

Nürnberg, Germany 14.– 17.2.2018

BIOFACH2018

into organic



PRESS RELEASE

October 2017

BIOFACH 2018: world-leading exhibition expects more exhibitors and even more organic diversity

- **Main topic: “Next Generation”**
- **BIOFACH to open two extra halls, halls 4A and 8, in 2018**

In addition to current trends, **BIOFACH, the World’s Leading Trade Fair for Organic Food, will be offering an insight into “the next generation of the organic industry” when it takes place again from 14 to 17 February 2018. Even more exhibitors than in 2017 will be present to help showcase the diversity of the global organic industry – which is why two extra halls, halls 4A and 8, are being used this time. The exhibition’s aim topic is “Next Generation”, and BIOFACH’s international patron, IFOAM – Organics International, its national supporting organization, the German Federation of the Organic Food Industry (BÖLW), are joining forces with the trade fair itself to highlight this theme. Among other aspects, the 2018 highlights will include the BIOFACH Congress, the OLIVE OIL, VEGAN and WINE Worlds of Experience and the BIOFACH Novelty Stand (located in hall 8 for the first time) with the BIOFACH Best New Product Awards. Altogether, over 2,950 exhibitors are expected at the next edition of the BIOFACH and VIVANESS duo, with about 250 of these appearing at the International Trade Fair for Natural Personal Care.**

Danila Brunner, the BIOFACH and VIVANESS Executive Director, said: “Thanks to the addition of two extra halls (4A and 8) and therefore significantly more exhibitors, visitors will have the opportunity to discover and experience an even wider and more diverse range of organic products at our exhibition centre in 2018. The world-leading trade fair promises a multifaceted focal theme and a practice-oriented, fact-based congress as well as product diversity across 10 halls (including VIVANESS)! We are

**Veranstalter
Organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 8606-0
F +49 9 11 8606-8228
info@biofach.de
www.biofach.de
www.biofach.com

**Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board**
Dr. Ulrich Maly
Oberbürgermeister der
Stadt Nürnberg
Lord Mayor of the
City of Nuremberg

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**Registergericht
Registration Number**
HRB 761 Nürnberg

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already looking forward to meeting and exchanging ideas with our customers, and to an inspiring next edition of the exhibition duo!”

“Next Generation”: agenda and goals of the next generation

The organic industry’s first major event of the year will be focusing on the theme “Next Generation” this time round. This means that, among other things, the industry will be discussing which ideas the “next generation of the organic industry” should use to further develop the organic movement in production and on the market, and how the generational transition can be shaped successfully. The topics here will range from the political agenda of the new generation to passing on the baton and successors at companies to trends among start-ups and in civil society. Another thing that will be discussed is what conclusions the young generation will draw from promises made by past programmes and from strategy implementation of the past with regard to their plans and communication in the future.

BIOFACH Congress: future-relevant topics substantiated by experts in a practice-oriented manner

Together with the VIVANESS Congress, the BIOFACH Congress forms the knowledge transfer and networking event of the organic world. In 2018, it is once again being held at the same time as BIOFACH, from 14 to 17 February, and will see industry representatives from around the world come together to discuss relevant and practice-oriented topics, learn from each other and share knowledge. The BIOFACH and VIVANESS congresses draw great interest from all the market players every year too. In 2017, the industry and knowledge forums, which included over 120 different events altogether, were attended by a total of over 8,000. The BIOFACH Congress is divided into topics and forums. In addition to the 2018 general main topic “Next Generation”, these include the BIOFACH Forum, the Sustainability Forum, the Politics Forum, the Science Forum and the Fachhandels Forum.

Worlds of Experience: culinary and segment-specific inspiration

The segments of olive oil, wine and vegan products will have special areas dedicated to them again at BIOFACH 2018, the **OLIVE OIL, WINE AND VEGAN Worlds of Experience**. The vegan one is moving into hall 4A. For

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all the Worlds of Experience, BIOFACH works with expert partners from the respective product area. These are ProVeg (formerly Vegetarierbund/VEBU) for the VEGAN World of Experience, MUNDUS VINI (founded by Meininger Verlag) for the international wine awards MUNDUS VINI BIOFACH, Ecovin for the WINE World of Experience and Richard Wolny/Olivenöl-Sensorik for the OLIVE OIL World of Experience and the Olive Oil Awards.

