



## CLOSING REPORT

February 2016

### Visitor record for BIOFACH and VIVANESS 2016

- Trade fair duo inspire 48,533 trade visitors
- Around 7,000 attend the BIOFACH and VIVANESS Congress
- VIVANESS's anniversary edition pulled off successfully



**BIOFACH, 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 (2015: 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 shows that over EUR 1bn were generated by sales in the natural cosmetics market in 2015, 10 % more than in 2014. It is not just in Germany that organic products have become popular, however. Market research company Organic Monitor estimated the value of the global market for organic products at EUR 60bn 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 the organic market is nowadays. Natural beauty products and products created simply for users to enjoy were showcased, while expert knowledge and groundbreaking

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\*The visitor, exhibitor and area figures for these exhibitions have been certified in accordance with the standard definitions formulated by the FKM, the Society for Voluntary Control of Fair and Exhibition Statistics.



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 appear 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. Those who went learnt how to use organic vegan products, olive oils and wines successfully in the catering industry by watching presentations, discussions and cooking shows, among other things.

### **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.

A list of this year’s winners is available at [www.biofach.de/press](http://www.biofach.de/press) and [www.vivaness.de/press](http://www.vivaness.de/press).



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

As it has done before, 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".

### **VIVANESS diversity given the perfect stage**

VIVANESS's 10th anniversary edition treated its visitors to a number of pleasant surprises. "VIVANESS on stage" made its debut and was a real hit. Its programme consisted of 54 practice-oriented, entertaining and informative presentations delivered by exhibitors and other industry players. Visitors also welcomed the move of the congress into the halls because it brought the congress closer to other parts of the exhibition. The trade fair's first pavilion for young innovative companies from Germany was another new addition for 2016 and housed 10 exhibitors showcasing their products. The announcement of VIVANESS's closer relationships with the associations NATRUE and COSMOS and these associations' resulting honorary sponsorship of VIVANESS received a positive reaction too. It is hoped that the sponsorships will raise the global profile of natural cosmetics even more in future and further establish VIVANESS as an international meeting place for the natural personal care industry.

Both exhibitors and visitors provided pleasing summaries after VIVANESS. 89 % of all the exhibiting companies rated the overall success of the exhibition positively, 93 % were satisfied with the quality of the visitors at their stand and able to reach their target groups, and 91 % were able to initiate new business relationships. 86 % of the exhibitors also stated that

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**BIOFACH**2016 **VIVANESS**2016  
into organic into natural beauty



they would be appearing at VIVANESS again in the future. The trade fair's visitors were similarly positive in their conclusions. 99 % were happy with the range of products on display and 94 % were satisfied with their visit overall.

**Save the date:** The next BIOFACH and VIVANESS will take place from 15 to 18 February 2017 in Nuremberg.

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All press releases, further information and photos are available at [www.biofach.de/press](http://www.biofach.de/press) and [www.vivaness.de/press](http://www.vivaness.de/press).

