

Nürnberg, Germany 13.– 16.2.2019

# BIOFACH2019

into organic



PRESS RELEASE

December 2018

## **BIOFACH 2019: Time to check in for a trip into the heart of the organic community**

- All the information you need on travel, accommodation, visit planning and on-site services
- Stay up-to-date on the go with the BIOFACH app
- Fast access with e-ticket

Over four days from 13 - 16 February 2019, the heart of the international organic sector will once again be beating in Nuremberg when BIOFACH, the world's leading trade fair for organic food, goes into its 30th round. More than 2,900 exhibitors and 50,000 trade visitors are expected at the event. As well as unrivalled product display, inspiring innovations and numerous trends in food and other product ranges, there will be plenty of opportunities for networking. The BIOFACH Congress 2019 also promises to deliver sound content and high-calibre presentations. This time round, the main theme is “The organic system – healthy in a holistic approach.” NürnbergMesse offers visitors various services to allow them to efficiently plan their business trip to Nuremberg.

Planning a visit to BIOFACH – and the parallel event VIVANESS, the international trade fair for natural and organic personal care – is extremely easy thanks to our user-friendly, clearly structured websites [www.biofach.com](http://www.biofach.com) or [www.vivaness.com](http://www.vivaness.com) (in German and English). Whether you are looking for information on the trade fair, supporting programme, travel, accommodation or restaurants in Nuremberg, you'll easily find what you need in just a few clicks. We've also provided some tips on sightseeing in Nuremberg and recommended after-work venues.

#### **Veranstalter**

**Organizer**  
NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
T +49 9 11 8606-0  
F +49 9 11 8606-8228  
info@biofach.de  
www.biofach.de  
www.biofach.com

#### **Vorsitzender des Aufsichtsrates Chairman of the Supervisory Board**

Albert Füracker, MdL  
Bayerischer Staatsminister der  
Finanzen, für Landesentwicklung  
und Heimat  
Bavarian State Minister of Finance,  
Regional Development and  
Regional Identity

#### **Geschäftsführer**

**CEOs**  
Dr. Roland Fleck, Peter Ottmann

**Registergericht**  
**Registration Number**  
HRB 761 Nürnberg

#### **Schirmherr**

**Patron**  
**IFOAM**  
ORGANICS  
INTERNATIONAL

**Nationaler Ideeller Träger**  
**National supporting organization**  
**BÖLW**  
Bund Ökologische Lebensmittelwirtschaft

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## Good reasons to visit

Once a year, representatives of the entire international organic sector gather at BIOFACH. They come for a whole raft of reasons. They are there to enjoy personal conversations with industry players from more than 130 countries and to discover new markets. Or to discuss the trends and developments in the organic sector and enjoy a feast for all five senses at the Novelty Stand, pavilions for young innovative companies and the tasting zones at Experience the Worlds of OLIVE OIL, WINE and VEGAN. Visitors to BIOFACH get a look into the future of the organic sector – for example at the largest international organic congress that is a permanent feature of the fair – and seize the opportunity to help shape the sector's current and future policies.

BIOFACH is **for trade visitors only**. This is the only way to guarantee the calibre of the event as a leading international fair, the quality of the products on display and a successful trade fair visit.

## Travelling from Germany? Cheap rail offers are available

In partnership with Deutsche Bahn, NürnbergMesse is once again offering attractive travel packages for trade visitors to BIOFACH. For example, visitors can book a special reduced-price ICE ticket valid within Germany to enjoy a relaxing rail trip to Nuremberg and back from just EUR 54.90 one-way second class. Travelling by train means that you are also protecting the environment, because the train runs on 100% ecological electricity provided exclusively from renewable European energy sources. By the way, the underground rail system takes just eight minutes from Nuremberg main station to the Exhibition Centre. If you need a ticket for public transport you can order this in addition via the online booking system. For more information please go to: **[www.biofach.de/rail](http://www.biofach.de/rail)**

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## **International travellers:**

### **fly to Nuremberg and get to the exhibition centre quickly**

The Albrecht Dürer Airport Nuremberg has already received the prestigious “Business Traveller Award” several times and is therefore regarded as one of the best airports in Germany. Seasoned flyers appreciate the fast check-in and customs clearance procedures, short distances and good connections to the inner city and NürnbergMesse. The trip from the airport to the exhibition centre only takes around 25 minutes on public transport.

