacts at the exhibition stands, business meetings will once again be organized in separate rooms at the 2019 BIOFACH AMERICA LATINA – BIO BRAZIL FAIR. The format has proved highly successful in recent years, with 399 meetings between 149 exhibitors and 19 buyers taking place in 2018. The resulting revenue is estimated at more than USD 4 million.

Extensive product show serves as barometer of trends

The exhibitors – about 200 from around the world – will present a broad portfolio of products at the combined trade fair event, ranging from organic foodstuffs to natural cosmetics and eco-textiles. In recent years, BIOFACH AMERICA LATINA – BIO BRAZIL FAIR has become established as the ideal launching platform for new developments in the organic sector, and is the first point of contact for learning about the latest organic trends in Latin America.

Wide-ranging supporting programme offers organic expertise

In parallel with the product show, the combined trade fair event includes a wide-ranging supporting programme. This will be the 15th time that players in the organic sector will meet at the International Organic and Sustainable Production Forum to talk about the challenges and opportunities of a constantly growing organic market in the form of lectures and discussion rounds. The “Meeting with Organic Farmers for Supply of School Feeding” will provide the opportunity for a fascinating discussion on the pros and cons of introducing organic food in schools. The second session of the “Panel of Organic and Natural Cosmetics” will be a guaranteed source of valuable information on the latest trends and developments in the booming natural cosmetics market, and the “Series of Talks of Exhibitors” will provide an



opportunity to learn about the products on show in the form of fascinating presentations throughout the exhibition.

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 Japan, the USA, South America, China, India and Thailand, 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:

- BIOFACH, Nuremberg: 12–15 February 2020
- 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
- BIOFACH AMERICA, Baltimore: 12–14 September 2019
- BIOFACH INDIA, Delhi-NCR: 7–9 November 2019
- BIOFACH JAPAN, Chiba (Tokio): 10–13 March 2020

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LATINA
into organic

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