

**NürnbergMesse closing press conference on BIOFACH/VIVANESS 2021 eSPECIAL
(Digital press conference via Zoom)**

Monday, 22 February 2021, 11:00 a.m.

Statement by Petra Wolf, Member of the Management Board of NürnbergMesse

Check against delivery.

Ladies and Gentlemen,

Welcome to the closing press conference for the BIOFACH / VIVANESS 2021 eSPECIAL.

Before we join you and our partners in looking back at the BIOFACH / VIVANESS 2021 eSPECIAL, which of course is the purpose of today's press conference, I would like to take this opportunity to thank the international organic food and natural and organic personal care products sector, its stakeholders and our customers, who have all displayed such wonderful commitment and creativity in connection with the digital edition of our trade fair pairing. On behalf of NürnbergMesse, thank you for making this journey with us, after it became clear that a physical gathering in Nuremberg and the on-site BIOFACH / VIVANESS events would not be possible in 2021. We are genuinely moved and impressed!

A cordial welcome and my personal thanks at this press conference go to Louise Luttkholt, Executive Director of our international patron, IFOAM – Organics International; and Peter Röhrig, Managing Director of our national honorary sponsor Bund Ökologische Lebensmittelwirtschaft (German Federation of the Organic Food Producers, BÖLW). We also thank our supporters at VIVANESS, COSMOS and NATRUE. A warm welcome likewise to Mirja Eckert, owner of THE NEW, who will share a review of the eSPECIAL with us today, with a focus on natural and organic cosmetics and the current trends in that field.

BIOFACH/VIVANESS eSPECIAL well received by 13,800 participants

Let's begin our review of the BIOFACH / VIVANESS 2021 eSPECIAL with a few figures: 1,442, 13,800, 775 and 400,000. While these figures tell us something about the quantitative aspect of the eSPECIAL, they also confirm something qualitative, in other words the highly interactive nature and vitality of the digital edition of BIOFACH und VIVANESS 2021. With 775 individual or other sessions on the three days of the event, from 17 to 19 February, divided between the congress¹, exhibitor presentations and round tables involving the 1,442 exhibitors, the event offered a wealth of highlights for the more than 13,800 registered participants from 136 countries, who were able to interact at a highly professional level via more than 400,000 chat messages and over 10,000 video meetings.

The BIOFACH/VIVANESS 2021 eSPECIAL was the best possible alternative to an in-person event in a period dominated by the pandemic. But of course, the launch of a digital platform

¹ Individual sessions at the congress: >70 of the total of 775

also brings its own challenges, especially at a technological level. Accordingly, technical problems meant about 5 per cent of the participants had a few delays with onboarding, for which we expressly want to apologize here once again.

This year's BIOFACH and VIVANESS Congress again proved highly popular. The session "The German Organic Market: Facts, Figures, Analysis 2021", for example, achieved record participant numbers with more than 700 attendees. The congress, which takes place every year in parallel with the trade fair pairing, is an integral part of BIOFACH, the World's Leading Trade Fair for Organic Food Products, and VIVANESS, the International Trade Fair for Natural and Organic Personal Care. With regard to the congress in particular, 2021 and the eSPECIAL have both shown that the digital dimension increases the range of the event considerably. Many of the sessions attracted interest from several hundred participants, who were able to interact at a high professional level. To give a couple of examples, with about 550 participants, "Safe sustainability for packaging: Current requirements, trends and challenges for the future" represented one of the top themes, just like "Natural And Organic Cosmetics Industry Monitor 2020: Data, Facts and Forecasts" and "Beauty Briefing – Global Beauty Trends and Inspirations" in the VIVANESS congress. Each of these latter events recorded more than 350 participants, and more than 200 registered for the STADTLANDBIO Digital congress, held in parallel with the BIOFACH/VIVANESS eSPECIAL.

In addition to the professionally polished congress programme, highlights this year once again included new products and trends. Trade fair trends at BIOFACH in 2021 were "plant-based products", "low-sugar and sugar-free products", "food with additional benefits", "sustainability and social responsibility", and at VIVANESS "waterless beauty, me time & comfort, safe beauty and circular beauty". Once again, participants selected their favourites from among the more than 500 new products presented at the digital New Products Stand to receive the Best New Product Award. The two digital trend tours based on the trade fair trends, as determined by the new products submitted for the event, proved highly popular, with over 540 and more than 280 inspired listeners, respectively.

At a personal level, I'm always very pleased to see the organic food industry research award "BioThesis" presented at BIOFACH, just as it was again this year. Once again I had the honour to deliver a short speech to the prizewinners in recognition of their impressive and forward-looking themes as part of the award ceremony.

When we meet again on 15-18 February 2022, the show will switch to a new Tuesday-Friday slot.

The BIOFACH / VIVANESS 2021 eSPECIAL confirms the strong needs on the part of the international sector to interact, network, and have a place to meet, as offered by BIOFACH/VIVANESS. The trade fair pairing is a place to meet and interact at both an emotional and a personal level, as well as a platform for business and knowledge. We're pleased that this year's digital format offered a pandemic-compatible alternative, and especially that all the stakeholders accepted it so well! At the same time, we're already fired

up about next year. This year we said, 'Let's e-meet before we re-meet,' and now we're particularly keen to be able to meet up again in person.

In 2022, BIOFACH and VIVANESS will run from 15 to 18 February. The Tuesday-to-Friday scheduling is new, and will give the professional buyers even more non-weekend time for their trade fair visit.

Until then, there's one more thing to note: the BIOFACH / VIVANESS eSPECIAL platform will, of course, remain available beyond the actual event dates. After 24 February 2021, only the active communication functions will be disabled. The platform will remain in place for a further six months as a source of information, with all the videos from the livestreams accessible on demand.

We are looking forward to seeing you!

Thank you for your attention.