



## PRESS RELEASE

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### **MoveOrganic – official launch at BIOFACH 2023**

- **Even at its kick-off during the one-off summer edition of BIOFACH in 2022, the newly established European network of organic trade fairs met with a very favourable response.**
- **MoveOrganic will create synergies across national borders.**

**“We move organic as organic moves the world”. Under this banner, four experienced trade fair organisers from different countries in Europe have joined forces to launch a European network of organic trade fairs under the patronage of BIOFACH, the World’s Leading Trade Fair for Organic Food. The project will see its official launch at BIOFACH 2023 in Nuremberg. Interested parties will be able to get information and network with one another at Stand 3A-312, located directly next to the IFOAM and BIOFACH World stands.**

“At the BIOFACH Summer Edition, we were able to conduct initial talks, answer questions and present the concept, which was extremely well received. This is very encouraging, and so we are now looking forward to the official launch even more,” says Markus Reetz, Product Manager International BIOFACH World, NürnbergMesse.

“MoveOrganic gives us the opportunity to support organic production and ecological training and education and to promote the organic movement. 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 aim to share this global expertise. And at the same time, the network allows us to gain insights into local markets and add to our knowledge in this area,” Reetz explains.

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“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. This will make it easier than ever for exhibitors and visitors to tap into new markets,” adds Isabella Sopper, Project Manager MoveOrganic network at NürnbergMesse.

The founding members of the MoveOrganic network and its next events are as follows:

- **Bio Festival, Athens, Greece (FORUM S.A.), 6–8 May 2023,**
- **Ekoloji, Izmir, Türkiye (İZFAŞ – Izmir Fair Services Cultural and Art Affairs Trade Inc.), 2024,**
- **ORGANIC-2023, Kyiv, Ukraine (Organic Federation of Ukraine), 14–16 June 2023 and**
- **BiObernai, Oberrhein, France (Alsace Bio sarl), 15–17 September 2023.**

For more information and regular updates please go to: [www.moveorganic.eu](http://www.moveorganic.eu)

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