

Nürnberg, Germany 14. – 17.2.2018

**BIOFACH2018** **VIVANESS2018**  
into organic into natural beauty



PRESS RELEASE

14 February 2018

## **BIOFACH and VIVANESS 2018: Combined trade fair passes 3,000 exhibitor mark for the first time**

- **Even more organic diversity: 3,218 exhibitors, two new halls**
- **Trending at BIOFACH: “oil specialities”, “protein on the go” and “turmeric flavouring”**

For the first time, **BIOFACH** and **VIVANESS** will bring together more than 3,000 exhibitors, or to be precise 3,218, from 93 countries at Nuremberg Exhibition Centre from 14 - 17 February. That's a record. And as if that weren't enough, another two halls will be added to **BIOFACH** in 2018. This means that the World's Leading Trade Fair for Organic Food and the International Trade Fair for Natural and Organic Personal Care will be more diverse, comprehensive and international than ever before. 275 of the 3,218 exhibitors at the trade fair pairing come from the natural cosmetics sector and will showcase their wares to a professional audience at **VIVANESS**. The latest trends to be explored at **BIOFACH** include “oil specialities”, “protein on the go” and “turmeric flavouring”. In addition, the following product concepts are currently dominating the sector in the food segment: algae, adding vitamins to foodstuffs and global focus products with regional character. Under the heading “Next Generation”, the sector will be discussing the future agenda and goals of the next generation. Another new feature is the special show on organic cultivation and breeding – “Organic right from the start”. Once again, more than 50,000 visitors are expected to attend **BIOFACH** and **VIVANESS 2018**.

Petra Wolf, member of the NürnbergMesse management board: “More than 3,000 exhibitors at **BIOFACH** and **VIVANESS 2018** is something to be proud of and is impressive testimony to the diversity and importance of the sector. It yet again makes this combined trade fair a comprehensive exhibition for the international sector and thanks not least to the 'Next



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**Nationaler Ideeller Träger  
National Supporting Organisation**

**BÖLW**  
Bund Ökologische Lebensmittelwirtschaft

**VIVANESS  
Ideelle Träger  
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Generation' focus and the new special show on organic cultivation and breeding it is also a dialogue forum for all issues affecting the future of the organic movement. This is where the organic community really does come together! This time we will be welcoming as newcomers Myanmar and Togo, which will make their debut at BIOFACH. New additions to VIVANESS are South Korea, Belarus, Bosnia and Herzegovina, Luxembourg and Senegal. We wish all our exhibitors and visitors a successful trade fair and an inspiring global sector gathering!"

### **Exhibition trends for organic foodies and natural beauties**

In 2018, trade visitors on a tour of discovery through the leading international fair for organic food can look forward to more than 700 new products at the BIOFACH Novelty Stand alone. Including the new products featured at VIVANESS, this results in almost 900 innovations at the two novelty stands at the joint exhibition.

For the first time in 2018, the BIOFACH Novelty Stand will be located in Hall 8. Trends in 2018 include oil specialities, "protein on the go", and turmeric flavouring, as well as algae, adding vitamins to food and global focus products with regional character. This includes, for example, quinoa flour from Germany, whose original region of origin is the Andes. For all products featured at the BIOFACH and VIVANESS novelty stands please go to: [www.biofach.de/noveltystand](http://www.biofach.de/noveltystand) and [www.vivaness.de/noveltystand](http://www.vivaness.de/noveltystand).

### **BIOFACH = worldwide organic diversity**

Food and trend scouts will find a wealth of inspiring innovations and impressive products in organic quality not just at the Novelty Stand but also at the Pavilion for Young Innovative Companies, which is funded by the BMWI (German Federal Ministry for Economic Affairs and Energy) ([www.biofach.de/en/newcomer](http://www.biofach.de/en/newcomer)) and features 25 "newcomers", as well as at the three "Experience the Worlds of OLIVE OIL ([www.biofach.de/oliveoil](http://www.biofach.de/oliveoil)), VEGAN ([www.biofach.de/en/vegan](http://www.biofach.de/en/vegan)) and WINE" ([www.biofach.de/wine](http://www.biofach.de/wine)). At the world-leading trade fair in 2018 you can discover, for example, more than 1,200 exhibitors showcasing vegan products, more than 200 with olive oil specialities and 129 with organically produced wine.



