

# BIOFACH WORLD

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for organic products



## PRESS RELEASE

August 2020

### BIOFACH WORLD – Quarterly News Update Vol. III 2020

- **BIOFACH CHINA: successful restart of trade fairs in China**
- **BIOFACH INDIA 2020 “WE GO DIGITAL EDITION”**
- **BIOFACH in Nuremberg delighted by the commitment of the sector**

The coronavirus is continuing to define public life and is also having a major impact on the international trade fair industry. BIOFACH World is also feeling the effects, which differ from country to country. But slowly, there is some light at the end of the tunnel. July 2020 saw the first trade fairs taking place in China again, including the combined BIOFACH CHINA and NATURAL EXPO CHINA event. And in Germany and many other countries, trade fairs are being allowed to take place again as of September, subject to stringent safety and hygiene standards. As a result, BIOFACH in Nuremberg, the world's leading trade fair for organic food, is also looking confidently towards the pairing of BIOFACH and VIVANESS in February 2021.

#### BIOFACH CHINA

There's good news about BIOFACH CHINA, which was held in Shanghai alongside the NATURAL EXPO CHINA from 1 to 3 July 2020, and was one of the first trade fairs to take place in China after the lockdown, subject to strict hygiene and safety standards of course. Despite the current circumstances, the joint event was a resounding success, even though it was somewhat smaller and had a more national focus than in previous years. Around 150 exhibitors showed the more than 10,000 visitors what the organic community has to offer and demonstrated that it is possible to hold a successful trade fair even in these unusual circumstances. This was also confirmed by the exhibitors and visitors taking part. “We have been taking part in BIOFACH CHINA for many years. BIOFACH CHINA 2020 is the most excellent exhibition we have attended in the recent past. We

International Patron



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had a 72 m<sup>2</sup> booth, took part in professional interviews with industry media and enjoyed a very warm reception at BIOFACH CHINA 2020. Although the number of exhibitors was less than in recent years due to the epidemic, we met targeted trade visitors to build new business contacts and expand the market for our products,” says exhibitor Angela Zhai, XLK Organic Products Co., Ltd. of Dalian E&T Development.

The event highlights included the “China Organic Maternal & Infant Summit”, where experts discussed the market for organic products for mothers and babies in China, and the NATURALOVE charity event. In partnership with the charitable organisation China Green Food Bank, BIOFACH CHINA called on exhibitors to donate their “ugly-looking” produce. Working on the “zero food waste” principle, the charity event NATURALOVE is committed to ensuring that people in need are supported with food donations.

BIOFACH China is organised by NürnbergMesse China in partnership with the government research institute Chinese Academy of Inspection and Quarantine (CAIQ).

**Note the new date:** *The 15th round of BIOFACH CHINA will take place from 12 - 14 May 2021 at the Shanghai World Expo Exhibition & Convention Center. For more information go to: [www.biofachchina.com/en](http://www.biofachchina.com/en)*

## BIOFACH INDIA

The pairing of BIOFACH INDIA and NATURAL EXPO INDIA is the leading trade fair for the organic food and natural and organic cosmetics market in India and covers the entire spectrum of organic products from production to consumption. This year, it will take place from 29 to 31 October as a digital event on the theme: “Let’s e-meet before we re-meet”. The BIOFACH INDIA “WE GO DIGITAL EDITION” will bring together all the key players from the organic food and natural and organic cosmetics community on a central platform. The aim of the digital edition is to create an ideal forum for manufacturers, retailers, purchasing specialists and investors that offers participants the best possible virtual trade fair experience. The platform will provide all the relevant product information from

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exhibitors, interactive panel discussions with industry experts and a virtual conference programme. In various forums, exhibitors can interact with their customers, present their products, and even have one-on-one talks with registered participants.

The patrons of the digital event are APEDA - Agricultural & Processed Food Products Export Development Authority, the Indian Ministry of Commerce and Industry and the Government of India.

In the lead-up to the digital edition of BIOFACH INDIA 2020 there will also be an eight-part webinar series. In each session, industry experts will discuss topics like future trends, the status quo of the Indian organic market, or EU regulations, exploring them from various perspectives. The next webinar on 3 September 2020 will be on the topic "Trends in organic certification". To register and for more information please go to: [www.biofach-india.com/webinars-schedule](http://www.biofach-india.com/webinars-schedule)

**Save the date:** *The 12th round of BIOFACH INDIA will take place in digital form from 29 - 31 October 2020 as the BIOFACH INDIA WE GO DIGITAL EDITION. For more information please visit: [www.biofach-india.com](http://www.biofach-india.com)*

## **BIOFACH, Nuremberg**

At the next round of the world's leading trade fair for organic food from 17 to 20 February 2021, the BIOFACH Congress theme will be "Shaping Transformation. Stronger. Together." It will put the spotlight on how the food revolution can make even more progress if the various movements for transformational change work together. The congress is being put together by the international patron of BIOFACH World, IFOAM – Organics International, and national institutional sponsor BÖLW (German Federation of Organic Food Producers) in partnership with BIOFACH.

