



São Paulo, Brazil  
6–9.6.2018



## PRESS RELEASE

April 2018

### **BIOFACH AMERICA LATINA – BIO BRAZIL FAIR to be held in a new venue**

- **New venue with lots of space for wide range of organic products**
- **Ideal platform for cultivating business relationships**

**The BIOFACH AMERICA LATINA – BIO BRAZIL FAIR will open its doors again from 6 to 9 June 2018. This 14th edition of Brazil's most important organic products exhibition will be held at the Anhembi Exhibition Grounds in São Paulo for the first time. Visitors and exhibitors are expected from around the world, including from Peru, South Korea, the United States, Chile, China and Italy. This exhibition, to be held concurrently with the Naturaltech Exhibition, is the central point of contact for Latin America's organic products industry. In addition to the new venue, the exhibition will feature organised business meetings and an international forum.**

Fuelled by rising consumer demand, the consumption of organic foods is rising steadily in Brazil. Sales of organic foods in this country have since grown to more than R\$ 3 billion, or US\$ 900 million. This development will certainly be reflected at the BIOFACH AMERICA LATINA – BIO BRAZIL FAIR 2018, which will be held at the Anhembi Exhibition Grounds in São Paulo. This venue offers plenty of space for all exhibitors and visitors to Latin America's largest international exhibition for organic products and ecological agriculture to discover the latest trends and exciting new developments in the organic products industry. Moreover, the excellent infrastructure of Anhembi Park, which is one of Latin America's most important event centres, has been attested to by exhibitors and visitors for many years. This offshoot of BIOFACH Nürnberg is thus an excellent meeting place to establish or deepen business relationships with Brazil's most important decision makers and associations in the organic products industry, as well as international organic product companies.

International Patron



Organizer



Co-organizer

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### **Knowledge platform and networking expertise**

In addition to the product show, the exhibition will serve as a central knowledge platform thanks to the “International Forum of Organic and Sustainable Production”, where numerous presentations and panels will deliver concentrated expertise in organic products over a total of more than 100 hours. In addition, the so-called “Area Conhecimento” and “Area Inspiração” featuring selected discussions and contents will provide inspirational ideas for Latin America’s burgeoning organic products sector. Concurrently, The BIOFACH AMERICA LATINA – BIO BRAZIL FAIR will also create ideal conditions for establishing business contacts in an exclusive setting of organized business meetings between vendors, buyers and retailers of organic products.

### **Experience the full range of organic diversity**

Thanks to the numerous product segments on display, visitors to the BIOFACH AMERICA LATINA – BIO BRAZIL FAIR will experience the full range of organic diversity. The offering ranges from foods to cosmetics and clothing. Besides trade visitors, the exhibition is also aimed at interested consumers of organic products, so as to bind them closer to the industry and demonstrate the advantages of a sustainable lifestyle. For this reason, the exhibition is open to the general public on all days, thereby bridging the divide between direct consumer outreach and contact cultivation as an exclusive business platform.

### **Looking back to 2017, a record year for the exhibition**

The 2017 exhibition proved to be a record-breaking event: 25,664 exhibition guests, 35% more than the year before, learned everything about the latest products and services from 167 pure organic products exhibitors. The organized business meetings were also a big success for the participating exhibitors and trade visitors. In total, 416 meetings were held, leading to numerous deals. The resulting revenues probably amounted to US\$ 7.2 million, almost ten times as much as the preceding event.

### **BIOFACH World**

NürnbergMesse has proven expertise in the field of organic foodstuffs. In February every year, the international organic sector gathers in Nuremberg at BIOFACH, the world’s leading fair for organic food products. The comprehensive range of certified organic products on display shows their



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diversity – from fresh products like dairy and cheese, fruit, vegetables, dry products like grains and pulses, nuts and confectionery to beverages. The international patron of BIOFACH is IFOAM – Organics International, the national honorary sponsor the German Federation of Organic Food Producers (BÖLW). An integral part of this world-leading fair is the BIOFACH Congress, a knowledge-sharing platform that is unique worldwide. With another six BIOFACH events in Japan, the USA, South America, China, India and Thailand, BIOFACH World has a global presence and year for year brings together more than 3,000 exhibitors and 100,000 trade visitors.

#### The next BIOFACH events:

- BIOFACH, Nuremberg: 13-16 February 2019
- BIOFACH CHINA, Shanghai: 24-26 May 2018
- BIOFACH SOUTH EAST ASIA, Bangkok: 12-15 July 2018
- BIOFACH AMERICA, Baltimore: 13-15 September 2018
- BIOFACH INDIA, Delhi-NCR: 25-27 October 2018
- BIOFACH JAPAN: tba. 2019

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