There are also plenty of awards to be won yet again in 2018, such as the Best New Product Awards on Friday, 16.02. at 13:00 (VIVANESS, hall 7A-655) and 14:00 (BIOFACH, hall 8-505), and once again the OLIVE OIL AWARD (16.02. at 15:00, hall 4-149). On Thursday, 15 February, at 15:00 in hall 7-841, the winners of this year's international organic wine award MUNDUS VINI BIOFACH can look forward to receiving their accolades.

### **VIVANESS 2018: The future of cosmetics is “green”**

At VIVANESS 2018 the growth market in natural and organic cosmetics will not just be showcasing numerous innovations but its “new kids on the block” are also well represented, with 10 exhibitors at the government-funded Pavilion for Young Innovative Companies ([www.vivaness.de/en/newcomer](http://www.vivaness.de/en/newcomer)) and 23 international start-ups and newcomers on the special display area Breeze ([www.vivaness.de/en/breeze](http://www.vivaness.de/en/breeze)). A new feature of the International Trade Fair for Natural and Organic Personal Care, which offers products from a total of 275 exhibitors from 40 countries, is the “Let’s talk VIVANESS” format.

### **“Next Generation”: Future agenda of the next generation under the spotlight**

At BIOFACH 2018, the organic sector will be discussing the future agenda and goals of the next generation of organic producers under the heading “Next Generation”, primarily but not just at the congress. The range of content for this focus area, which is being organised together with the event's international patron IFOAM – Organics International and national supporting organization BÖLW (German Federation of Organic Food Producers), covers the political agenda of the new generation, succession management, and trends in the start-up segment and in civil society in general. There will also be a dialogue on what conclusions the young generation will draw for their future plans and communication from the programmes and strategies discussed over the last few days.

But this year, the BIOFACH Congress is not just focusing on the next generation. The largest international sector and knowledge forum offers this year's participants around 150 inspiring sessions distributed over the five forums BIOFACH, Specialist Retail (Fachhandel, in German only), Sustainability, Politics and Science as well as in the VIVANESS Congress and a series of exhibitor presentations.





Alongside the BIOFACH and VIVANESS Congress with around 8,000 participants, the Meeting Points “Specialist Retail”, “Initiatives & NGOs” and “Generation Future” also facilitate knowledge-sharing and networking with experts.

As part of the special display area “Generation Future”, the Organic Food Industry Research Award will once again be presented in 2018. The award ceremony will take place on 15 February at 15:30 in hall 9-565.

### **Organic right from the start – the new special show on organic cultivation and breeding**

The new special show “Organic right from the start” will explore the issue of organic cultivation and breeding. The aim is to show what organic cultivation and breeding has achieved to date and what still needs to be done so that organic farming can maintain and further develop its independence in plant cultivation and animal breeding, i.e. varieties and breeds. The content of the special show is established by bioverita and brings together a large number of cultivation and breeding initiatives.

### **Premiere in South-East Asia: First BIOFACH SOUTH EAST ASIA**

In 2018, NürnbergMesse is establishing a trade fair for organic food in the ASEAN region for the first time. From 12 to 15 July, the international organic sector will gather at the IMPACT Exhibition Center, Nonthaburi, Bangkok, for the first round of BIOFACH SOUTH EAST ASIA.

### **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 fair for organic food products. 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, national supporting organization 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

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America, China, India and Thailand, BIOFACH World has a global presence and year by year brings together more than 3,500 exhibitors and 100,000 trade visitors.

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