



The 11th BIOFACH China draws its curtains with huge success

The eleventh BIOFACH CHINA came to an end on 27th May after three successful exhibition days with considerably more exhibitors and visitors. 17,755 visitors (2016: 16,546) came from all over the world to the Shanghai World Expo Convention Center (SWEECC) to find out more about everything organic from the 476 (2016: 337) international exhibitors. Along with companies from various regions in China, there were also pavilions from Taiwan, Korea, Thailand and Japan. A total of 17 countries and regions were represented.

At the exhibition for the first time the Country of the Year was presented. The 2017 winner was Denmark, one of the leading organic countries in Europe. A total of eight Danish organic companies

presented their products to the interested trade visitors at BIOFACH CHINA. The Danish Agriculture and Food Council also gave a talk about the latest organic trends at the parallel congress which was very well attended with 300 participants. The Chinese Region of the Year Heilongjiang was represented at BIOFACH CHINA by 48 companies and was thus one of the biggest pavilions at the exhibition.

Darren Guo, Managing Director of NürnbergMesse China, is more than satisfied with how the exhibition went. He said "The success of BIOFACH CHINA 2017 is most impressive. Over the past eleven years, we have been able to develop an indispensable industry platform for China and the whole of Asia.

BIOFACH CHINA stands for a sustainable and healthy lifestyle and is therefore more than just an exhibition at which first-class organic products are presented. It also gives major players in the organic industry the opportunity to discuss political framework conditions, industry developments and innovations. Amazing!" Only 186 exhibitors took part in the first edition of BIOFACH CHINA in 2007. There were far more than double that number in 2017. Darren Guo is looking to the future full of confidence: „NürnbergMesse China will now enthusiastically push ahead into the next decade with BIOFACH CHINA. Well begun is half done! We have very stable foundations on which we can build and continue to grow. We are looking forward to a successful future."

There was also positive feedback from exhibitors about the exhibition. Yinghui Zhang-Carraro, Co-Founder of Ying Shan Hong China Ltd., from Hong Kong said: "We were first-time exhibitors and are delighted with how the exhibition went. We were able to meet trade visitors, the most important industry players in China as well as end consumers at BIOFACH CHINA.

Through conversations with the former, we now better understand what makes China's (organic) consumers tick. All in all, we would highly recommend for organic companies, who want to take their first steps into the Chinese market or who are already active in the market, to take part in the exhibition. We will be back as an exhibitor in 2018, too."

Congress and forums extremely well attended

The accompanying International Organic Food Market and Development Conference was once more able to offer its participants a first-class programme with added value in professional terms this year. 30 experts from government, certification bodies, research institutes, the trade press and organic production shared their experiences and market knowledge with the Chinese and interna-



tional organic industry. The presentations and panels were attended by approximately 300 participants.

On the second day of the exhibition, trade visitors at BIOFACH CHINA could look forward to two new formats. The first Natural Product Forum, organized by NürnbergMesse China and the certification body CERES (Certification of Environmental Standards GmbH), placed the focus on natural products which are currently at the certification phase to become organic products. Trends relating to and marketing approaches for these products were also discussed. The China Organic Vegan Forum also took place on

the second day of the exhibition. Industry experts exchanged ideas and experiences on the topics of vegan and organic produce at the special show.

The Real Food Organic Kitchen and the Organic Club

The places where all of the senses of the trade visitors were appealed to guaranteed that nobody went home hungry. During live cooking sessions, organic professionals once again demonstrated what you can make out of organic food products and offer up at the table.

The 12th BIOFACH CHINA will take place at Shanghai World Expo & Convention Center (SWECC) from 24 – 26 May 2018. ♦

