

Nürnberg, Germany 26.–29.7.2022

BIOFACH2022
into organic

VIVANESS2022
into natural beauty



PRESS RELEASE

July 2022

BIOFACH and VIVANESS Summer Edition 2022: Organic food products and natural organic and personal care live, in person and online in all their variety

- 2,276 exhibitors (including 176 at VIVANESS) present organic food products and natural organic and personal care from 94 countries
- Finger on the pulse and looking to the future – the Congress for the trade fair pairing
- Experience trade fair trends and new developments with all senses

Following a 29-month break in in-person arrangements and a purely digital edition in 2021, the doors will finally open again for the industry gathering of the international organic food and natural organic and personal care community, BIOFACH und VIVANESS, at the Exhibition Centre Nuremberg on 26 July 2022. At this one-off Summer Edition of the World's Leading Trade Fair for Organic Food and the International Trade Fair for Natural Organic and Personal Care, 2,276 exhibitors (including 176 at VIVANESS) will present their products and services to international industry professionals live on-site and via the supplementary digital platform. The accompanying Congress will focus on future-oriented topics and the latest developments and challenges facing the two sectors. **Exhibition trends for 2022:** "Climate conscious products", "local raw materials", "sustainable packaging solutions" and "animal welfare" (BIOFACH), and "less plastic", "natural vegan cosmetics", "holistic haircare" and "local heroes" (VIVANESS).

Petra Wolf, Member of the Executive Board of NürnbergMesse: "It was about time, and we've made it! The organic food products and natural organic and personal care community is gathering for its sector meeting here in Nuremberg. As the event organizers we are really pleased to see all the players from every point in the value chain meeting, networking and doing deals again in person and on-site, and using this forum as a basis for shaping

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the market together. We are both glad and thankful to be able to see how enthusiastic our customers are about this one-off Summer Edition, and how committed they are to their BIOFACH and VIVANESS and the entire sector with their forward-looking concepts. We are looking forward to four successful summer days at the trade fair with every one of you!”

BIOFACH trade fair trends:

From “climate-positive” to “animal welfare”

In addition to current global crises and the challenges they bring, the megatrend of sustainability continues to set the agenda for the organic foodstuffs sector. That is the common thread directly linking all the trends at the BIOFACH Summer Edition 2022. People engaging in manufacturing and trade try to keep the carbon footprint associated with their products as small as possible, scrutinize packaging and its sustainability, focus on local raw materials, and – if they have meat or fish on the menu – think about animal welfare. All this is reflected in the trade fair trends at the BIOFACH Summer Edition 2022: “Climate conscious products”, “local raw materials”, “sustainable packaging solutions” and “animal welfare”.

VIVANESS trade fair trends:

From “less plastic” to “local heroes”

As with foodstuffs, the focus is on sustainability and the environment when it comes to personal care products. That is also clear from the trade fair trends at this year’s VIVANESS: “Less plastic”, “natural vegan cosmetics”, “holistic haircare” and “local heroes”.

With natural cosmetics – just like the market as a whole – “less plastic” is an important goal. The manufacturers have long followed this credo, and rigorously pursue this goal in their products and packaging, both inside and out. Social developments such as a stronger focus on diversity and holistic approaches are becoming increasingly important. That can be seen, for example, in special products for more strongly textured hair or the trend toward skinification in haircare, which starts with the scalp. Natural vegan cosmetics not only do without animal-based ingredients but also the use of microplastics or mineral-oil derivatives as substitute materials. And just like the market for foodstuffs, local raw materials and ingredients (“local heroes”) are enjoying increasing popularity in the natural personal care market.



The trends at the trade fair pairing are determined every year based on the new developments registered for the stand dedicated to this theme. There are a total of 443 products in this area for 2022 (BIOFACH 364, VIVANESS 79). Trade visitors at the trade fair pairing this year will also discover further innovations and trends when they visit the 2,276 exhibitors from 94 countries, and also at the two pavilions for young, innovative companies (“GMSJU”), which are sponsored by the German Ministry of Economic Affairs and Energy (BMWi). These will be home to 45 start-ups and newcomers in total in 2022 (BIOFACH 32, VIVANESS 13), in addition to the 14 international newcomers at the “Breeze” special exhibition area.

VIVANESS: Premiere for Breeze Talks and Workshop Area

Two new formats at the Summer Edition of VIVANESS with its 176 exhibitors, taking place on a one-off basis in Halls 8 and 9, promise even more expertise and inspiration. The Breeze special exhibition area will be the venue for a Breeze Talk twice each day, covering everything worth knowing about the brands being represented. Another first at the VIVANESS Summer Edition is a Workshop Area offering three daily interactive sessions on “Ethical sourcing”, “Stronger together“ and “Go to market”.

BIOFACH Congress focuses on the contribution of organics to climate protection

With this year’s key Congress theme of **Organic.Climate.Resilience**, IFOAM – Organics International, the international patron of BIOFACH; the Bund Ökologische Lebensmittelwirtschaft (German Federation of the Organic Food Industry, BÖLW); and BIOFACH, the World’s Leading Trade Fair for Organic Food, focus on the valuable contribution made by organics to improving climate protection and making the planet more resilient.

The BIOFACH and VIVANESS Congress, with a total of 123 professionally polished individual sessions and high-calibre participants, will be a forward-looking forum for the sector.



The best of both worlds: Experience BIOFACH and VIVANESS Summer Edition in person and online

Trade fairs are taking the road to the future. That means they are now taking place as an intelligent combination of the irreplaceable, long-awaited in-person experience and supplementary added value in digital form. And that also goes for the BIOFACH and VIVANESS 2022 Summer Edition. For example, parts of the BIOFACH and VIVANESS Congress will be livestreamed and made available on demand. The digital expansion using the talque platform is the perfect way to prepare for the trade fair, arrange appointments, use the matchmaking function and draw up a personalized agenda. A range of communication tools are available to network all the participants in the trade fair pairing, both in the exhibition halls and on the digital platform. All the content and functions of the platform, including the floor plan, are available on the app in addition to the desktop version.

STADTLANDBIO Congress: Organic. Food. Agriculture

In parallel with the BIOFACH and VIVANESS Summer Edition, the STADTLANDBIO Congress on 27-28 July 2022 will offer opportunities at a municipal level for climate protection. STADTLANDBIO is aimed at decision-makers and professionals in authorities, organizations and businesses. For all details please go to: www.stadtlandbio.de

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For all press releases and further information, see:

www.biofach.de/news and www.vivanness.de/news

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