



# BIOFACH NUREMBERG enjoys its 27<sup>th</sup> successful year

BIOFACH takes place for the 27th year in succession in 2016 and can look back on an outstanding success story. It all began with 197 exhibitors in the Ludwigshafen Stadthalle in 1990. Some 2,500 visitors attended the "1st European Trade Fair for Organic Food and Natural Products" at that time. The exhibition was organized in Nuremberg for the first time in 1999 and brought together as many as 1,276 exhibitors and more than 21,000 visitors. Since then BIOFACH has developed into the World's Leading Trade Fair for Organic Food and is firmly established. The natural cosmetics segment was separated from the exhibition in 2007 and since then has been organized parallel to BIOFACH as VIVANESS - International Trade Fair for Natural Personal Care.



BIOFACH being the World's Leading Trade Fair for Organic Food, and the 10th anniversary edition of VIVANESS, the International Trade Fair for Natural Personal Care, drew 48,533 visitors compared to last year's 44,624 from 130 countries to Nuremberg from 10 to 13 February this year.

A total of 2,575 exhibitors, 250 of whom took part in VIVANESS, presented products and services on a net area of roughly 47,000 m<sup>2</sup>. The proportion of exhibitors from outside Germany for the two exhibitions was 69 % and, last but not least, there was pleasing news regarding the organic industry's annual balance: In 2015, German households spent around 11 % more on organic food than in the year before, with sales amounting to over EUR 8bn according to the German Federation of the Organic Food Industry (Bund Ökologische Lebensmittelwirtschaft).

At the same time, a general survey conducted by naturkosmetik konzepte,

GfK, IRI, IMS Health and BioVista which showed that over EUR 1bn were generated by sales in the natural cosmetics market in 2015, 10 % more than in 2014.

Petra Wolf, a member of NürnbergMesse's management board, said: "VIVANESS celebrated its 10th birthday in 2016 and was congratulated by an industry that highlighted over the four days of the exhibition how involved, innovative, value-conscious and modern organic market is nowadays. Natural beauty products and products created simply for users to enjoy were showcased, while expert knowledge and ground breaking concepts were presented during the congress. We share the joy the industry takes from its success and are delighted that there was a great atmosphere in the exhibition halls!"

### BIOFACH exhibitors and visitors satisfied

The exhibitors at BIOFACH appeared to have been satisfied with every aspect

of the trade fair at the end of the four days. The results of a survey conducted by an independent institute indicate that 90 % of all the exhibitors rated the overall success of the exhibition positively. 93 % praised the quality of the visitors who came to their stand and were able to reach their target groups, and 92 % established new business relationships thanks to conversations with visitors. 85 % now expect post-exhibition business to follow these initial meetings that took place during the event. As a result of a pleasing response from visitors, 91 % of the exhibitors intend to participate at BIOFACH again in the future. 93 % of the visitors who took part in the survey said they had taken away new ideas, while 98 % were happy with the range of products on display and 97 % were satisfied with their visit overall.

### BIOFACH highlights

The highlights at this year's BIOFACH included the exhibition's Worlds of





Experience, which showcased organic VEGAN, OLIVE OIL and WINE product ranges, and cook + talk, a special forum for out-of-home catering. The forum's four different product areas were organized thematically and provided all sorts of culinary inspiration, which was contributed to both by professionals talking to each other and by unique stand concepts.

**2016 Best New Product Awards**

As in previous years, visitors were once again allowed to scrutinize the products at the BIOFACH and VIVANESS novelty stands and vote for their favourites as part of the Best New Product Awards, with the most popular among the 739 nominees receiving awards.

**2016 BIOFACH and VIVANESS Congress attended by approx. 7,000**

The varied congress programme went down very well with visitors in 2016. The BIOFACH and VIVANESS Congress is the organic industry's largest international knowledge forum every year. This year, it featured over 110 events related to the organic food and natural cosmetics markets and attracted roughly 7,000 attendees. The topics covered included everything from sustainable agriculture and food production to trends in the international organic industry to distribution channels for natural cosmetics. Among the attractions with above-average participant figures were the BIOFACH Forum and the Politics Forum and the

focus here was events that revolved around the congress's main theme, "Organic 3.0 – Acting for More Organic". The most popular VIVANESS components of the congress were "Natural cosmetics: facts – figures – markets" and "Between luxury and naturalness: what moves customers".

The next BIOFACH and VIVANESS will be taking place from 15 to 18 February 2017 in Nuremberg.

**Exhibitors from Pakistan**

*Shafi Gluco*

Shafi Gluco Chem is a sister concern of the Shafi Group. The Shafi Group, established in 1959 with Muhammad Shafi Tanneries. Since then, the group has grown from strength to strength and is recognized as a leading light of Pakistan's industrial community. With its annual turnover of over \$100 million is one of the most recognized groups in the business of leather, leather garments, specialty chemicals, food and textiles in Pakistan. The group has 11 manufacturing units spread all over Pakistan.

*Habib ADM*

Habib-ADM Limited and its subsidiary companies produce and market a wide range of rice based starch sugars, protein concentrates, and derivatives. Popular starch sugars include Clarified Rice Syrups, Brown Rice Syrups, High Fructose Syrup, Rice Syrup Solids, Maltitol Syrup, Sorbitol Syrup, and Maltodextrins and

other essential ingredients for the food, confectionery, and pharmaceutical industries.

*Hunza Food*

Hunza Foods represents a modern and sophisticated rice mill. It has state of the art processing facilities including paddy drying and cleaning, husking, pre-cleaning, de-stoning, single/double polishing, silky polishing (mist polishing), width grading, length grading and the latest color sorting.

Their quality assurance program (QAP) starts from the selection and procurement of the finest quality raw paddy. They only use the best raw material which produces a high quality product.

*Organo Botanica*

Organo Botanica processes and supplies premium quality organic as well as conventional dried fruits and nuts to Processors, Packers and High-End Retailers. The family-owned business is not limited to processing only but training hundreds of small-holder farmers.

*Mountain Fruit Company*

Mountain Fruit Company is the first processor and exporter of fair trade and organic certified dry fruit, nuts and edible oil in Pakistan. The Company was created by the founder director Mr. Sher Ghazi in the year 2000 as a project of Aga Khan Rural Support Program. The project was registered as a private limited company in 2004. ♦