

Nürnberg, Germany 26.–29.7.2022

BIOFACH2022
into organic

VIVANESS2022
into natural beauty



PRESS RELEASE

November 2022

BIOFACH and VIVANESS 2023: Organic system paves the path for ecological transformation

- Combined congress puts spotlight on future-oriented issues
- Supporting programme focuses on trending topics and innovations

BIOFACH, World Leading Trade Fair for Organic Food, will open its doors in Nuremberg from 14 to 17 February 2023 alongside VIVANESS, International Trade Fair for Natural and Organic Personal Care. Following the one-off summer edition held at the end of July 2022, the organic food and natural and organic cosmetics sectors will revert to February again for their annual gathering. The new Tuesday to Friday schedule from 2022 will be retained. Having been integrated into the BIOFACH halls just for the summer edition, VIVANESS will now be returning to Hall 3C. “We are already looking forward to gathering the organic food and natural and organic cosmetics communities on site in Nuremberg again and offering them a framework for innovation and transformation, inspiration and networking! In 2023, our international trade visitors can look forward to the comprehensive product displays of around 2,700 exhibitors, 200 of them at VIVANESS,” says Danila Brunner, Director BIOFACH and VIVANESS. “Especially in the current times, it is more important than ever to meet and exchange ideas and knowledge in person, and to look to the future to prepare the ground for the issues that will define it. In other words, to pave the path together!”

With its focus topic “Organic. Food Sovereignty. True Prices.”, the BIOFACH Congress will provide a global knowledge platform for transformation. The thematic content is being organised in conjunction with BIOFACH’s international patron, IFOAM – Organics International, and national

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supporting organization BÖLW, the German Federation of Organic Food Producers. The focus will be on pressing issues: What contribution can the organic system make to food security and sovereignty? How can “true prices”, i.e., those that include the consequential ecological costs, pave the path to implementing the necessary transformation of the agri-food industry. The VIVANESS Congress, with its comprehensive programme and wide range of sessions, also offers the opportunity for discussion, dialogue and knowledge transfer. In the various forums, the focus will be on topics that are important for the future.

As was the case during the one-off summer edition in 2022, all participants will have the opportunity to watch parts of the BIOFACH and VIVANESS congresses as a live stream via the digital platform. The sessions will subsequently be available as on-demand videos.

For more information, please go to:

www.biofach.de/congress and www.vivaness.de/congress.

Future-oriented and trending issues are also reflected on the exhibition floors in a variety of ways, whether through the lively exchanges within the community or the products on display. The Meetingpoint "Specialist trade" in Hall 9, for example, will be dedicated to the issues currently affecting retailers. How can they hold their ground in the struggle for supremacy between food retailers and discount stores? What solutions does the sector offer to the increasingly crucial factors of regional sourcing and supply chains? What unique selling points can show the way forward? The pioneers of change in the industry are addressing these and other questions.

In conjunction with the shift to more organic products in the supermarket, independent retailers will be able to meet experts in the procurement of complete ranges of organic food at the special show BIOimSEH, which is making its debut at BIOFACH 2023 in partnership with bioPress Verlag.

The future of the agri-food industry will also be discussed at the Initiatives & NGOs network hub, where industry stakeholders, including start-ups and established organic food companies, will come together to look to the future and network while discussing policy issues, ideas and research findings.



Anyone wishing to gain a foothold in the organic sector or with an interest in training or professional development will find the answers at the Generation Future network hub which is organized in partnership with Kugler & Rosenberger. In addition the BioThesis Research Award will also be presented in the framework of BIOFACH. Its aim is to inspire and support young people with an interest in the organic sector.

Organic, plant-based diets are becoming increasingly important. At the VEGAN World of Experience, visitors can see, smell and taste the diverse range of products on display, hear inspiring presentations and watch cooking demonstrations. Following its excellent cooperation with ProVeg over many years, the World of VEGAN will be working with two new partners, AöL and VegOrganic, in 2023 to create a lively, content-rich agenda.

The dedicated display area “Unverpackt” (unpackaged), which is organised in partnership with Unverpackt e.V, will explore trending issues like zero waste or sustainable packaging.

The respective novelty stands at BIOFACH and VIVANESS also showcase the latest trends and innovations. During the fair, participants will once again get the opportunity to vote for their favourite product in seven categories as part of the Best New Product Award.

New developments, ideas and inventive minds are also to be found at the two government-subsidised pavilions for innovative young companies that allow visitors to discover and enjoy product innovations by start-ups from the organic food and natural and organic cosmetics sectors. The VIVANESS special show Breeze is dedicated to international start-ups.

At BIOFACH and VIVANESS 2023, participants can immerse themselves in the diverse product range by a highly international mix of exhibitors, add to their knowledge, network on site and chat in person. Moreover, the digital extension to the combined event once again offers the greatest possible added value in 2023. These digital tools allow exhibitors to introduce their companies and products in their corporate profiles, while the matchmaking function helps users to make contacts and organise and conduct meetups within the platform. Parts of the congress can also be viewed as a live stream

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or watched afterwards as on-demand videos. These and other functions help participants to organise their trade fair visit efficiently, from the initial preparations to the long-term follow-up afterwards.

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For all press releases and further information, see:

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