

Shanghai, China 24–26.5.2018

BIOFACHCHINA

into organic



PRESS RELEASE

March 2018

BIOFACH CHINA:

Between business platform and innovation workshop

- In focus: New Zealand is “country of the year”
- Versatile concept offering many highlights

The international organic sector will meet for the 12th edition of BIOFACH CHINA from 24 to 26 May 2018 at the Shanghai World EXPO Exhibition & Convention Center (SWEECC). About 480 exhibitors and about 18,000 visitors are expected from all around the world. BIOFACH CHINA will have an extremely international and varied flavour this year, with separate pavilions from China, Taiwan, Denmark and New Zealand. Following a successful launch, the exhibition will once again introduce a “country of the year” in 2018, the focus this year being on New Zealand. The event highlights will also include the online “China Organic Product Directory”, the special “Innovative Product Launch Zone” show containing the most interesting organic innovations of the year, and the “Organic Tea Competition”, offering an opportunity to vote and to network.

In parallel with BIOFACH CHINA, the organic market in the People’s Republic of China is enjoying continued growth, as more and more consumers are turning to products developed on environmental principles: with turnover of more than 5.8 billion USD in 2015, China is now the world’s fourth-largest organic consumer market. Project director Ethan Shi of NürnbergMesse China therefore has a positive view of the future of the exhibition and of China as a location for organics: “I am very much looking forward to BIOFACH CHINA, China’s leading organic event, which will be held for the twelfth time this year. For the players in the sector, it is the most important business platform for organic products, and at the same

International Patron



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NÜRNBERG MESSE



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time the favourite meeting point for everyone who supports a sustainable lifestyle in China and throughout Asia.”

“Country of the year”: Feature continues following a successful launch

In 2018, the plan for BIOFACH CHINA will again include focusing on a particular country and region, following the enthusiastic reception given last year to the first organic country and organic region to be selected, Denmark and China’s Heilongjiang Province. An agricultural country has been selected as “country of the year” for 2018: New Zealand. Representatives from this island nation will not only introduce trade visitors to its latest organic products but will also provide details about its particular regional features.

Plenty of room for innovation

The “Innovative Product Launch Zone” is another highlight at China’s most important organic event. At the special display area, trend scouts can look forward to some choice innovations on the organic scene – from raw materials to fresh products and sustainable packaging solutions. Trade visitors can also select their favourites for the most innovative product of the year. The “New Product Display Area” will also encourage participation in an exciting voyage of discovery, with new developments from the areas of organic foodstuffs, natural cosmetics and eco-textiles.

Inspiring: bundled professional knowledge on-site and online

As a special service, BIOFACH CHINA is making available its [“China Organic Product Directory” online database](#) for a second year. With a wealth of data from more than eleven years of experience in the Chinese organic market, the directory is a valuable research tool to ensure visitors are best prepared to get the most out of the exhibition. The newly planned “Purchasers & Buyers Conference” will also provide an opportunity to present individual business areas in the organic industry. In its supporting programme, the “Conference on the International Organic Food Market and Development” will be sure to offer richly detailed expert knowledge.



Experience organics in all its diversity

With the theme of “Self-cultivation and friend-making with tea”, many tea exhibitors will meet for the “Organic Tea Competition”, where a prize will be awarded to the favourite tea of the year. This special display area will also serve as a meeting place for some social tea drinking and networking. All in all, BIOFACH CHINA will once again be a unique lifestyle event that will offer a lasting experience of the organic sector.

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, the national honorary sponsor 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 Japan, the USA, South America, China, India and Thailand, BIOFACH World has a global presence and year for year brings together more than 3,000 exhibitors and 100,000 trade visitors.

The next BIOFACH events:

- BIOFACH, Nuremberg: 13-16 February 2019
- BIOFACH AMERICA LATINA, São Paulo: 6-9 June 2018
- BIOFACH SOUTH EAST ASIA, Bangkok: 12-15 July 2018
- BIOFACH AMERICA, Baltimore, US: 13-15 September 2018
- BIOFACH INDIA, Delhi-NCR: 25-27 October 2018

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