Stronger together: In these unusual times, this applies more than ever. With more than six months to go before the next pairing of the BIOFACH and VIVANESS, trade fairs, the sector is already demonstrating an outstanding commitment to its key annual gathering. Danila Brunner, Director BIOFACH and VIVANESS, had

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this to say: “This trade fair pairing is the central platform that enables the organic food products and natural and organic personal care sector to interact, share knowledge and do business, especially at times like these. We are currently pulling out all the stops to prepare for the next round in 2021. This includes many measures to ensure the greatest possible safety for all participants, based on the special hygiene plans that have been developed ([www.biofach.de/hygienekonzept](http://www.biofach.de/hygienekonzept) and [www.vivaness.de/hygienekonzept](http://www.vivaness.de/hygienekonzept)). We are confident that we can offer all our customers a very safe and successful event of the kind they have come to know and love from previous BIOFACH and VIVANESS industry gatherings.

In the current circumstances we are deeply impressed by the many ways in which the sector is already showing us the extent of its solidarity. We are very pleased that exhibitors have already booked 80% of the available exhibition space. That shows us just how valuable and important they consider their annual sector gathering to be. We are already looking forward to catching up again with exhibitors, visitors and media representatives at the next round of the event in 2021.”

For answers to current questions about BIOFACH and VIVANESS please go to: [www.biofach.de/en/partnershipbeyondbusiness](http://www.biofach.de/en/partnershipbeyondbusiness) and [www.vivaness.de/en/partnershipbeyondbusiness](http://www.vivaness.de/en/partnershipbeyondbusiness).

**Save the date:** *The 32nd round of BIOFACH will take place from 17 - 20 February 2021.*

For more information go to: [www.biofach.de/en](http://www.biofach.de/en)

## BIOFACH JAPAN

The BIOFACH JAPAN Pavilion at FOOD EX JAPAN 2021 is the most important platform for organic products in Japan. The trade fair is regarded as one of the leading food and beverage fairs in Asia. According to data from the Organic Trade Association (OTA), Japan's organic food market is worth USD 1 billion, making Japan one of the top 10 organic food markets worldwide. Being part of the BIOFACH JAPAN Pavilion gives exhibitors the opportunity to get to know eligible

# BIOFACH WORLD

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Japanese distributors, wholesalers, retailers, and buyers from the food service sector as well as the key market players from the whole of Asia.

Registration for BIOFACH JAPAN has already started. For registration documents and other information on BIOFACH Japan please go to: [www.biofach-japan.com/en/exhibitors/application/application-documents](http://www.biofach-japan.com/en/exhibitors/application/application-documents).

**Save the date:** *The 16th round of BIOFACH JAPAN will take place from 9 - 12 March 2021 as the BIOFACH JAPAN Pavilion at FOOD EX JAPAN in Chiba, Tokyo.*

*For more information go to: [www.biofach-japan.com](http://www.biofach-japan.com)*

## BIOFACH AMERICA LATINA

**Note the new date:** *The 16th round of BIOFACH AMERICA LATINA – BIO BRAZIL FAIR will be held from 9 - 12 June 2021 at the Anhembi Exhibition Centre in São Paulo.*

*For more information go to: [www.biobrazilfair.com.br](http://www.biobrazilfair.com.br)*

## BIOFACH SOUTH EAST ASIA

**Note the new date:** *The 3rd BIOFACH SOUTH EAST ASIA will take place from 15 - 18 July 2021 in Bangkok, Thailand.*

*For more information go to: [www.biofach-southeastasia.com](http://www.biofach-southeastasia.com)*

## BIOFACH AMERICA

Unfortunately, the joint BIOFACH AMERICA and Natural Products Expo East cannot take place as planned in autumn 2020 due to current developments. However, the organic sector can look forward to a reunion in the autumn of next year. The figures for the US organic sector are also promising. According to a report by the Organic Trade Association (OTA), the US organic sector had a record-breaking year in 2019 with a total revenue of USD 55.1 billion in the food and non-food market. This is equivalent to an increase of around five percent on the previous year.

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**Note the new date:** The 18th round of BIOFACH AMERICA will take place from 23 - 25 September 2021 at the Pennsylvania Convention Center in Philadelphia. For more information go to: [www.biofach-america.com](http://www.biofach-america.com)

## 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 fair for organic food products. 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 honorary sponsor 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, Brazil, Thailand and the USA, BIOFACH World has a global presence and year for year brings together more than 4,500 exhibitors and 150,000 trade visitors.

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For press releases, further information and photos please go to:  
[www.biofach.de/en/news/biofach-world](http://www.biofach.de/en/news/biofach-world)