

Nürnberg, Germany 15.– 18.2.2022

# BIOFACH2022

into organic



PRESS RELEASE

November 2021

## Leading international fair continues to evolve: What surprises does BIOFACH 2022 have in store?

- Benefits of live and digital formats to be combined for all-round experience over four days
- Formats being introduced in the congress and trade fair programme for the latest hot topics and socially relevant issues
- BIOFACH and VIVANESS 2022 with suitable hygiene concepts

“As an exhibition organiser, I’m already getting excited,” says Danila Brunner, Director BIOFACH and VIVANESS, as she looks forward to the forthcoming trade fair from 15<sup>th</sup> to 18<sup>th</sup> of February 2022. Over an 18-month period, the trade fair industry, including BIOFACH and VIVANESS with their 2021 eSPECIAL, were able to acquire positive experience of digital events, and this will come into play at the World's Leading Fair for Organic Food and the International Trade Fair for Natural and Organic Personal Care. Nevertheless, Danila Brunner remains convinced: “Trade fairs thrive on the live experience, from being able to enjoy an event with all the senses and not least from those chance encounters that can only happen on site. That feeling of being part of a community in our sector is what we we’ve all been longing for, and we’ll experience it again at BIOFACH und VIVANESS 2022.”

Even at first sight, faithful connoisseurs of BIOFACH will realise that something has changed. In 2022, the fair will open its doors as early as Tuesday, and in addition to the on-site event, customers will benefit from extra digital features that offer them the greatest possible added value. Moreover, parts of the congress will be streamed and then made available on demand. In short, the concept *trade fair* has itself evolved during the pandemic.

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The programme also offers a mix of established favourites and new highlights. Under the theme *Organic.Climate.Resilience*, which has been developed in partnership with BÖLW and IFOAM, the **BIOFACH Congress** will explore the socio-political relevant question how to make food production more resilient and climate-friendly whilst applying organic principles. As farmers make an essential contribution to achieving this goal, they have been given their own dedicated platform, the new **Agriculture forum**.

Anyone looking for the latest trending products should check out the **Novelty Stands** and can already look forward to the winners of the **Best New Product Award** in seven categories. In addition, the **subsidised pavilion “Innovation made in Germany”** will showcase 32 newcomers from the food sector. The topic of packaging will already be a prominent feature of this pavilion, but for an even more impressive overview of zero waste and unpackaged concepts, head for the **bulk food store showcase (“Unverpackt”)**. This special show is presented by the partner Unverpackt e.V. and will be underpinned by corresponding sessions at the congress.

The network hubs **Initiatives & NGOs** and **Generation Future** will continue to provide inspiration for the future. Once again, the **Organic Food Industry Research Award (BioThesis)** will be presented at the Generation Future hub during the trade fair. **Next Generation** provides a networking hub mainly for start-ups and the subsequent generations of established companies. And last but not least, there are culinary treats in store for connoisseurs and other adventurous foodies at the “worlds of experience” **Olive Oil, Vegan** and **Wine**.

Summing up, Danila Brunner says: “**On site**, exhibitors, visitors and media representatives can experience the comprehensive range of exhibits, innovations and trends, network face-to-face, and delve into the congress live and instantaneously. **Online**, the sector can also benefit from the digital representations of exhibitor product ranges, use the communication and appointment-making tools to network over and beyond the physical event, and enjoy parts of the congress in digital format.”

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## **BIOFACH and VIVANESS 2022 – a sure thing!**

The hygiene concept for BIOFACH and VIVANESS is based on the framework hygiene concept for trade fairs and exhibitions valid in Bavaria.

The hygiene concept has already proved its worth at all events held on the NürnbergMesse site since September 2021 and has been successfully implemented and accepted. It goes without saying that BIOFACH and VIVANESS are held in compliance with the hygiene and protection measures applicable by the authorities at the time of the event. With our concepts, which we can adapt to the legal requirements at short notice depending on the pandemic situation, we can create a framework in which networking and business can take place with a good feeling. All detailed information and applicable regulations for both exhibitors and visitors are available at any time at: [www.biofach.de/protective-measures](http://www.biofach.de/protective-measures)

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