



BIOFACH and VIVANESS 2019: Combined trade fair event impresses more than 51,500 visitors from 143 countries

BIOFACH, the World's Leading Trade Fair for Organic Food, and VIVANESS, the International Trade Fair for Natural and Organic Personal Care, have brought this year's event at the exhibition centre Nuremberg to a close on a high note. More than 51,500 visitors, 50% from outside Germany, drew inspiration from the wealth of products on show from 3,273 exhibitors from 98 countries, and had the opportunity to discover novelties, trends and innovations from all around the world. Besides Germany, the top five countries represented by this year's visitors included Italy, Austria, France and Spain. And with about 9,500 delegates and participants in its discussions, the

accompanying Congress confirmed its position as the largest international platform for knowledge transfer and networking.

Petra Wolf, Member of the Management Board, NürnbergMesse, commented: "The atmosphere in all ten exhibition halls was amazing. The enthusiasm for the sector was palpable right from the outset – the level of energy there was fantastic. The market is currently developing very dynamically. So we're all the more pleased that our exhibitors and visitors have BIOFACH and VIVANESS down on their calendars as the most important forum for trading and sharing ideas, especially in such busy

times! We're already looking forward to seeing everyone again in 2020."

The BIOFACH and VIVANESS team is very happy with the positive feedback from the advisory board: "Such a great fair, and it's such a lot of fun to be here." – "A success in every respect and sensationally good." – "We're right at home at BIOFACH, it feels good to attend as a dealer!" – "A great atmosphere and plenty of traffic!" – "The congress has developed really well." – "Excellent contacts, in the right quality and quantity." – "The international area was brilliant!" – "The atmosphere at both trade fairs was very, very good, open and future-oriented!"

Visitor magnets at the Congress: events on market statistics

Delegates at the BIOFACH and VIVANESS Congress this year showed a particular interest in the sessions on market statistics. VIVANESS drew 143 participants to the event “The Natural and Organic cosmetic market 2018: Facts, figures and market forecasts”, while the corresponding event at the BIOFACH Congress, “The German organic market: Facts, figures from 2018 and analysis”, brought together 251 industry representatives. The average number of visitors to the total of 139 individual sessions at the Congress showed a strong increase, from 60 on the previous occasion to 68 in 2019.

Award-worthy: Best New Product Awards

Once again in 2019, the trade visitors voted for their favourites at both trade fairs to win the Best New Product Award in seven categories. The dazzling winners at VIVANESS were: SPEICK Naturkosmetik, which should be very happy with its awards for “Black Soap” with activated charcoal in the Facial Care category and “SPEICK SUN” in the Special Cosmetics/Care category; Weleda, with its Skin Food series: “Body Butter”, “Lip Butter” and “Light” (Body Care); URTEKRAM, with its “Green Matcha anti-pollution hair treatment” (Haircare); benecos, with the “benecos Natural Foundation Stick” (Decorative Cosmetics); DENTTABS, with “dental care tablets with and without fluoride” and



the “Bamboo Brush” (General Chemist’s Items); as well as Coscoon Cosmetics, with “crème solide - solid bodybutter” (Wellness Products).

Käseebellen GmbH was one of the lucky winners at BIOFACH with its “Organic Pumpkin Rebel” (Fresh Products), as was Schrozberger Milchbauern with its “Cookie Ice Cream” (Frozen Products). In the category “Dry Products, Cooking and Baking”, “Pesto seaweed-wild garlic” from Georg Thalhammer was honoured with one of the sought-after awards. Landgarten impressed the trade visitors with “Almond-Rose Blossom for You”, “Berry-Selection for You” and “Amarena Cherry for You” in the “Dry Products, Snacks and Sweets” category. “HANS Coffee&Berry” from HANS Brainfood

won a BIOFACH Best New Product Award in the “Other Dry Products” category. In the Drinks category, Nutraceutiv proved a winner with “BIOHASKAP® 100% pure organic haskap superberry juice, NFC”. And primoza, one of the newcomers in the young Innovative Companies pavilion, impressed the trade visitors with “The Growing Calendar” in the Non-Food category.

Save the date for 2020 now: 12-15 February

The next meeting of the international industry at BIOFACH and VIVANESS will take place on 12-15 February 2020. Ninety-five percent of this year’s visitors have already blocked these dates out, to be sure of attending again next year. ♦

