



PRESS RELEASE

July 2022

MoveOrganic – new European network of organic trade fairs

- **BIOFACH, the initiator, driver and patron of the alliance, welcomes international collaboration.**
- **Pre-kick-off on 26.07.22 at BIOFACH, Stand 3A-316**

“We move organic as organic moves the world”. Under this banner, four experienced trade fair organisers from different European countries have joined forces to launch a European network of organic trade fairs under the patronage of BIOFACH, the world’s leading fair for organic food.

“The organic movement is gaining ground. In view of escalating environmental threats and growing consumer awareness, it is more important than ever to step up collaboration at various levels. MoveOrganic gives us the opportunity to support ecological production and ecological training and education, and to promote the organic movement in general,” says Markus Reetz, Product Manager, International BIOFACH World, NürnbergMesse.

BIOFACH World is already well established in the international sector and offers expertise in organic developments worldwide thanks to its many years of experience. “We have made a commitment to share this global knowledge to support the organic movement. At the same time, the network gives us the opportunity to gain insights into local markets and add to our knowledge in this area. This of course also applies to all exhibitors and visitors,” says Reetz of the NürnbergMesse initiative.

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The founding members of the MoveOrganic network are:

- Bio Festival, Athens, Greece (FORUM S.A.),
- Ekoloji, Izmir, Turkey (İZFAŞ - Izmir Fair Services Cultural and Art Affairs Trade Inc.),
- ORGANIC-2023, Kyiv, Ukraine (Organic Federation of Ukraine) and
- BiObernai, Obernai, France (Alsace Bio sarl).

From January 2023, the four trade fairs will take place under the common umbrella organisation **MoveOrganic**. This will allow the members of the network to benefit from one another and push developments together and will also make it easier than ever for exhibitors and visitors to tap into new markets. “The European organic sector is united by a shared passion. The new MoveOrganic network creates synergies for all participants across national borders. We want to learn from one another and grow hand-in-hand,” says Isabella Sopper, Project Manager MoveOrganic network at NürnbergMesse.

The official launch of the project will be in January 2023. However, interested parties can already get relevant information and connect with one another at Stand 3A-316 at this year’s BIOFACH. For more information and regular updates please go to: www.moveorganic.eu.

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