

**NürnbergMesse Press Conference for BIOFACH and VIVANESS 2020**  
**NCC Ost, Level 2, Kiev Room**

Wednesday, 12 February 2020, 10:00 a.m.,

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

*Check against delivery*

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Ladies and Gentlemen,

Allow me to extend a warm welcome to our BIOFACH and VIVANESS 2020 press conference. This round of the combined trade fair is going to be packed with excitement and inspiration – I'm sure of that. And not just because BIOFACH and VIVANESS are opening today with a record attendance. Never before have these events had as many exhibitors, and never before has their range of participants been this international and this diverse.

But before I tell you more about the two events and their highlights, I would first like to acknowledge a very special guest of honour: BIOFACH and VIVANESS 2020 are very pleased to welcome Dr Jane Goodall, Dame Commander of the Order of the British Empire, primate researcher, environmental activist and UN Messenger of Peace. And let me say this: Jane Goodall is a profoundly impressive and inspiring woman who stands up for endangered species like none other, not only through her commitment to chimpanzees. It would hardly be possible to represent the values of the organic products sector more fully.

Dr Goodall, we are all looking forward with great anticipation to your keynote speech at the official trade fair opening this afternoon. Your words will certainly lend extra momentum to the organic movement. And of course, we will be delighted if you media representatives out there could join us as well, following the sector press conference. We are also very pleased and honoured that our invitation to the opening has been accepted by Julia Klöckner, Germany's Federal Minister of Food and Agriculture.

But let me of course also express our appreciation to our international supporting organization IFOAM – Organics International, as well as our national supporting organization the German Federation of Organic Food Producers (BÖLW), and the representatives of COSMOS and NATRUE, the two supporting organizations of VIVANESS, for their strong support. We are also very pleased to be able to host all the other sector experts and representatives who are attending, including our contact partners from the City of Nuremberg and from BLUEPINGU, and our partners in our projects under the heading of NUREMBERG, THE ORGANIC METROPOLIS. We are so glad you could be here this morning to find out more about this combined trade fair, their market, the sector and its trends.

But now let's turn to BIOFACH and VIVANESS 2020 and the highlights of this year's events.

### **BIOFACH and VIVANESS 2020: Two trade fairs with a record 3,792 exhibitors**

BIOFACH and VIVANESS have both set best records this year for number of exhibitors, exhibition space and international attendance: 3,792 exhibitors – 292 of them at VIVANESS – from 110 countries will showcase their products to the trade public on a display area measuring 57,609 square metres. BIOFACH and VIVANESS 2020 are offering their roughly 50,000 visitors even more diversity than ever, in two additional halls. This year's Top 5 exhibitor countries at BIOFACH – apart from Germany, with 888 exhibitors – are Italy with 528 exhibitors, Spain with 219, France with 179, the Netherlands with 134, and Austria with 122. Among the countries making their first appearances at BIOFACH are Angola, Kazakhstan and Mongolia.

VIVANESS too has good reason to be pleased. And not just because this International Trade Fair for Natural and Organic Personal Care is moving into Hall 3C, one of our newest and most modern halls, and one that has won awards for sustainability. More companies than ever – 292 from 42 countries – are gathering at this year's VIVANESS. After Germany with 103 companies, the Top 5 countries here are France with 44 companies, Spain with 21, Italy with 19, and Bulgaria and Austria with 10 each. Two newcomers to VIVANESS 2020 are Namibia and New Zealand.

So the roughly 50,000 visitors who attend BIOFACH and VIVANESS this year can look forward once again to a wealth of inspiration about trends in food and other product ranges, along with lots of new discoveries.

For instance, between them, the two booths for new arrivals will be offering 826 announced new products, with 629 at this year's BIOFACH, and 197 at VIVANESS. The winners among those in contention for the two events' Best New Product Awards will be decided during the shows by the trade visitors in attendance in a real-time vote before Friday, when the prizes will be awarded.

### **Appearing on the BIOFACH and VIVANESS trend wall**

For the first time, this year trade visitors will also be able to discover the latest trends on the two BIOFACH and VIVANESS trend walls (in the area between Hall 1 and Hall 3C). And those of you from the media should certainly be sure to include a visit to those walls on your schedule!

### **So what are the two events' trends in 2020?**

The major trends at BIOFACH are “Innovative Packaging Solutions”, “Vegan 2.0”, “Open Pollinated Varieties” and “Region 2.0” or the emotional appeal of regional goods.

Trending at VIVANESS are the “Zero Waste Bathroom”, “All about Hemp”, “Dental Care”, and “Packaging”.

