

# BIOFACH CHINA 2015: Closes with huge success



After three successful fair days, the 9th BIOFACH CHINA closed its doors on 30th May 2015. For the first time, the international organic sector came together at the Shanghai World Expo Exhibition & Convention Center (SWECC). There was slight growth in space. The supporting International Organic Food Market and Development Conference went very well. 27 experts from the research sector and specialist publishing houses along with organic producers delivered presentations to a total of 300 participants.

Darren Guo, Managing Director NürnbergMesse China said, "The move by BIOFACH CHINA within Shanghai came at exactly the right time. The SWECC in the city's Pudong district offers a growth opportunity for China's most successful organic fair. Due to its advantageous location, it is also easily accessible for exhibitors and visitors. Now we are gearing up with full commitment to the planning and further development for the 2016 event." Wang Huafei, Managing Director, China Organic Food Certification Center (COFCC), is also very satisfied with the course of the event: "Due to the stable and trustworthy cooperation between NürnbergMesse China and COFCC, BIOFACH CHINA 2015 was a complete success. Both the domestic as well as foreign organic products markets

are growing at a gradual rate. This is leading to healthy and sustainable growth for the organic industry in Asia and Asia-Pacific."

There was also positive feedback from the German exhibitors. Manfred Görg, Managing Director Dr. Goerg GmbH (premium organic coconut products): "BIOFACH CHINA is an interesting, informative event and it offered a lively exchange. Although the Chinese market still requires further development, it does have great growth potential. We will definitely be keeping an eye on it."

## Panel discussion and congress well attended

The "Online Organic Food Retailer Sourcing Summit" panel discussion celebrated a successful premiere at BIOFACH CHINA this year. On the second day of the fair 60 participants entered into an exchange on strategies and business opportunities in online marketing channels.

The International Organic Food Market and Development Conference offered organic product players from all over the world specialist presentations and enthused the numerous participants. 300 visitors listened in on the presentations delivered by 27 international experts from research, the media and organic farming sectors. The interest in European

conference presentations was particularly great. The audience for example learned more about organic food trends and the general organic market development in Denmark and Germany.

## Extended supporting program

In addition to the product show, specialist congress and panel discussion, BIOFACH CHINA 2015 impressed with an extended diverse supporting program. In this context, the Organic Lifestyle Area was held, where various match-making events brought together interested exhibitors and visitors. The new "Real Food Café", which promoted the exchange on sector themes in an informal framework, was well received. In tried-and-tested fashion visitors to the "Organic Kitchen" were able to sample delicious organic dishes and convince themselves of the high quality of the products shown at BIOFACH CHINA. The selection of the best organic rice of the year was also well received by the specialists and experts. This year's winners were the following organic companies: Jilin City Dongfu Rice Co., Ltd., Jiangsu Jiaxian Rice Industry Co., Ltd., Chongqing Hehui Agricultural Development Co., Ltd. und Mangshi Zhefang Rice Co., Ltd. BIOFACH CHINA 2016 will be held from 26–28 May 2016 at the Shanghai World Expo & Convention Center (SWECC). ♦