### **Visas made easy!**

Visitors who need a visa to travel to Nuremberg can receive assistance from NürnbergMesse’s international representatives and subsidiaries. For important information about applying for a visa please go to: [www.biofach.de/visa-visitor](http://www.biofach.de/visa-visitor).

### **Accommodation for BIOFACH**

After a full day at the trade fair it’s important to have a comfortable place to stay. Whether you are looking for a 5-star hotel or a private guest room, you will find suitable accommodation for your trade fair visit on the website [www.biofach.de/accommodation](http://www.biofach.de/accommodation).

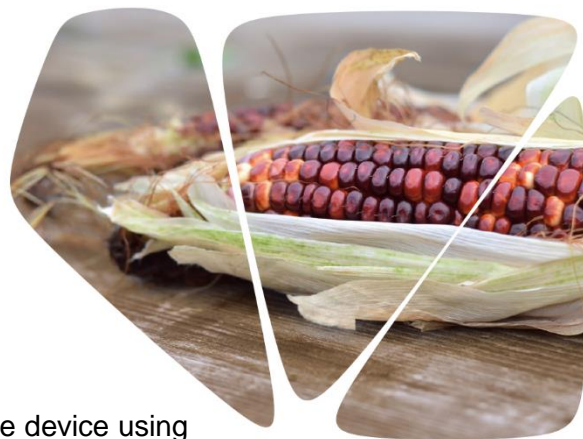
### **Exhibitors and products at a glance!**

Have you organised your travel and accommodation? Then it’s time to plan your trade fair visit as such. Our online platform “Exhibitors and Products” on the BIOFACH website makes this a quick and easy process. This is where you will find a user-friendly list of all exhibitors, products and innovations. It couldn’t be easier to find what you need using specific search terms. You can then save the most interesting search results to a wish list. The internet platform also allows you to arrange appointments directly with exhibitors at their exhibition stands.

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## **Plan your visit on mobile devices with the BIOFACH app**

It's also easy to prepare your visit to the trade fair on a mobile device using the BIOFACH app, which is available for iOS and Android and offers a number of practical features. The app also allows you to make up a personal wish list for exhibitors, products and events, while push notifications (automated messages) inform you about any changes affecting your choices. There's also a dynamic floor plan for easy navigation around the exhibition grounds. A brand new feature in 2019 is the indication of line of sight in the floor plan, which makes it easier to find your way around at the venue. All content is available offline at all times and the login works for both web and app. The app also features a cool gadget. If, after a long and successful day at BIOFACH you have completely forgotten where you parked your car, help is at hand with the integrated GPS-based car-finder. Regular updates mean that app users always have the latest news and information.

## **Just one click takes you to your e-ticket in the online shop**

You can book tickets to the fair conveniently at the online ticket shop [www.biofach.de/tickets](http://www.biofach.de/tickets) and print them out right away. The e-ticket guarantees direct access to the trade fair with no queues. The one-day ticket costs EUR 44 (EUR 40 if purchased in advance) and the four-day ticket EUR 65 (EUR 53 if purchased in advance).

## **A warm welcome to the exhibition centre!**

Once you get to the exhibition centre, NürnbergMesse also offers exhibitors and visitors alike a large number of services on site to make your time with us as pleasant as possible. This allows all participants at the BIOFACH industry gathering to concentrate fully on the main aspects of their trade fair experience. Visitors can also find information on the services offered, including Business Lounge, Wifi, restaurants and cafés or childcare, at [www.biofach.com](http://www.biofach.com) under the tab "For Visitors".

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## Get the latest news all year round in the BIOFACH Newsroom

In the BIOFACH digital newsroom at [www.biofach.de/en/news](http://www.biofach.de/en/news), exhibitors, visitors, media representatives and all other industry stakeholders will find the latest news about the world's leading organic fair. The newsroom is where you'll find all press releases, a news ticker with announcements from exhibitors, short news items on topical issues, guest articles, interviews, photos and videos.

## 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 3,500 exhibitors and 100,000 trade visitors.

## Contact for press and media

Barbara Böck, Marie-Claire Ritzer-Berendt

T +49 911 86 06-86 46

F +49 911 86 06-12 86 46

[marie-claire.berendt@nuernbergmesse.de](mailto:marie-claire.berendt@nuernbergmesse.de)

For all press releases, further information, photos and videos, see the Newsroom at: [www.biofach.de/en/news](http://www.biofach.de/en/news)

Further services for journalists and media contacts: [www.biofach.de/press](http://www.biofach.de/press)