

Shanghai, China 16–18.5.2019

BIOFACHCHINA

into organic



PRESS RELEASE

April 2019

BIOFACH CHINA 2019 exploits various synergies

- New partner Chinese Academy of Inspection and Quarantine
- Parallel to: NATURAL EXPO CHINA
- Romania is “Country of the Year”

From 16 to 18 May 2019, BIOFACH CHINA will open its doors at the Shanghai World EXPO Exhibition & Convention Center (SWEECC). Around 18,000 visitors and more than 350 exhibitors are expected at this 13th round of the event. Companies from almost 20 countries, including among others China, Denmark, Germany, India, Poland, Sri Lanka or Taiwan, are set to create a highly international atmosphere at the event and will present the latest organic trends. In 2019, Romania has the distinction of being “Country of the Year”. BIOFACH CHINA is organised and executed by the NürnbergMesse Group with its new partner, the government research institute Chinese Academy of Inspection and Quarantine (CAIQ). Running in parallel, the NATURAL EXPO CHINA, which showcases natural products that are undergoing the process of organic certification, will make its debut. At the same time, the CRAFT BEER CHINA Conference & Exhibition and PAK-iD – Shanghai International Intelligent Packaging Equipment, New Material & Creative Design Forum will be held at the same venue, offering exhibitors and visitors alike opportunities for new inspiration and business connections.

Project Director Ethan Shi from NürnbergMesse China very much welcomes the promising collaboration with the new partner: “The CAIQ will provide important support to advance the development of China’s organic sector. Our new partner will use its extensive resources to also strategically promote the growth of BIOFACH CHINA. In turn, we are ready to support China’s organic product innovation and intensively explore the various market segments. In a nutshell: this collaboration has an extensive reach!”

International Patron



Co-located with



Organizers

Chinese Academy of Inspection and Quarantine



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But it's not just because of the new partnership that Shi excitedly anticipates the forthcoming BIOFACH CHINA: "For this 13th round of the exhibition I am also delighted about the launch of NATURAL EXPO CHINA, which offers a platform to all those market participants that are not or not yet organically certified."

"Country of the Year": Romania

As well as creating various synergies, BIOFACH CHINA will once again offer an inspiring supporting programme in 2019. Following on the heels of Denmark in 2017 and New Zealand in 2018, it's now Romania's turn to enjoy the spotlight as "Country of the Year". At a stand conveniently located in the exhibition area, representatives of Romania will exhibit their typical organic products, explain regional differences, display the country's latest organic trends and offer a point of contact for all interested visitors.

Sector gathering for organic specialists

In addition, BIOFACH CHINA will once again position itself as China's main sector gathering for a large number of organic specialists. The NATURAL EXPO CHINA, which is making its debut, will put the spotlight on natural products that are in the process of becoming organically certified. In the "China Organic Vegan Forum", experts will discuss vegan and organic food. Another newcomer this year is the "Organic Maternal and Infant Product Channel Forum" featuring topics and products targeted at pregnant women, new mothers, or families receptive to organic food. Trend scouts will find plenty of exciting innovations from the organic scene at the "Innovative Product Launch Zone". At the same time, the accompanying "Conference on International Organic Product Market and Development" is the first place to look for publications on the latest organic trends in the Chinese market and for in-depth knowledge of the sector.

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The next BIOFACH events:

- BIOFACH, Nuremberg: 12-15 February 2020
- BIOFACH AMERICA LATINA, São Paulo: 5–8 June 2019
- BIOFACH SOUTH EAST ASIA, Bangkok: 11-14 July 2019
- BIOFACH AMERICA, Baltimore: 2-14 September 2019
- BIOFACH INDIA, Delhi-NCR: 7–9 November 2019
- BIOFACH JAPAN, Chiba (Tokyo) 10–13 March 2020

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