The Worlds of Experience offer visitors a comprehensive range of product presentations, tasting sessions and workshops, as well as plenty of opportunities to network and to converse with experts.

Newcomers and start-ups – the “young savages” of the organic industry

“Meet the newcomer” is what visitors will once again be able to do at the BIOFACH pavilion for young innovative companies from Germany. This pavilion is being supported by the German Federal Ministry for Economic Affairs and Energy (BMWi) and will house 20 companies showcasing their products in 2018.

Prospects for the next generation – initiatives for the future

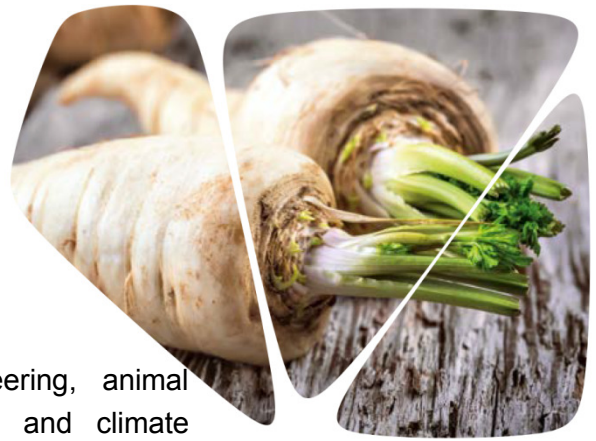
BIOFACH presents the international organic industry in all its diversity – and not only from a culinary point of view, but also from an industry professional’s angle. For many years now, BIOFACH has devoted large chunks of its exhibition to the next generation with its job market, Careers Centre and Organic Food Industry Research Awards. These are presented by the Schweisfurth and Lebensbaum foundations, the German Association of Organic Food Processors and BIOFACH. The special show on this topic is also called **Generation Future**. BIOFACH’s partner here is the Nuremberg-based consultancy Kugler&Rosenberger.

The **Initiative and NGO meeting place** is a point of reference for the Next Generation topic too. Non-governmental organizations and industry initiatives that make an indispensable contribution to the general welfare of our society will be needed in the “next generation of the organic industry” as well, if the future is to be shaped successfully. The Initiative and NGO meeting place gives this commitment a face, and projects related to politics,

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agriculture, “doing business differently”, genetic engineering, animal welfare, fairness, using local suppliers, and consumer and climate protection will be presented in this area.

As in previous years, the 2018 **Fachhandelstreff** will be an opportunity for subjects such as the joint development of path-breaking retail concepts and solutions to current challenges to be tackled. BIOFACH’s partners for the Fachhandelstreff will be the German Association of Organic Processors, Wholesalers and Retailers (Bundesverband Naturkost Naturwaren – BNN) and bioverlag.

BIOFACH World

NürnbergMesse has proven expertise in the area of organic food. The international organic industry meets in Nuremberg every February at BIOFACH, the World’s Leading Trade Fair for Organic Food. The comprehensive range of certified organic products on display includes everything from fresh products such as cheese and other dairy products to fruit, vegetables and dry products like grain, pulses, nuts and confectionery to beverages and water. BIOFACH’s international patron is IFOAM – Organics International, while its national supporting organization is the German Federation of the Organic Food Industry (BÖLW). The BIOFACH Congress is also an integral part of the world-leading exhibition and is the only knowledge platform of its kind on the planet. BIOFACH World is represented across the globe by six other BIOFACH events in Japan, the United States, South America, China, India and Thailand, and brings over 3,000 exhibitors and 100,000 trade visitors together year after year.

Contacts for the press and media

Barbara Böck, Helen Kreisel and Marie-Claire Ritzer

T 49 9 11. 86 06-86 46

F 49 9 11. 86 06-12 86 46

marie-claire.ritzer@nuernbergmesse.de

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