

Nürnberg, Germany 12. – 15.2.2020

BIOFACH2020 **VIVANESS2020**
into organic into natural beauty



INVITATION

3 February 2020

BIOFACH and VIVANESS 2020 press conferences

Dear Members of the Press,

BIOFACH, the World's Leading Trade Fair for Organic Food, and VIVANESS, the International Trade Fair for Natural and Organic Personal Care, will once again bring together the entire international sector in Nuremberg for a four-day combined exhibition event starting on 12 February 2020. At the heart of the event will be the main congress theme "Organic delivers!", illustrating the many different global challenges for which organic already offers solutions! The highlight of this year's BIOFACH and VIVANESS press conference: our **guest of honour, Dr Jane Goodall**, Dame Commander of the Order of the British Empire (DBE).

Together with the international patron of BIOFACH, IFOAM – Organics International, and the national supporting organization, Bund Ökologische Lebensmittelwirtschaft (German Federation of Organic Food Producers, BÖLW), we invite you to the following sessions on the opening day of the combined exhibition event:

Wednesday, 12 February 2020, from 10:00 a.m.
Exhibition Centre Nuremberg, NCC Ost, Level 2, Room Kiew

- **10:00 a.m.: NürnbergMesse press conference on BIOFACH and VIVANESS**
Facts & figures, trends and highlights of the combined trade fairs and background information on the main BIOFACH congress theme "**Organic delivers!**"

Your contacts:

- Dr Jane Goodall, Dame Commander of the Order of the British Empire (DBE), Keynote speaker at the official opening of the combined exhibition duo in 2020
- Petra Wolf, Member of the Management Board of NürnbergMesse
- Louise Luttkholt, Executive Director, IFOAM – Organics International
- Elfriede Dambacher, owner of naturkosmetik konzepte



**Veranstalter
Organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-49 09
F +49 9 11 86 06-49 08
besucherservice@nuernbergmesse.de
www.biofach.de
www.vivaness.de

**Vorsitzender des Aufsichtsrates
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Finanzen und für Heimat
Bavarian State Minister of Finance
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**Geschäftsführer
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**Registergericht
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**BIOFACH
Schirmherr
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**Nationaler Ideeller Träger
National supporting organization**

BÖLW
Bund Ökologische Lebensmittelwirtschaft

**VIVANESS
Ideelle Träger
Supporting organizations**
COSMOS



NATRUE





- **11:00 a.m.: Sector press conference IFOAM and BÖLW on BIOFACH**
Sector situation report, including developments in the German and international organic market and areas, as well as political positioning

Your contacts:

- Diana Schaack, Market Analyst Organic Farming, Agrarmarkt Informationsgesellschaft (AMI)
- Dr Felix Prinz zu Löwenstein, Chairman of the German Federation of Organic Food Producers (BÖLW)
- Dr Helga Willer, Department of Extension, Training and Communication, Research Institute of Organic Agriculture (FiBL)
- Louise Luttkholt, Executive Director, IFOAM – Organics International

Immediately following the press conferences, at 1:00 p.m., is the **official opening of BIOFACH and VIVANESS, followed by a guided tour** (NCC Ost, Level 3, Hall Tokio). A special highlight of the opening: **Keynote by Dr Jane Goodall**, Dame Commander of the Order of the British Empire (DBE).

We also draw your attention to the following media and blogger session:

- **Friday, 14 February 2020, 11:00, NCC Ost, Level 3, Room Seoul**
What's behind your eco? What's your personal story?
Blogger@Congress: a panel discussion about how brands and bloggers provide a sense of purpose and give a strong voice to their viewpoints!

Note on accreditation: Feel free to take advantage of the early accreditation opportunity for BIOFACH and VIVANESS once again this year. You can register as a media representative or blogger for your visit any time until 5 February 2020 at www.biofach.de/advance-accreditation or www.vivaness.de/advance-accreditation.

We are looking forward to your visit, and to sharing these informative and interesting events with you! To register for the press sessions, please send an e-mail with the **keyword "Press Conference"** to press@biofach.de.

Kind regards,
Your BIOFACH and VIVANESS PR Team