



BIO BRAZIL FAIR BIOFACH LATIN AMERICA concluded on a positive note



The BIO BRAZIL FAIR | BIOFACH LATIN AMERICA came to an extraordinary end on 11th June 2016. The 12th International Trade Fair for Organic Products and Agroecology became the capital's main meeting place for the business market of organic products in Latin America. More than 18000 visitors visited the event. Its expansion, each edition, attends a public increasingly demanding for quality options and a market that for years maintained an average growth of 30% to 40% per year and estimated revenues of \$ 3.2 billion in 2016.

They were approximately 117 companies present at the 12th edition of the fair, which took place from 8 to 11 June 2016 in the Pavilion of Ibirapuera Bial in Sao



Paulo, and received retailers (shops, supermarkets, pharmacies, bakeries) wholesalers, distributors, hotels, hospitals, clinics and spas, organic farmers, agronomists, health professionals, among others, to give first-hand, the news that the market had, in terms of products and services.

The event acquired an space of 9000 m² and welcomed hundreds of new divided into four categories of products: Bio foods (meats, juices and drinks, milk, dairy products and eggs, fruit and vegetables, bread, pasta, cakes and biscuits, honey and honey products, chocolates, coffee, organic fresh food, and frozen general), Bio Cosmetics (aromas and essences, creams, shampoos, soaps, tonics and raw materials), Bio Fashion (bio - jewelry, clothing, textiles and accessories) and Bio production (inputs and fertilizers, equipment and machinery, certification, consulting, editorials and packaging).

New possibilities were also explored at the international level within the event, due to the approach of foreign companies to the Brazilian market and the relationship between entities and the organic world authorities with the main references of the national industry.

The BIO BRAZIL FAIR | BIOFACH LATIN AMERICA also formed new generations of consumers while retaining the

existing number, to reserve the last two days also to the general public, to know, first hand, the supply of exhibited products and services, as well as the opportunity to taste and purchase some of the new features.

Simultaneously with BIO BRAZIL FAIR | BIOFACH LATIN AMERICA, came up the NATURALTECH - Fair of Healthy Eating, Supplements, Natural Products and Health. The two fairs together, brought together 300 exhibitors from organic and natural products.

Organic Agriculture Forum Annually, the world market authorities organic gathered in São Paulo to discuss trends, challenges, industry expansion, new sales channels, expanding the range of products, among others. The meeting was the 12th International Forum on Organic and Sustainable Agriculture, integrated event with the official agenda of industry discussion in the world, starting on the 8th, with the presentation of Agroecology coordinator of the Ministry of Agriculture, Livestock and Supply (MAP), Rogério Dias. Among the national authorities, the day of the grade 9 also hosted international conferences with simultaneous translation, given by representatives of the world's entities linked to the sector.

Among the confirmed figures are Pablo Dessel, owner of Vinacol; Patricia Flores, coordinator of IFOAM (International Foundation for Organic Agriculture); and Vincent Morel, director of Ecocert Latin America. Collective AAO Press The organic agriculture support platform brought together journalists on June 8, at 9 am, in order to point the way for the development of agriculture in the country facing the new goals UN for global sustainability agenda by 2030. The meeting was followed by a chat with industry experts, especially Valter Bianchini, representative of FAO / UN in Paraná.

Rogério Dias, Agroecology coordinator of MAPA (Ministry of Agriculture, Livestock and Supply) partnership Since 2013 said that the fair has a partnership with NürnbergMesse, German promoter of BIOFACH - most important fair of the world's organic business, with editions in Germany, India, China, Japan and the United States. With the partnership, BIO BRAZIL FAIR | BIOFACH LATIN AMERICA joined the international calendar of fairs dedicated to organic production, increased the seminars grid with the presence of major global players in the industry and has expanded its buyers with exhibitors business opportunities in different countries. ♦



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