

Nuremberg, Germany
17 - 20.2.2021

VIVANESS 2021

into natural beauty

International Trade Fair for
Natural and Organic Personal Care



THE BEAUTY
OF SUCCESS



ATTRACTIVE. INNOVATIVE. VIVANESS.

Natural beauty is welcome everywhere – throughout the world and, of course, at VIVANESS in Nuremberg. The international trade fair for natural and organic personal care takes place in hall 3C, with its stunning glass facade – a unique space for your participation.

The networking, business and experience platform owes its success to its stringent admission criteria, the highest quality standards and ample scope for new ideas. VIVANESS Breeze features creative concepts with modern labels in the transition area to hall 1, while newcomers from Germany will make an impression at the 'Innovation made in Germany' pavilion in hall 3C.

Showcase your company at the most important industry gathering and make valuable contacts with international retailers, specialist buyers, and potential partners and customers.

We look forward to seeing you there!
Your VIVANESS Exhibition Team

**VIVANESS CONGRESS:
GAIN NEW KNOWLEDGE
AND MAKE NEW CONTACTS**

The **VIVANESS Congress** opens the door to new markets: network with representatives from retail, business, politics and professional associations. Find new business partners – right in the heart of the event in Hall 3C.

SHOWSTOPPER

Turn heads at our **Novelty Stand** where trade visitors discover innovations and choose their favourites for the **Best New Product Award VIVANESS**.



**REWARDING - GOOD
REASONS FOR VIVANESS**

Networking: Meet customers and partners and make new business contacts.

Visitor magnet: Present your products where the international natural and organic cosmetics industry comes to meet.

Success: Make an impression with your products and innovations.

Reach: Get the full attention of the media and opinion-formers.



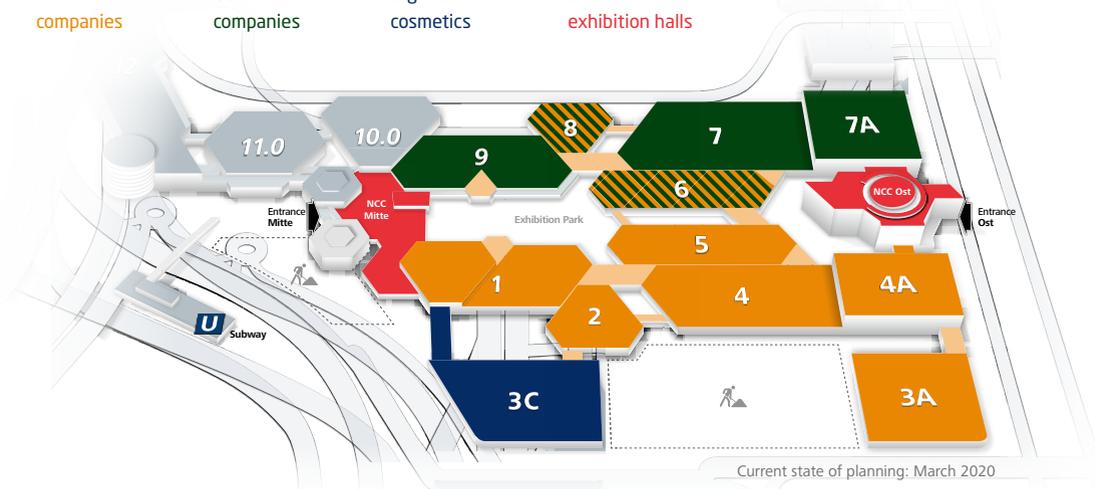


BIOFACH
Mainly
international
companies

BIOFACH
Mainly
German
companies

VIVANESS
Natural and
organic
cosmetics

Congress/Forums
Numerous other
events in the
exhibition halls



86% of visitors are involved in purchasing decisions in their company

48% international*
47,561*

Visitors from 136 countries



- Retail**
- 14% Cosmetics/perfumery
 - 5% Online retailing
 - 5% Food retailer
 - 4% Organic foods
 - 3% Pharmacies
 - 2% Health stores
 - 2% Organic supermarkets
 - 2% Drugstores/chemist shop markets

- Wholesale trade/ Import and export**
- 14% Cosmetics/perfumery
 - 3% Organic and health foods
 - 1% Drugstore/chemist shop products

Manufacturers

- Service sector**
- 5% Cosmetic institutes/ hair care
 - 2% Health care
 - 1% Hotels/spas

93% were able to reach their most important target groups

95% were able to make new business connections

64% international
290 Exhibitors

89% expect noticeable follow-up business

87% were satisfied with the overall success of their participation

What's your eco?

How are you contributing to a sustainable future? Join the community that discusses all facets of our industry. Get involved now at: whatsyoureco.biofach.de

#whatsyoureco
A network created by **BIOFACH** and **VIVANESS**



*BIOFACH/VIVANESS together 2020 | The figures for exhibitors and visitors are certified by the Society for Voluntary Control of Fair and Exhibition Statistics (FKM), Berlin.

VIVANESS 2021

into natural beauty

DATE AND VENUE

Wed. 17 – Sat. 20 February 2021

Exhibition Centre Nuremberg

WE'RE HERE TO HELP

Do you have questions about your participation in the trade fair? Get in touch – we're here to help!

T +49 9 11 86 06 - 89 98

info@vivaness.de

THERE FOR YOU AROUND THE WORLD

Our international representatives will assist you in all matters relating to your participation in the trade fair – anywhere in the world.

vivaness.de/representatives

ORGANIZER

NürnbergMesse GmbH

Messezentrum, 90471 Nuremberg, Germany

T +49 9 11 86 06 - 0 | F +49 9 11 86 06 - 82 28

info@vivaness.de | nuernbergmesse.de

SIMPLE REGISTRATION

Quick, easy, online – register at:
vivaness.de/application

Together with

BIOFACH 2021

into organic

Supporting organizations

COSMOS

NATRUE

COSMOS



 facebook.com/vivaness.fairtrade

 instagram.com/biofachvivaness

 twitter.com/BioFachVivaness

 youtube.com/biofach

You can object to our use of your data for advertising purposes at any time in writing (NürnbergMesse GmbH, Messezentrum, 90471 Nuremberg) or by email (data@nuernbergmesse.de).