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**BIOFACH2023** **VIVANESS2023**  
into organic into natural beauty



## PRESS RELEASE

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### **BIOFACH and VIVANESS 2023: 2,765 exhibitors and trends from “New Glocal” to “Self-Empowerment”**

- **2,765 exhibitors from 95 countries set to showcase a huge variety of products from the organic food and natural and organic cosmetics sectors**
- **BIOFACH and VIVANESS Congress puts spotlight on future-oriented issues**
- **Experience trade fair trends and innovations live on site and online**

From 14–17 February 2023, it will be “all systems go” in Nuremberg. International representatives of the organic food and natural and organic cosmetics sector from the entire supply chain will come together for BIOFACH, World Leading Trade Fair for Organic Food, and VIVANESS, International Trade Fair for Natural and Organic Personal Care. No less than 2,765 exhibitors – 222 of them at VIVANESS – from 95 countries are ready to present their diverse product ranges in the exhibition halls and on the digital event platform. The theme of the BIOFACH Congress captures the spirit of the times with its focus on “Organic. Food Sovereignty. True Prices.”

The trends at BIOFACH this year are: “New Glocal”, “Vegan meets Tradition”, “Less is More” and “New Sweeteners”, while VIVANESS is set to explore the trends: “Self-Empowerment”, “Natural Skinification”, “Less is More” and “Baby & Kids”.

Petra Wolf from the NürnbergMesse Management Board is looking forward to the combined trade fair: “Industry professionals from all around the world can once again look forward to a high-calibre, inspiring exhibition with lots of innovative products from even more exhibitors than at the one-off summer edition in July 2022. We are grateful for the commitment and support of the

**Veranstalter  
Organizer**  
NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
T +49 9 11 86 06-49 09  
F +49 9 11 86 06-49 08  
besucherservice@nuernbergmesse.de  
www.biofach.de  
www.vivaness.de

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sector and our partners IFOAM – Organics International, BÖLW, NATRUE and COSMOS. The accompanying forums, supporting programme events and respective congresses will discuss the issues driving the sector. Given the current global challenges, the theme of the BIOFACH Congress “Organic. Food Sovereignty. True Prices.” could hardly be more apt! We are pleased to be able to give the organic food and natural and organic cosmetics community a physical and online platform, in the shape of BIOFACH and VIVANESS, to facilitate these important exchanges and actively shape the future of the industry. In other words, to pave the path together!”

### **BIOFACH exhibition trends: from “New Glocal” to “New Sweeteners”**

All stakeholders have recognised that the food industry is part of the problem of planetary overload. As the world’s leading trade fair for the sector, BIOFACH maps the entire supply chain from field to plate and shows how sustainable organic farming and food production works. And it also demonstrates that the organic sector can be part of the solution. It’s a showcase for good concepts. Based among other things on the food trends cited by the futurology institute Zukunftsinstitut (Hanni Rützler, publisher of the Food Report), four global food trends were developed for BIOFACH 2023, which are in the context of the megatrend “planetary health lifestyle” with the corresponding “planetary health solutions”. They are: “New Glocal”, “Vegan meets Tradition”, “Less is More” and “New Sweeteners”.

### **VIVANESS exhibition trends: from “Self-Empowerment” to “Less is More”**

For exhibitors and visitors alike, VIVANESS is the place to be for the natural and organic cosmetics sector and the trending marketplace for innovative strength, commitment and corporate responsibility. This is also reflected in the VIVANESS exhibition trends, which revolve around personal well-being and the ongoing reduction of environmental impacts. There are four main categories: “Baby & Kids”, “Self-Empowerment”, “Natural Skinification” and “Less is More”.



There is an increased focus on the family-friendliness of cosmetics and thus on natural ingredients. This is reflected in gentle and safe care products for babies and children (“Baby & Kids”). Increasingly, people are taking their health into their own hands (“Self-Empowerment”), and that includes their individual choice of cosmetic products. In this context, reducing the number of ingredients and amount of packaging is not just a development in the food market but also in the natural cosmetics environment, as reflected in the trend “Less is More”. At the same time, the hair and the scalp are being considered as a whole (“Natural Skinification”) and consequently, problems are being treated holistically.

The trends at the combined trade fair are determined every year based on the new products registered for the Novelty Stand. In 2023, this will amount to 443 products (BIOFACH: 363, VIVANESS 80). In addition, trade visitors will once again discover a wide range of innovations and trends e.g., at the two pavilions for innovative young companies subsidised by the German Ministry for Economic Affairs and Climate Action (BMWK). The pavilions will feature a total of 50 startups and newcomers in 2023 (BIOFACH: 35, VIVANESS 15). There will also be 14 international newcomers from 10 countries on the special display area Breeze.

### **BIOFACH and VIVANESS Congress: knowledge-sharing and transfer, networking, and creating the future**

In 124 high-calibre sessions, exhibitors, visitors and media representatives are invited to help shape the future of the organic food and natural and organic cosmetic sector. Under the banner “Organic. Food Sovereignty. True Prices” at the 2023 congress, IFOAM – Organics International, the German Federation of Organic Food Producers (BÖLW) and BIOFACH are putting the spotlight on a highly topical issue, namely the question of the contribution of the organic system to food sovereignty and food security.



### **BIOFACH World**

NürnbergMesse has proven expertise in the field of organic food. The international organic sector gathers in Nuremberg every year in February at BIOFACH, the World's Leading Trade Fair for Organic Food Products. The comprehensive range of certified organic products on display shows their diversity and features from fresh products like dairy and cheese, fruit and vegetables, dry products like grains and pulses, nuts and confectionery, and 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 seven BIOFACH events in China, India, Japan, South America, Thailand, the USA and Saudi Arabia, BIOFACH World has a global presence and year after year brings together around 4,500 exhibitors and more than 150,000 trade visitors.

### **Contact for press and media**

Barbara Böck, Saskia Viedts

T. +49 911 86 06-83 29

Email: [saskia.viedts@nuernbergmesse.de](mailto:saskia.viedts@nuernbergmesse.de)

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