



BIOFACH CHINA 2018: A great atmosphere and inspiring trends

Following three successful days of trade fair action, the 12th round of BIOFACH CHINA closed its doors at the Shanghai World Expo Exhibition & Convention Center (SWECC) on 26 May 2018. This year too, the trade fair was a successful combination of supply and demand, as 16,787 visitors sought information from 262 exhibitors from a total of 17 countries and regions.

There was a special focus on the island nation of New Zealand, which impressed the organic sector as “Country of the Year”. The “Innovative Product Launch Zone” and “New Product Display Area”, where visitors could admire a wealth of innovations in areas such as organic food, natural cosmetics and eco-friendly fashion, were also very popular. The accompanying International Organic Food Market and Development Conference, which focused on China’s role in the worldwide organic market and



developments in the global organic market, represented one of the highlights of the events.

Darren Guo, Managing Director NürnbergMesse China: "The 12th round of BIOFACH CHINA attracted the entire spectrum of the organic sector to Shanghai. It is fantastic that over the years this trade fair has become established as China's most important gathering for organic industry players and supporters of a sustainable lifestyle! Planning for the 2019 event has now begun in earnest, to ensure that BIOFACH CHINA will continue to be the organic information and business development platform that consistently reflects the pace of market developments in China."

The feedback from exhibitors was also extremely positive. Take Kang Yanli, Business Manager of HONA Organic, who looks back on the event with satisfaction: "HONA Organic has been exhibiting at BIOFACH CHINA for 11 years now and in 2018 our participation was extremely productive once again. Not only did we intensify the contact with our customers, enhance the image of our company and enjoy three days of lively exchanges, we also promoted the perception of our core organic message. This year we joined with BIOFACH CHINA to promote the initiative "Food for the Future".

In doing so we aim to speak on behalf of Chinese organic companies and initiate a philosophy of sustainable cooking for our future."

New Zealand impresses as "Country of the Year"

Following the premiere with Denmark last year, BIOFACH CHINA 2018 featured another "Country of the Year". This time it was the island nation of New Zealand that impressed the professional community. Featuring six New Zealand organic companies, the New Zealand Pavilion organised by the Organic Exporters Association and the team from the German-New Zealand Chamber of Commerce (GNZCC) was one of the crowd-pullers at the event. Regular kapa haka performances of Māori songs and



dances around the pavilion gave all attendees impressive insights into the traditional performing arts of New Zealand's indigenous population.

Highly topical congress agenda and diverse supporting programme

The presentations and discussion panels at the accompanying International Organic Food Market and Development Conference were consistently well-attended. International and local experts from government, certification bodies, research institutes, trade journals and organic farming offered congress partici-

pants a high-calibre programme on current issues affecting the organic sector.

Within this year's two main congress streams the audience heard from professionals about China's role in the worldwide organic market and developments in the global organic market. In addition, the supporting programme offered other attractive places to visit like the "Organic Tea Competition" or "Organic Club" with its interactive cooking shows, demonstrations and presentations. The 13th round of BIOFACH CHINA will take place from 16-18 May 2019 at the Shanghai World Expo & Convention Center (SWECC). ♦