

A blockbuster

Organic Sector Review,
Sneak Preview &
Insights



Agenda

10:15 a.m.

Introduction and preview of the trade fair pairing BIOFACH and VIVANESS 2022

- **Danila Brunner**, Director Events BIOFACH / VIVANESS

(Overall) Moderation: Barbara Böck,
Director Marketing BIOFACH / VIVANESS

10:30 – 11:40 a.m.

Organic Sector Review IFOAM – Organics International, BÖLW, THE NEW

- **Diana Schaak**, Market Analyst at AMI (Agricultural Market Information Company)
- **Tina Andres**, Chair of the German Federation of Organic Food Producers (BÖLW)
- **Dr Helga Willer**, Communications, FiBL (Research Institute of Organic Agriculture), Switzerland
- **Louise Lutikholt**, Executive Director IFOAM - Organics International
- **Mirja Eckert**, Owner of THE NEW / Publisher of the Natural Cosmetics Sector Monitor

Moderation: Joyce Moewius,
Press Spokesperson, German Federation of Organic Food Producers (BÖLW)



BIOFACH

into organic

VIVANESS

into natural beauty

A blockbuster

Organic Sector Review,
Sneak Preview & Insights

12:00 – 13:45 p.m.

Insights into the development of organic farming and the organic food sector nationally and internationally

The World of Organic Agriculture: Statistics & Emerging Trends 2022

(approx. 12:00 – 13:00 p.m.)

- **Dr Helga Willer**, Communications, FiBL Switzerland
- **Xhona Hysa**, IFOAM – Organics International
- **Eduardo Cuoco**, Director IFOAM – Organics Europe
- **Amarjit Sahota**, Founder and President, Ecovia Intelligence (Organic Monitor)

Moderation of international market segment: Louise Lutikholt,
Executive Director IFOAM – Organics International

German organic market: facts, figures and analyses

(approx. 13:00 – 13:45 p.m.)

- **Diana Schaak**, Market Analyst at AMI (Agricultural Market Information Company)
- **Klaus Braun**, Founder of Communications Consultancy Klaus Braun
Kommunikationsberatung

Moderation of German market segment: Joyce Moewius,
Press Spokesperson, German Federation of Organic Food Producers (BÖLW)

14:00 – 15:00 p.m.

"Insights" into the national and international market for Natural and Organic Personal Care

The transformation of the Natural and Organic Personal Care Markets – facts and insights about current developments

(approx. 14:00 – 14:30 p.m.)

- **Mirja Eckert**, Owner of THE NEW / Publisher of the Natural Cosmetics Sector Monitor

What is the status of certified Natural and Organic Personal Care worldwide?

(approx. 14:35 – 15:00 p.m.)

- **Katrin Hochberg**, General Manager, COSMOS Standard AISBL
- **Dr Mark Smith**, Director General, NATRUE

15:00 p.m.

Closing remarks and official farewell