BIOFACH and VIVANESS are two trade fairs sharing a single date, at a single place, for four days – offering an overview of the entire value chain in the organic foods and natural and organic cosmetics sector from around the world. And with the two fairs' program of outstanding accompanying events and the “Organic delivers!” Congress focus, this is where the sector is gathering to shape the future.

### **The congress theme “Organic delivers!” and a new special show about water**

BIOFACH and the VIVANESS congresses are high-calibre knowledge and information platforms with a solid foundation of expertise, and attract over 8,000 participants each year to some 150 individual presentations. Under the “**Organic delivers!**” heading, this year's congress is highlighting the positive effect of the sector's organic approach. It protects our water, improves soil fertility and strengthens biodiversity. It also protects the climate, is healthy as part of a holistic approach and safeguards the foundations of life. Organic agriculture, food production and trade benefit the common good around the world. A new special show at BIOFACH 2020 will explore in more depth one of the facets of the congress theme, organised jointly with the Bio-Mineralwasser organic mineral water quality collective. At the network hub “**Water – is the basis of life endangered?**” the World's Leading Trade Fair will address a highly topical issue. In presentations and numerous other knowledge-transfer formats, 15 associations, institutions and companies will present their projects and products relating to water as an essential resource for life at the new special show.

### **All facets of organic: The thematic focus areas at BIOFACH**

BIOFACH offers three major thematic focus areas to explore: **Know-how & Learning**, **New Products & Trends**, and **Experience & Discover**. Besides the BIOFACH Congress, the Know-how & Learning focus area includes the German-language “Fachhandelstreff” for specialist retailers, the network hubs “Generation Future” and “Initiatives & NGOs” as well as the new special show “All about water – is the basis of life endangered?”.

The focus of “New Products & Trends” is on new products, newcomers and start-ups. This also includes the Novelty Stand and the Best New Product Award, as well as the Pavilion that the Federal Ministry for Economic Affairs and Energy sponsors for innovative new companies, the “German Newcomers”. Twenty-five newcomers and start-ups will be presenting to the trade public there under the heading of “Innovation made in Germany”.

The Experience the World of OLIVE OIL, WINE and VEGAN are part of the thematic focus area “Experience & Discover”. Product presentations, tastings and accompanying events for trade visitors are a long-standing part of the program there. There is also a standing tradition of coveted awards: the international organic wine prize known as MUNDUS VINI BIOFACH, and the Olive Oil Award. The former will be decided in a tasting by a jury from the Meininger Verlag publishing house before BIOFACH opens. And the winner of one of the much-desired olive oil awards will be decided by the trade visitors at the fair itself, in a blind tasting with an on-the-spot vote.

### **Inspiration and ideas at VIVANESS**

Alongside the diverse product show with its rigorous acceptance criteria, the VIVANESS Congress, and the Novelty Stand, VIVANESS 2020 will again offer an impressive line-up of numerous start-ups, newcomers and niche brands at the pavilion for innovative young companies (10 exhibitors from Germany) and at the special “Breeze” area with 30 international companies from 11 different countries – more than ever before. Another highlight is the special “Let’s talk VIVANESS” display area, which has again grown for 2020.

### **BIOFACH World**

It’s true that we’ll be spending the next few days here in Nuremberg. But the BIOFACH World joins together players and markets in the organic sector all year round, all round the globe. We now have six other BIOFACH events throughout the world: China, India, Japan, South America, Thailand and the United States. This year, BIOFACH AMERICA will be joining the Natural Products Expo East as they move from Baltimore to Philadelphia. Thus the BIOFACH World – in Nuremberg and at all its international subsidiaries – musters a total of some 4,500 exhibitors and more than 150,000 trade visitors to come together, year after year.

### **NUREMBERG, THE ORGANIC METROPOLIS**

And here in Nuremberg as well, organic affairs are a focus all year round, under the heading of NUREMBERG, THE ORGANIC METROPOLIS. This year, here in town we have a birthday to celebrate that I want to be sure to mention and commend to you: For the tenth time, the Bluepingu association and numerous other players (especially volunteers) in this region are taking BIOFACH in this city as an occasion for a series of special events called “BIOFACH meets Nuremberg”. Besides the painting contest for the “Organic delivers!” slogan and the Seed Festival on Saturday (15 February), this evening Dr Jane Goodall will be making an additional appearance at the “Time for Change – Shaping Change Together” event.

That brings me back to where I started. At this point all that’s left for me to do is to wish you a wonderful opening of BIOFACH and VIVANESS, with lots of enjoyable and worthwhile impressions, meetings and discoveries. And I look forward to seeing you again at the official opening of this powerhouse pair of trade fairs! You’re all warmly invited to attend.

Many thanks for your kind attention.