

Bangkok, Thailand 11 – 14.7.2019

# BIOFACH SOUTH EAST ASIA

into organic



PRESS RELEASE

August 2019

## BIOFACH SOUTH EAST ASIA 2019: Successful second round

- Increase in exhibitor and visitor numbers
- High-calibre conference programme and royal visit

The buoyant mood among exhibitors, visitors, partners and organisers confirmed that the second round of BIOFACH SOUTH EAST ASIA was also a resounding success. In combination with the NATURAL EXPO SOUTH EAST ASIA, it turned the IMPACT Exhibition Center in Bangkok into the key hub for South-East Asia's organic industry from 11 to 14 July 2019. The joint event brought together 403 exhibitors from 14 different countries. The total 24,196 visitors, up 14 percent from 21, 209 in the previous year, were highly impressed by the international product showcase, wide range of special display areas, high-calibre conference programme and a royal visit.

With an increase in exhibitor and visitor numbers, the outcomes of this second round of the trade fair are something to be proud of. The 403 exhibitors from 14 different countries gave the event an international flair. There was a Vietnamese pavilion, and Myanmar even hosted two small pavilions, one at BIOFACH and one at the NATURAL EXPO SOUTH EAST ASIA. For the first time, a group of German companies participated in the event thanks to the German Pavilion sponsored by the German Federal Ministry of Food and Agriculture. The 14 percent increase in visitor numbers is extremely gratifying and reflects the growing interest in organic food in the ASEAN region. The royal visit at the opening of the event also underscores the importance of the organic concept meanwhile in South-East Asia. Mom Luang Sarali Kitiyakara, representing Her Royal Highness

International Patron



Co-located with



Organizers

Department of Internal Trade  
Ministry of Commerce Thailand



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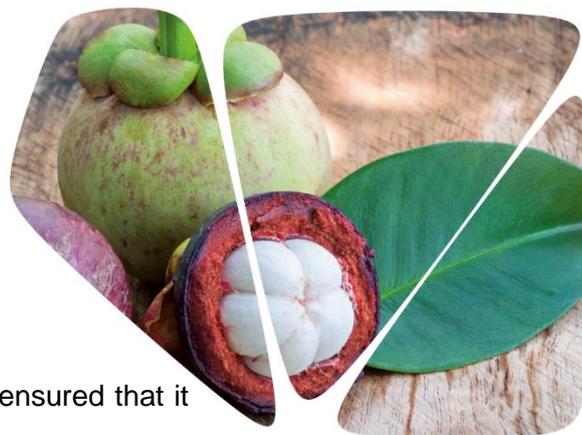
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NÜRNBERG MESSE

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Princess Soamsawali, visited the event on the first day and ensured that it got off to a great start with a high level of media interest.

Markus Reetz, Executive Director International Exhibitions at NürnbergMesse, is absolutely delighted about the development of the combined trade fair so far: “We are exceptionally pleased about this successful second round. The exhibition name BIOFACH SOUTH EAST ASIA and NATURAL EXPO SOUTH EAST ASIA says it all. Although the event takes place in Bangkok, it offers a platform for the whole of South-East Asia. At the same time, the positive response from all participants confirms that we are on the right track, so I am looking forward to our next steps in this market which holds lots of promise for the future.”

## **Satisfied exhibitors and wide-ranging conference programme**

The feedback from exhibitors was also consistently positive. “A fantastic show with great people. It was very well organised and we had a lot of great conversations. It was a pleasure to be part of it,” says Mr Birkenmaier from German firm AlmaWin about the second round of the combined fair. Mr Parthiban from Indian company Natural Enviro Exports is also absolutely delighted about his participation: “BIOFACH SOUTH EAST ASIA is definitely useful to us for acquiring new customers in Thailand and gave us the opportunity to discuss cultural and business matters.”

Alongside the trade fair as such, the event also hosted a comprehensive conference programme featuring speakers from 11 different countries. The two main themes at this year’s congress were international organic issues and the organic sector in Thailand. From the latest market data to discussions about the future of organic production and practical workshops, the speakers explored a number of topics affecting the organic sector in Thailand, South-East Asia and worldwide. This diversity ensured that the congress, as well as the second round of the combined trade show, offered plenty of great networking opportunities for industry players from Thailand and the rest of the world.

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**Save the date:** The next BIOFACH SOUTH EAST ASIA will be held from **9 to 12 July 2020** at the IMPACT Exhibition Center in Bangkok, Thailand.

## 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 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, while the national honorary sponsor is 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 China, India, Japan, South America, Thailand and, the USA, BIOFACH World has a global presence and year for year brings together more than 4,000 exhibitors and 150,000 trade visitors.

## The next BIOFACH events:

BIOFACH, Nuremberg:	12-15 February 2020
BIOFACH AMERICA, Baltimore:	12-14 September 2019
BIOFACH INDIA, Delhi-NCR:	7-9 November 2019
BIOFACH JAPAN, Chiba (Tokio)	10-13 March 2020
BIOFACH CHINA, Shanghai:	13-15 May 2020
BIOFACH AMERICA LATINA, São Paulo:	17-20 June 2020
BIOFACH SOUTH EAST ASIA, Bangkok:	9-12 July 2020

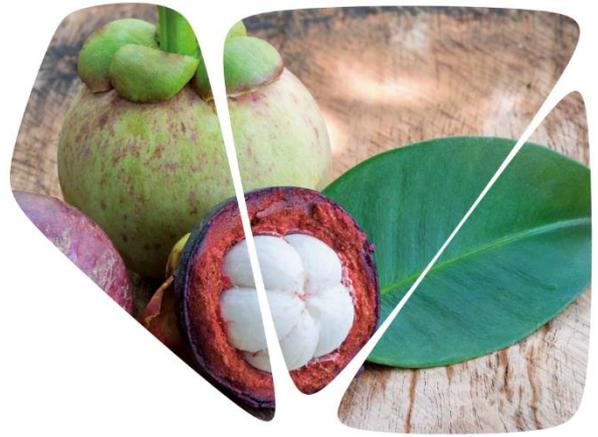
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