

**NürnbergMesse opening press conference for BIOFACH and VIVANESS 2023
(Hall Brüssel, Level 1, NCC Mitte, Exhibition Centre Nuremberg, and on livestream)**

10:00 a.m., Tuesday 14.02.2023

Statement by Petra Wolf, Member of the Executive Board of NürnbergMesse

Check against delivery.

Ladies and Gentlemen,

Welcome to the press conference for BIOFACH and VIVANESS 2023.

This is the first opportunity we have had since February 2020 to gather here at the usual time of the year! After a purely digital edition of the combined trade fair event in 2021 and the very special Summer Edition in 2022, the organic food and natural and organic personal care community is gathering again here in Nuremberg for the next four days. And for us as the organizers, that's very exciting!

Just like all the other exhibition venues in Germany, we are very pleased with the strong comeback here at NürnbergMesse. We are seeing very positive development in the trade fair industry, despite the "polycrisis" of the pandemic, war and high energy prices.

For this we have to thank, as always, the strong commitment shown by our customers, exhibitors and visitors at the many different trade fairs. And that includes the organic food and natural and organic personal care sector in the case of BIOFACH and VIVANESS!

On their behalf I would like to thank Tina Andres, of the Bund Ökologische Lebensmittelwirtschaft (German Federation of the Organic Food Industry, BÖLW); Marco Schlüter, IFOAM – Organics International; Diana Schaak, AML; and Helga Willer, FIBL, who are sharing the podium with us today for the press conferences for the opening press conference and the sector round-up.

We also thank the supporters of VIVANESS, COSMOS and NATRUE, and all the other players in the sector who are here today. Also a special welcome to Mirja Eckert, of THE NEW, who will give us an insight into developments in the natural and organic personal care market as part of the opening press conference.

But now, let's move on to BIOFACH and VIVANESS 2023!

BIOFACH and VIVANESS 2023, with 2,765 exhibitors, including 222 at VIVANESS, from 95 countries

From field to plate, covering the entire value chain and with products and services for their specific target groups, BIOFACH and VIVANESS have a wealth of highlights and added value lined up for all the exhibitors and visitors.

BIOFACH, the World's Leading Trade Fair for Organic Food, and VIVANESS, the International Trade Fair for Natural and Organic Personal Care, will provide the venue for 2,765 exhibitors from 95 countries to present their products and services. That means we can look forward to an increase of 20 percent in exhibitor numbers compared to the Summer Edition.

But "what" will be there is even more important than "how many". And at BIOFACH and VIVANESS that always means variety, professional depth, trends, new developments and inspiration, and also chance meetings and discoveries!

Variety, new products and trends, from New Glocal to Self-Empowerment to Less is More

Variety is evident in the high level of international participation, for example. The exhibitors come from 95 countries, representing 72-percent international participation at the combined trade fair event. The top five countries represented at BIOFACH and VIVANESS, are Germany with 764 exhibitors, Italy (390), Spain (191), France (137) and the Netherlands (108). A first-time participant this year with a single exhibitor at BIOFACH is Liberia, while Ghana (11) and Zimbabwe (1) are appearing at VIVANESS for the first time.

Variety is also evident in the area of new products and trends. The two stands dedicated to new products have 443 products registered for display this year, 363 for BIOFACH and 80 for VIVANESS. The winners of the Best New Product Awards for the trade fair pairing will be determined by the trade visitors, who will vote for their favourite products in seven categories for each event.

Once again this year, the experts have identified the trade fair trends for the year from all the new products that have been registered. Based on sources such as the Food Trends from the "Future Institute" (Hanni Rützler), four global food currents were developed for BIOFACH 2023 in the context of the Planetary Health Lifestyle megatrend and the associated Planetary Health Solutions. These currents are **"New Glocal"**, **"Vegan meets Tradition"**, **"Less is More"** and **"New Sweeteners"**.

The VIVANESS trade fair trends relate to personal wellbeing and reducing the impacts of the sector on the environment, as reflected in the four currents **"Baby & Kids"**, **"Self-Empowerment"**, **"Natural Skinification"** and **"Less is More"**.

The **"Less is More"** trend is thus common to both the trade fairs and their sectors. Cutting down on the number of ingredients and the amount of packaging in this connection, for

example, is not only a development on the foodstuffs market but one that applies to the natural personal care market too.

