



BIOFACH China draws its curtains with an overwhelming success

BIOFACH CHINA 2016 Beijing Road Show launched its 10th anniversary on 26th May 2016 and ended up with great success on 28th of May 2016. A large crowd gathered at Donghu Hall of Hubei Hotel in Beijing, where the activity in Beijing for BIOFACH CHINA 2016 road show was launched. The Exhibition was attended by 337 exhibitors from 13 countries. The exhibitors belonged to countries including Australia, Austria, Chile, Denmark, Ecuador, Hong Kong, Italy, Japan, Nepal and Sri Lanka etc. The exhibition was visited by more than 16000 16000 visitors on an area of 4424 m2.

The organic life experience show themed with "Organic Dietary Regimen" attracted over 70 organic life media, distributors / dealers, organic farms and organic lovers to participate in the event.

May - June 2016

Mr. Darren Guo, Managing Director of NürnbergMesse China Co., Ltd., Xia Zhaogang, Vice Director of China Organic Food Certification Center (COFCC) and Hu Shan, the first person promoting the organic life in China delivered excellent speeches for the activity.

The famous domestic organic enterprises like YantaiShinHo Food Industry Co., Ltd., Natures Purest Textile (Beijing) Co. Ltd. and Natural Daily Biology (Beijing) Co. Ltd. brought an all-round auditory, visual, taste and smell organic experience tour for the invited traders and friends of media.



The organic food is full of energy of life, requiring no excessive seasoning and cooking. Low salt and mild taste with moderate combination of the natural seasoning would not only reserve the nutrition of the food material to the largest extent, but also could make the taste bud feel the original flavor of the food.

The HONA ORGANIC Dietary Regimen Art Kitchen launched by the sponsor BIOFACH CHINA together with HONA Organic just conformed to the concept. Sawada, the famous Japanese creative cuisine chef and the fashion accessory designer in Beijing, was especially invited to the activity to share her Japanese creative organic cuisine for dietary regimen.

The vegetable salad, miso biscuit and organic vinegar cooked by Ms. Sawada with HONA organic seasoning series impressed the presented guests: the cuisine was not only delicious but also beneficial to health.

Besides, the road show also included 10 the anniversary activity announcement of BIOFACH CHINA, organic product experience and new organic product release.

BIOFACH CHINA has experienced the skyrocketing industrial development from organic 2.0 to 3.0 from 2007 to 2015. BIOFACH CHINA not only takes the responsibility to educate and cultivate the market but also provides the trade platform for industrial exchange and centralized purchasing to the exhibitors.



With this as a starting point, the series activities of the 10 the anniversary BIOFACH CHINA would include international seminar for organic food market and development, review of the 10 years of BIOFACH CHINA, special show of the organic life, and the itinerant roadshow to attract the attentions of government, the industry and the consumer group, building up the momentum for the new organic height.

Conference: International Organic Food Market and Development

Apart from the event, BIOFACH CHINA 2016 Conference on International Organic Food Market and Development was also held. Around 30 experts came from research institutes, trade medias, and organic producers to share their

insights on the development with the international and Chinese organic industry. It was attended by approximately 300 attendees. It was organized by China Green Food Development Center Nürnberg Messe GmbH.

TIPI Organic Science Day and Technology Innovation Forum

TIPI Organic Science Day and Technology Innovation Forum was also Held at BIOFACH CHINA 2016. The forum presented 11 technical speeches on the latest development of global organic science and technologies. Around 120 attendees participated in this event.

The 11th BIOFACH CHINA would be held at SWEECC from May 25th - 27th, 2016 at Shanghai World Expo and Convention Center. ◆

