

Bangkok, Thailand 12 – 15.7.2018

BIOFACH SOUTH EAST ASIA

into organic



CLOSING REPORT

August 2018

BIOFACH SOUTH EAST ASIA: A brilliant premiere in Thailand

- Successful debut for South-East Asia's major organic gathering
- Large numbers of exhibitors and visitors

Over four days, the premiere of BIOFACH SOUTH EAST ASIA became the central gathering-place for the organic sector in South-East Asia and met all the expectations of exhibitors, partners, organisers and visitors. From 12 to 15 July, 21,209 visitors from 41 countries flocked to the IMPACT Exhibition Center in Bangkok to discover the latest organic trends. The new member of the BIOFACH family and the parallel NATURAL EXPO SOUTH EAST ASIA event attracted 399 exhibitors from 14 different countries. In addition, the first-time event impressed with a wide range of special display areas and high-calibre conference programme. Both trade fairs are organised by NürnbergMesse in cooperation with the DIT (Department of Internal Trade), a department of the Thai Ministry of Commerce, to provide crucial impetus to the development of the organic segment in South-East Asia.

“We are amazed by the success of the premiere of BIOFACH SOUTH EAST ASIA and NATURAL EXPO SOUTH EAST ASIA in Thailand,” says a delighted Markus Reetz, Executive Director International Exhibitions at NürnbergMesse. He continues: “Four successful days and the positive feedback from almost all participants is confirmation that the time was ripe for a BIOFACH SOUTH EAST ASIA. We also believe that there is great future potential for the organic sector in South-East Asia. We are on the right track with this event and are already looking forward to its next round in 2019.”

International Patron



National Support



Co-Located with



Organizer

Department of Internal Trade
Ministry of Commerce Thailand



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Exhibitors value the unique marketing platform

The feedback from exhibitors on the event's first round was also excellent. Anamas Viriyapaiboon, for example, Sales Director at Pakatidee Company (Thailand), is thrilled about the company's participation in the trade fair premiere: "We showcased our new brand RAWGANIC here for the first time. It's still pretty recent, less than four months old in fact. But the event gave us exceptional opportunities to make a lot of business contacts so that we can continue to grow in future." Onno Stienen, founder and owner of ONOFF SPICES (Netherlands), also has lots of praise about the marketing opportunities the event offered: "BIOFACH SOUTH EAST ASIA and NATURAL EXPO SOUTH EAST ASIA 2018 provided the perfect platform for launching our new ready-made organic product 'noodl noodl'. The blend of B2B and B2C contacts was ideal, because consumers could try or buy our new products while potential business partners could see the significant potential of our range at first hand. We'll be back in 2019!"

Visitors appreciate global industry expertise

The 21,209 trade visitors and interested consumers of organic products from 41 countries who attended the premiere in Thailand also regarded the combined trade fair as a complete success. The neighbouring Asian countries and regions Malaysia, Vietnam, China, Japan, India and Singapore were strongly represented. In addition, manufacturers, purchasers, wholesalers and retailers, and representatives from the service sector travelled to the event from Australia, Europe, South America, South-West Africa and the USA.

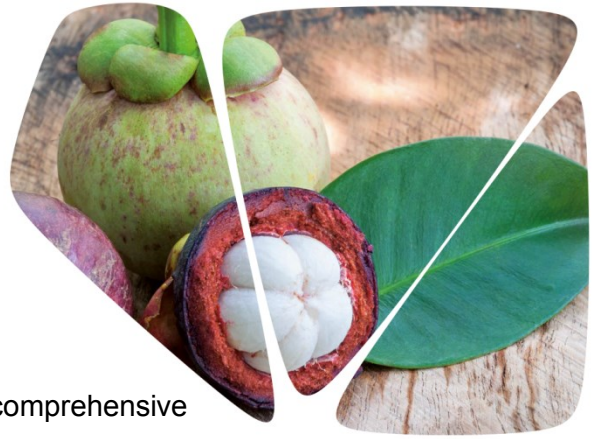
High-calibre presentations and speakers make for an impressive conference

With a wide range of topics and a total of 22 speakers, the international conference programme also proved very popular. The three-day meeting of organic experts provided an information and communication platform for the entire South-East Asian region. The presentations covered aspects such as the trends, technologies and challenges in the Thai organic sector and also provided insights into other organic markets in South-East Asia like Indonesia, Malaysia or Singapore. Another highlight was the much anticipated keynote address by Tim Schultz, Vice President Research &

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Development at Lundberg Family Farms, who provided comprehensive insights into the US organic industry and USDA certification.

BIOFACH SOUTH EAST ASIA 2019 – save the date!

The second BIOFACH SOUTH EAST ASIA and NATURAL EXPO SOUTH EAST ASIA will take place from **11 to 14 July 2019** at the IMPACT Exhibition Center in Bangkok, Thailand.

The next BIOFACH exhibitions:

- BIOFACH, Nuremberg: 13 – 16 February 2019
- BIOFACH INDIA, New Delhi: 25 – 27 October 2018
- BIOFACH JAPAN: 2019
- BIOFACH CHINA, Shanghai: 16 – 18 May 2019
- BIOFACH AMERICA LATINA, São Paulo: 5 – 8 June 2019
- BIOFACH SOUTH EAST ASIA, Bangkok: 11 – 14 July 2019

BIOFACH World

NürnbergMesse has proven expertise in the field of organic food produce. The international sector comes together in February of each year in Nuremberg at BIOFACH, the world's leading trade fair for organic food. The comprehensive range of certified organic products is demonstrated by the variety – from fresh products such as dairy produce and cheese, through fruit, vegetables, dried goods such as cereals and pulses, nuts and confectionery, to beverages. The international patron of BIOFACH is IFOAM – Organics International, the national supporting organisation of the Bund Ökologische Lebensmittelwirtschaft (BÖLW; in English: Organic Food Production Alliance). An integral element of the world's leading trade fair is the BIOFACH Congress, a knowledge platform unparalleled around the world. With six other BIOFACH exhibitions in Japan, the United States, South America, China, India and Thailand, BIOFACH World is present around the globe and brings together a total of more than 3,500 exhibitors and 100,000 trade visitors year-on-year.

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All press releases and more detailed information and photos are available at: www.biofach-southeastasia.com