The continuing trend toward “**plant-based**” or **vegan** also fits into the concept of planet-friendly nutrition. Consistent with this is this year’s trade fair trend of “**Vegan meets Tradition**”. We have a new development to announce at BIOFACH 2023 with regard to the vegan theme: For the first time we are holding **the World of Experience VEGAN** with two new partners, VegOrganic and the Association of Organic Food Producers (Assoziation ökologischer Lebensmittelhersteller, AöL). The focus here is on achieving a stronger and stronger connection between plant-based nutrition and organic agriculture.

The other points on the supporting programme also reflect the trends and the variety in the sector, and here, too, there are new features to report: In addition to the special arrangements for the natural food trade, the **Fachhandelsclub** (Organic Trade Club) and the Fachhandels Forum (Organic Trade Forum), in 2023 there will be a dedicated place to go for the independent retail trade (Selbstständiger Einzelhandel, SEH). We are pleased that bioPress Verlag is providing assistance for independent retailers in the form of **BIOimSEH** to make their organic ranges even more appealing. Experts will offer tips for range development, logistics and advice for customers.

Organic. Food Sovereignty. True Prices.

Considering the current challenges facing the world, the focal point for BIOFACH 2023 could not have been better chosen. It has been selected in consultation between IFOAM – Organics International, the German Federation of the Organic Food Industry, and the World’s Leading Trade Fair for Organic Food. Besides the various Congress events on this theme, something else you shouldn’t miss under any circumstances is a visit to the “supermarket” “ECHT – Wahre Preise” (“REAL – True Prices”) on Level 2 in NCC Ost. This illustrates, in visual, eye-catching and also scientific form, with input from the likes of the Nuremberg University of Technology, how “true prices” could look and should look, if environmental costs were incorporated, for example.

Digital added value thanks to the digital event platform at BIOFACH and VIVANESS

It is a pleasure for us all to be able to see each other here again in person for an inspiring, four-day trade fair experience. But it is also good to be able to offer a contemporary, hybrid format in parallel in the form of a digital event platform for the next four days. After all, the future of trade fairs is hybrid. Added value includes the ability to plan your trade fair visit with the aid of a floor plan and an overview of products and services; arrange appointments in-person and online; matchmaking; and the fact the Congress will be available in digital form beyond the actual event timeframe. All the content and functions of the digital event platform are available on the app in addition to the desktop version.

BIOFACH World around the globe

BIOFACH is not only represented on-site in Nuremberg and in digital form but also worldwide, networking supply and demand and providing ideas for the organic transformation of the foodstuffs sector. BIOFACH World, a global organics network that now comprises seven BIOFACH events in Brazil, China, India, Japan, Thailand, the US and Saudi Arabia, is developing positively and networks players in the organics sector at an international level, creating a powerful forum for knowledge and interaction. You will meet representatives of all these events here in Nuremberg during the next few days.

For further information on all BIOFACH World trade fairs, see our latest press release in your Press Folder.

We move organic as organic moves the world

“We move organic as organic moves the world.” Under this banner, four experienced trade fair organizers from different European countries 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. From January 2023, the four trade fairs will take place under the common umbrella organization MoveOrganic – powered by BIOFACH.

With **MoveOrganic**, we aim to network and bolster the European organics community even further, and provide a strong voice for organics. Foundation members of the network are Bio Festival in Athens, Greece (Organizer: FORUM S.A.); Ekoloji in Izmir, Turkey (Organizer: İZFAŞ – Izmir Fair Services Cultural and Art Affairs Trade Inc.); ORGANIC-2023, in Kyiv, Ukraine (Organizer: Organic Federation of Ukraine); and BiObernai in Obernai, France (Organizer: Alsace Bio sarl); the project officially launches at BIOFACH 2023 in Nuremberg.

For more information see the network's website www.moveorganic.eu, for example.

Organics and an organic transformation are becoming increasingly relevant around the world. And so it is no surprise that there is strong political interest in the subject. That makes us all the happier to know that many political players have agreed to visit BIOFACH and VIVANESS once again in 2023! We will therefore be able to welcome Cem Özdemir, Federal Minister of Food and Agriculture, in addition to many ministers, ambassadors and municipal representatives at an international, European and national level. They will all be travelling to visit us in Nuremberg from places such as Madagascar, Ireland, Ukraine, Sierra Leone, Luxembourg and Bulgaria.

On behalf of NürnbergMesse I would like to wish you, and all our exhibitors and visitors, successful participation in these trade fair events, the opportunity to meet interesting contacts and to make inspiring new discoveries!

Thank you for your attention.