



## CLOSING REPORT

17 February 2018

### **BIOFACH and VIVANESS 2018: An upbeat mood among 3,218 exhibitors and about 50,000 visitors**

- A successful premiere for the 'Organic right from the start' special show
- More than 9,000 participants at BIOFACH and VIVANESS Congress
- The 'Next Generation' focus inspires visitors



From 14 to 17 February 2018, the BIOFACH and VIVANESS combined trade fair brought together the international sector for organic food and natural and organic personal care in Nuremberg for four days. The 3,218 exhibitors, 275 of which showcased their wares at VIVANESS, presented a wide variety of organic products from 93 countries. Two new halls, the 'Next Generation' focus topic and the special show 'Organic right from the start' on organic cultivation and breeding inspired about 50,000 visitors from 134 countries. Not only the World's Leading Trade Fair for Organic Food and the International Trade Fair for Natural and Organic Personal Care, but also the sector itself reported positive news at the start of this year's event. Last year, organic products generated revenues of EUR 10bn in Germany, with one in every 10 farms now embracing organic methods, according to BÖLW (German Federation of Organic Food Producers). IFOAM – Organics International reported global revenues of close to USD 90bn in 2016. The natural and organic personal care sector also has reason to celebrate in 2017: Natural beauty care products with a value at EUR 1.2bn were sold in Germany last year, according to naturkosmetik konzepte.

Petra Wolf, member of the management board, NürnbergMesse: "The sector and trade fair were in an upbeat mood at BIOFACH and VIVANESS 2018. The momentum of the 'Next Generation' focus is especially impressive. The sector has enthusiastically embraced this issue and interpreted it in a wide variety of ways. It was easy to tell that a new 'organic generation' is emerging alongside the highly committed generation of pioneers, with excellent, inspiring ideas and projects and their very own

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**BÖLW**  
Bund Ökologische Lebensmittelwirtschaft

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agenda for the future and a great deal of passion for organic products. The premiere of the special show on organic cultivation and breeding was another highlight.”

### **Largest international congress on organic products ends on a very successful note**

This year, more than 150 individual sessions at the BIOFACH and VIVANESS Congress attracted the interest of 9,000 participants. The highlights included one of the sessions on Next Generation entitled ‘Generation Y & Z: Starting up BIO. The organic market is determining how to reach the target group of young adults’ by Simon Schnetzer, a researcher in the field of youth, which welcomed 175 attendees. Altogether, the biggest number of participants was again counted at congress sessions devoted to the development of the sector in 2018. At BIOFACH, ‘The German organic market: Facts, figures and analysis’ attracted 203 attendees and the ‘Global Organic Market Overview’ lecture had an audience of 181. At VIVANESS, 125 people were inspired at ‘the natural and organic cosmetic market in 2017’ with a review and outlook.



### **Save the date now for 2019: 13-16 February 2019**

The international sector will next meet at the BIOFACH and VIVANESS from 13 to 16 February 2019. Some 96 per cent of this year’s visitors have already saved the date and said that they definitely intend to return.

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