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BIOFACH2018 **VIVANESS2018**
into organic into natural beauty



PRESS RELEASE

September 2017

Newsrooms for BIOFACH and VIVANESS now online

- New online tool for grouping information
- Attractive content display for all target groups

There is now a newsroom on the websites of both **BIOFACH**, the World's Leading Trade Fair for Organic Food, and **VIVANESS**, International Trade Fair for Natural and Organic Cosmetics, providing a new offer of information for the broad trade public. The content platforms are aimed at exhibitors, interested companies, trade visitors and media representatives in equal measure. Users can find clear, well-structured and attractively displayed current information about the trade fairs in the respective newsrooms.

The **BIOFACH** and **VIVANESS** newsrooms have a modular design and impress with their multimedia combination of text, photos and videos – and all with a maximum degree of user-friendliness. For example, along with service-oriented brief information relating to the central topic of **BIOFACH 2018**, “Next Generation”, interested parties can also find short profiles of the “Next Organic Generation” in the “News” module. These companies will present themselves at the shared booth for young & innovative companies. Users can also find interviews and columns in the “News” section. The newsrooms are rounded off with images and videos from previous exhibitions as well as an overview of the latest press releases. In line with the motto “Everything at a single glance”, the newsrooms also integrate social media tabs and display what is being said about the trade fairs on Facebook, Twitter & co.

You can find all press releases as well as more information, photos and videos in the newsroom at: www.biofach.de/en/news and www.vivaness.de/en/news

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Registration Number**
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**BIOFACH
Internationaler Schirmherr
International Patron**



**Nationaler Ideeller Träger
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BÖLW
Bund Ökologische Lebensmittelwirtschaft

**VIVANESS
Ideelle Träger
Supporting organizations**
COSMOS

We are COSMOS

NATRUE

