

Nürnberg, Germany 14.-17.2.2023

BIOFACH2023 **VIVANESS2023**
into organic into natural beauty



PRESS RELEASE

January 2023

BIOFACH and VIVANESS 2023: The future of trade fairs is hybrid

- Lasting added value thanks to a meaningful combination of in-person and online trade fair experiences
- Plan attendance efficiently, establish contacts, experience all aspects of the Congress
- Three questions for Dominik Dietz, Digital Product Manager BIOFACH and VIVANESS

Experiencing BIOFACH and VIVANESS means benefiting from the best of two worlds. This works by creating a meaningful combination of digital opportunities and on-site trade fair activities. The global organic foodstuffs and natural and organic personal care community will hold its next gathering at the Exhibition Centre Nuremberg from 14 to 17 February 2023, when international trade visitors will be inspired by the products and services offered by an expected 2,700 exhibitors from about 100 countries. And though there is no substitute for a first-hand experience with all senses, the digital event platform has provided the ideal complement since the unique Summer Edition was held in 2022. The future of the World's Leading Fair for Organic Food and the International Trade Fair for Natural and Organic Personal Care is hybrid. Added value: The ability to plan your trade fair visit with the aid of a floor plan and an overview of products and services; arranging appointments in-person and online; matchmaking; and the fact the Congress will be available in digital form beyond the actual event timeframe. All the content and functions of the digital event platform are available on the app in addition to the desktop version.

One in four of the more than 24,000 trade visitors who participated in the unique Summer Edition of BIOFACH and VIVANESS in 2022 also made use of the services offered by the digital event platform, most of them as hybrid participants. They attended in person, but used the platform as a digital add-on before, during and after the event.

**Veranstalter
Organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 8606-49 09
F +49 9 11 8606-49 08
besucherservice@nuernbergmesse.de
www.biofach.de
www.vivaness.de

**Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board**
Marcus König
Oberbürgermeister der Stadt Nürnberg
Lord Mayor of the City of Nuremberg

**Geschäftsführer
CEOs**
Prof. Dr. Roland Fleck
Peter Ottmann

**Registergericht
Registration Number**
HRB 761 Nürnberg

**BIOFACH
Internationaler Schirmherr
International patron**

**IFOAM
ORGANICS
INTERNATIONAL**

**Nationaler Ideeller Träger
National supporting organization**

BÖLW
Bund Ökologische Lebensmittelwirtschaft

**VIVANESS
Ideelle Träger
Supporting organizations**
COSMOS



NATRUE





How to take advantage of the benefits the platform offers for BIOFACH and VIVANESS 2023, and what highlights there are to look forward to: These questions were put to Dominik Dietz, the BIOFACH and VIVANESS team member responsible for the digital platform.

Briefly, what are the key added values offered by the digital event platform?

With the digital event platform, we offer the organic food and natural and organic personal care community the full package, in other words, an all-in-one service covering all aspects of BIOFACH and VIVANESS – from preparation to on-site use, follow-up and access to congress presentations after the event. That means a wide range of functions from exhibitor and product searches to appointment and agenda scheduling, and many opportunities to interact – digitally, in person and in hybrid form! The right feature is therefore available to suit every requirement at the right time, either during the trade fair or at the preparation stage – all in an intuitive, state-of-the-art platform solution, including the app!

Will there be new developments in 2023 – upgrades or special features?

In collaboration with our partner talque, we are constantly working on both upgrading and creating new features in order to drive forward the fusion of in-person (i.e. on-site) and digital added value. For 2023, exhibitors, visitors and media contacts will be able to enjoy improvements in usability, such as a revised chat design and design improvements in the area of personal participant profiles. As a further “special”, the mobile app will have a BIOFACH/VIVANESS design in 2023.

Not to be missed: What do I need to know and take into account beforehand in order to get the most out of my attendance or visit to the trade fair?

The important thing is to take time to prepare and maintain your profile, both the company profile for exhibitors and your personal participant profile in general. A detailed, perfect “fit” in the product search process is a key factor for success in ensuring people can find you. This can be boosted further by adding additional product profiles. Carefully maintaining your personal matchmaking details is also an important element in finding the right suggestions and best matches when you are looking for contacts. Recommendation: Keep your profile and choice of search and offer criteria up to date at all times so you can continue finding new matches.

Nürnberg, Germany 14.-17.2.2023

BIOFACH2023 **VIVANESS**2023
into organic into natural beauty



BIOFACH and VIVANESS 2023: Real – Virtual – Hybrid

Prepare your attendance/visit in good time!

Date:

From 14 to 17 February 2023, at the Exhibition Centre Nuremberg and on the digital event platform.

Tickets at www.biofach.de/ticket and www.vivaness.de/ticket

Get on board in order to get the most out of the platform as early as possible.

For exhibitors: **17.01.2023**

For visitors and media contacts: **24.01.2023**

Congress: In-person, live-streamed or on demand

Highlighted in the programme at:

www.biofach.de/programme / www.vivaness.de/programme

Contacts for press and media BIOFACH and VIVANESS

Barbara Böck, Saskia Viedts

T. +49 9 11 86 06-83 29

M. press@biofach.de

For all press releases and more detailed information please visit:

www.biofach.de/en/news sowie www.vivaness.de/en/news

Additional services for journalists and media representatives are available at:

www.biofach.de/press and www.vivaness.de/press