

Nürnberg, Germany 12.– 15.2.2020

BIOFACH2020

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PRESS RELEASE

November 2019

BIOFACH 2020: The “Place To Be” for the international organic sector

- All the information you need on travel, accommodation, visit planning and on-site services
- Stay up-to-date on the go with the BIOFACH app
- E-ticket gets you into the event faster:
www.biofach.de/en/visitors/tickets
- Get your early booking discount for visitor tickets up to 24.01.2020

From 12 – 15 February 2020, the “Place To Be” for the international organic sector is Exhibition Centre Nuremberg, when BIOFACH, the World’s Leading Trade Fair for Organic Food, opens its doors again. The annual start-of-year gathering for the sector is set to welcome some 3,500 exhibitors from around 100 countries. The addition of two extra halls (7A and 3A) means that the next round of BIOFACH has room for even more exhibitors. As a result, there will be an even more diverse range of products on display for trade visitors – as many as 51,488 from more than 140 countries in 2019. Through its congress theme “Organic delivers!”, BIOFACH will put the spotlight on the positive effects of ecological agriculture in 2020. The new special show “All about Water: is the basis of all life endangered?” addresses another highly topical issue.

Planning a visit to BIOFACH – and the parallel event VIVANESS, the international trade fair for natural and organic personal care – is extremely easy thanks to our user-friendly, clearly structured websites www.biofach.com or www.vivaness.com (in German and English). Whether you are looking for information on the trade fair, supporting programme, travel, accommodation or restaurants in Nuremberg, you’ll easily find what you need in just a few clicks. We’ve also provided some tips on sightseeing in Nuremberg and recommended after-work venues.

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Nationaler Ideeller Träger

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BÖLW
Bund Ökologische Lebensmittelwirtschaft

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Good reasons to visit

Once a year, representatives of the entire international organic sector gather at BIOFACH. They come for a whole raft of reasons. They are there to enjoy personal conversations with industry players from more than 130 countries and to discover new markets. Or to discuss the trends and developments in the organic sector and enjoy a feast for all five senses at the Novelty Stand, pavilions for young innovative companies and the tasting zones at Experience the Worlds of OLIVE OIL, WINE and VEGAN. Visitors to BIOFACH get a look into the future of the organic sector – for example at the largest international organic congress that is a permanent feature of the fair – and seize the opportunity to help shape the sector's current and future policies.

BIOFACH is **for trade visitors only**. This is the only way to guarantee the calibre of the event as a leading international fair, the quality of the products on display and a successful trade fair visit.

Travelling from Germany? Be a climate-neutral traveller when you use our attractive rail packages for BIOFACH trade visitors.

In partnership with Deutsche Bahn, NürnbergMesse is once again offering attractive travel packages for trade visitors to BIOFACH. For example, visitors can book a special reduced-price ICE ticket valid within Germany to enjoy a relaxing rail trip to Nuremberg and back from just EUR 54.90 one-way second class. Travelling by train means that you are also protecting the environment, because the train runs on 100% ecological electricity provided exclusively from renewable European energy sources. In 2018, customers of NürnbergMesse covered 1,672,981 km with corresponding CO₂-neutral event tickets from Deutsche Bahn.

By the way, the underground rail system takes just eight minutes from Nuremberg main station to the Exhibition Centre. If you need a ticket for public transport you can order this in addition via the online booking system. For more information please go to: **www.biofach.de/rail**

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International travellers:

fly to Nuremberg and get to the exhibition centre quickly

The Albrecht Dürer Airport Nuremberg has already received the prestigious “Business Traveller Award” several times and is therefore regarded as one of the best airports in Germany. Seasoned flyers appreciate the fast check-in and customs clearance procedures, short distances and good connections to the inner city and NürnbergMesse. The trip from the airport to the exhibition centre only takes around 25 minutes on public transport.

Visas made easy!

Visitors who need a visa to travel to Nuremberg can receive assistance from NürnbergMesse’s international representatives and subsidiaries. For important information about applying for a visa please go to: www.biofach.de/visa-visitor.

Accommodation for BIOFACH

After a full day at the trade fair it’s important to have a comfortable place to stay. Whether you are looking for a 5-star hotel or a private guest room, you will find suitable accommodation for your trade fair visit on the website www.biofach.de/accommodation.

Exhibitors and products at a glance!

Have you organised your travel and accommodation? Then it’s time to plan your trade fair visit as such. Our online platform “Exhibitors and Products” on the BIOFACH website makes this a quick and easy process. This is where you will find a user-friendly list of all exhibitors, products and innovations. It couldn’t be easier to find what you need using specific search terms. You can then save the most interesting search results to a wish list. The internet platform also allows you to arrange appointments directly with exhibitors at their exhibition stands.

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Plan your visit on mobile devices with the BIOFACH app

It's also easy to prepare your visit to the trade fair on a mobile device using the BIOFACH app, which is available for iOS and Android and offers a number of practical features.

The app also allows you to make up a personal wish list for exhibitors, products and events, while push notifications (automated messages) inform you about any changes affecting your choices. The app also offers a dynamic floor plan including a line-of-sight function to help you easily navigate your way round the exhibition grounds. All content is available offline at all times and the login works for both web and app. The app also features a cool gadget. If, after a long and successful day at BIOFACH you have completely forgotten where you parked your car, help is at hand with the integrated GPS-based car-finder. Regular updates mean that app users always have the latest news and information.

Just one click takes you to your e-ticket in the online shop

You can book entry tickets to the fair conveniently at the online ticket shop (www.biofach.de/en/visitors/tickets) and print them out right away. The e-ticket guarantees direct access to the trade fair with no queues. The 1-day ticket costs EUR 46 (early booking rate: EUR 37), the 4-day ticket EUR 69 (early booking rate: EUR 55). The early booking rates are available until 24.1.2020. Ticket prices include the use of public transport (ÖPNV).

A warm welcome to the exhibition centre!

Once you get to the exhibition centre, NürnbergMesse also offers exhibitors and visitors alike a large number of services on site to make your time with us as pleasant as possible. This allows all participants at the BIOFACH industry gathering to concentrate fully on the main aspects of their trade fair experience. Visitors can also find information on the services offered, including Business Lounge, Wifi, restaurants and cafés or childcare, at www.biofach.com under the tab "For Visitors".

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Get the latest news all year round in the BIOFACH Newsroom

In the BIOFACH digital newsroom at www.biofach.de/en/news, exhibitors, visitors, media representatives and all other industry stakeholders will find the latest news about the World's Leading Organic Fair. The newsroom is where you'll find all press releases, a news ticker with announcements from exhibitors, short news items on topical issues, guest articles, interviews, photos and videos.

BIOFACH World

NürnbergMesse has proven expertise in the field of organic foodstuffs. In February every year, the international organic sector gathers in Nuremberg at BIOFACH, the World's Leading Trade Fair for Organic Food. The comprehensive range of certified organic products on display shows their diversity – from fresh products like dairy and cheese, fruit, vegetables, dry products like grains and pulses, nuts and confectionery to beverages. The international patron of BIOFACH is IFOAM – Organics International, while the national supporting organization is the German Federation of Organic Food Producers (BÖLW). An integral part of this world-leading fair is the BIOFACH Congress, a knowledge-sharing platform that is unique worldwide. With another six BIOFACH events in China, India, Japan, South America, Thailand and the USA, BIOFACH World has a global presence. Year after year, it brings together more than 4,500 exhibitors and 150,000 trade visitors.

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For all press releases, further information, photos and videos, see the Newsroom at: www.biofach.de/en/news

Further services for journalists and media contacts: www.biofach.de/press

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