



17.-19.2.2021

## PRESS RELEASE

December 2020

### BIOFACH / VIVANESS eSPECIAL: The digital place to be for the organic food and natural and organic cosmetics community in 2021

- Digital sector gathering illustrates the global variety of organic and natural and organic personal care products
- Live-streamed Congress, exhibitor presentations, matchmaking and many other highlights
- Strong support from exhibitors: exclusive packages sold out

The global variety of organic and natural and organic personal care products will be on show at the purely digital gathering of BIOFACH, the World's Leading Trade Fair for Organic Food Products, and VIVANESS, the International Trade Fair for Natural and Organic Personal Care, between 17 and 19 February 2021. The eSPECIAL of the trade fair pairing will thus carry over key aspects of the familiar in-person event and the accompanying Congress into the digital world. Industry representatives can look forward to three full days of company and product presentations, knowledge sharing, matchmaking and networking, in which participants will experience the many highlights that have underpinned the popularity of BIOFACH and VIVANESS for so long. These include new products and trends, awards, presentations and lectures on various themes and product ranges, Congress events and many other formats focusing on the latest themes of interest for participants to discuss and take further. Questions on the transition toward more environmentally friendly business methods and nutrition as part of the main theme of the Congress in 2021, for example: Shaping Transformation. Stronger. Together.

Danila Brunner, Director BIOFACH and VIVANESS: "We are very pleased we can offer the sector the best possible alternative platform in the form of the BIOFACH / VIVANESS 2021 eSPECIAL! Before we all gather again in person in Nuremberg in 2022, the eSPECIAL on 17-19 February 2021 will

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VIVANESS  
Ideelle Träger  
Supporting organizations

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bring the community together in a digital space with the live transmission of the BIOFACH and VIVANESS Congress, comprehensive exhibitor presentations and a sophisticated matchmaking function. We expressly invite all the players in the sector to immerse themselves in the many opportunities the eSPECIAL has to offer. Come and be inspired! If you're an exhibitor, why not invite your customers to a digital product presentation or tasting? And whether you're an exhibitor or a visitor, arrange a time to talk about current trends, and discuss the top subjects together at the Congress. Discover your personal "best matches" among the participants, and talk with valuable new business contacts. Here in the BIOFACH and VIVANESS team, we're looking forward to seeing you at the eSPECIAL!"

#### **Flood of interest in exclusive eSPECIAL packages**

Exhibitors at the BIOFACH / VIVANESS 2021 eSPECIAL can choose between four different packages to suit their individual needs (Basic, Standard, Premium and Exclusive), all including a company profile and various options to incorporate elements like documents and other media, networking and marketing services. For more information on the packages see [www.biofach.de/en/exhibitors/participation](http://www.biofach.de/en/exhibitors/participation) and [www.vivaness.de/en/exhibitors/participation](http://www.vivaness.de/en/exhibitors/participation).

Right at the start, the rush for these exclusive, limited packages was so great that they were sold out almost immediately. The exclusive partners registered are: Bioland e.V.; Demeter e.V.; dennree GmbH; The German Society for International Cooperation (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH, GIZ), Import Promotion Desk (IPD) and partners funded by the German Federal Ministry for Economic Cooperation and Development (BMZ); GLS Bank; Naturland Zeichen GmbH; Lebensbaum; Cultivator Natural Products Pvt. Ltd.; Officina Naturae S.R.L.; Ukrainian National Pavilion Organic Ukraine Business Hub; Vietnam Organic Agriculture Association; Biokreis e. V.; Consorzio il Biologico Soc.Coop.; Bio Austria; Litfood.



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### **First steps for planning a visit: buying a ticket and onboarding**

International foodstuff and skincare professionals representing their respective industries can reserve their tickets for the BIOFACH / VIVANESS eSPECIAL from around mid-January 2021. After registration, all participants will go through an “onboarding” process that will guide them through a short questionnaire. A simple search and offer process will display the best hits for every participant. That means everyone gets targeted suggestions for the right business contacts, to make networking even easier. Of course, there is still the option of freely searching the participant list for potential contacts.

Link to ticket shop: [www.biofach.de/en/visitors/tickets](http://www.biofach.de/en/visitors/tickets) and [www.vivaness.de/en/visitors/tickets](http://www.vivaness.de/en/visitors/tickets).

More detailed information on the platform will be available from January. Brief explanatory videos, for example, giving participants extensive hints and tips on the functions and opportunities offered by the platform, and providing assistance in addition to the FAQs.

### **Discover the whole range of exhibitor presentations and forward-looking themes at the Congress as part of the eSPECIAL**

Visitors to the BIOFACH / VIVANESS 2021 eSPECIAL will benefit in particular from the products and services of exhibitors who use their individual company profiles to show what the international market has to offer, since the profiles also give a prominent place to products and new developments. Visitors can also make direct contact with company employees or arrange an appointment, since the virtual stand personnel will also be identified in the exhibitor profile.

Exhibitors can also create their own chat rooms, where they have the opportunity to set up open discussion forums for lectures, discussions, company presentations and product presentations, for example, and invite specific participants. Exhibitors and visitors both get added value from the many contact opportunities via chat functions, direct video or live video. (Services vary depending on the exhibitor package).



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The live-streamed Congress is an integral part of the BIOFACH / VIVANESS 2021 eSPECIAL. Firm elements in the extensive programme include sessions on trends, figures, data and facts on the global market for organic foodstuffs and natural and organic personal care products, sessions on top themes such as packaging vs. unpacked, and special events and sessions giving comprehensive coverage to the main Congress theme of "Shaping Transformation. Stronger. Together". The Congress is also interactively structured using an integrated chat function.

Participants can find all of the eSPECIAL events under the heading "Agenda". In other words, the events are represented in the discussion forums in addition to the Congress itself. This means visitors can put together their own personalized programme.

#### **Inspiration and stimuli for the market: new developments and trends, start-ups and awards**

New products and industry trends are also in focus at the BIOFACH / VIVANESS eSPECIAL. In 2021 there will also be a digital alternative to the New Products Stand, with accompanying sessions live-streamed to present the new items. And once again, the items considered most exciting and most innovative by the participants will win the coveted Best New Product Award. There will also be a Start-up-Area. The Start-ups@BIOFACH/VIVANESS will introduce themselves and their products in a number of brief, 10-minute pitches in the exhibitors' forum.

#### **Programme to be published in January 2021**

The entire programme of the BIOFACH / VIVANESS eSPECIAL and Congress will be available on the platform and website from January 2021, and will be regularly updated. Firm times are already in place for a digital opening ceremony at 9:00 a.m. on the first day of the fair, 17 February 2021; daily morning briefings for media contacts on the highlights of the programme (each day at 9:00 a.m.); and regular presentations on trends and new developments. There will be something for every participant to look forward to, with a few surprises on the agenda!



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More information on the BIOFACH / VIVANESS 2021 eSPECIAL will be published gradually on the websites of the trade fair pairing at [www.biofach.com](http://www.biofach.com) and [www.vivaness.com](http://www.vivaness.com).

All press releases, more information, photos, and videos are available from our Newsroom:

[www.biofach.de/en/news](http://www.biofach.de/en/news) sowie [www.vivaness.de/en/news](http://www.vivaness.de/en/news)

Further services for journalists and media contacts:

[www.biofach.de/press](http://www.biofach.de/press) and [www.vivaness.de/press](http://www.vivaness.de/press)