

## **FULL CLOSING REPORT** February 2014

BIOFACH and VIVANESS 2014:

42,445 visitors at 25th anniversary of world's leading exhibition

- **Continuity in national and international attendance**
- **Exhibitors and visitors in the mood for celebrating**

**42,445\* trade visitors from 135 countries (international share 44 %) were determined not to miss the 25th anniversary of BIOFACH and the eighth edition of VIVANESS. So the exhibition duo continues its high level of attendance from Germany and abroad. The World's leading Trade Fair for Organic Food and the International Trade Fair for Natural Personal Care impressed once again with their four-day presentation of varied, innovative and high-quality products. 2,235 exhibitors from 76 countries (international share 70 %) presented their products for buyers from the food and cosmetic sectors on a net area of 42,328 m². The top 5 visiting countries were Germany, Austria, Italy, France and the Netherlands. The special focus in 2014 was on the future of the organic food industry and the key theme Organic 3.0.**

Petra Wolf, Member of the Management Board of NürnbergMesse: "The past four intensive and inspiring days at the exhibition have confirmed it once again: BIOFACH in its 25th edition is still the organic exhibition highlight at the start of the year. An impressive sector that constantly inspires with its ecological view and also in terms of its economic and innovative power. The mood in the halls – at VIVANESS too – was really positive, and exhibitors and visitors were highly satisfied. We are already looking forward to seeing everyone again in 2015 and to the Netherlands as Country of the Year!"

\* The figures for exhibitors and visitors are certified by the Society for Voluntary Control of Fair and Exhibition Statistics (FKM), Berlin.

## Exhibitors and visitors highly satisfied with 25th anniversary edition

The anniversary guests offered their congratulations on the 25th edition and were full of praise for the exhibition duo. 91 % of the exhibitors – BIOFACH and VIVANESS together – rate their overall success positively, according to the result of the survey by an independent institute. 97 % of the visitors were satisfied with the products offered at the two exhibitions. Almost 93 % of the exhibitors reached their top target groups and made new business contacts. 86 % of the exhibiting companies assess the present economic situation in their sector favourably. 87 % of the BIOFACH and VIVANESS exhibitors expect good follow-up business. Almost 90 % of the buyers influence purchasing and procurement decisions in their companies. The exhibitors' assessment of the quality of the visitors was correspondingly positive and well over 90 % of them praised the quality. 94 % of the visitors already know that they will travel to the organic sector's first event of the year again in 2015.

## Successful regrouping: highlights to the power of five!

The highlights of the complete global show for the organic market were rearranged for BIOFACH and VIVANESS 2014 into the five clusters of Trends & Innovations, Worlds of Experience, Fachhandelstreff, Generation Future and Congress. Exhibitors and visitors discovered **Trends & Innovations** concentrated on the two Novelty Stands, where 649 innovative and inspiring products could be experienced (BIOFACH Novelty Stand: 496, VIVANESS Novelties: 153). New in 2014 was a separate category for vegan food with 111 delicious products. Buyers discovered five **Worlds of**

**Experience** at BIOFACH 2014: Cheese, Olive Oil, Wine, Fish and Coffee. Here traders were able to gather sound practical information about the respective range of products from recognized experts, try out the products and obtain inspiration for their own shop. The

### **Fachhandelstreff**

with Forum and Club clearly confirmed its function as a central communication location for the German retail trade. The highlights of

### **Generation Future**

were the Careers Centre and the Organic Food Research Award, which was presented for the first time. The

### **Congress**

at the 25th anniversary edition of the exhibition duo attracted 6,550 participants to 104 individual events (including 30 company presentations).

## **Key theme Organic 3.0 exactly what the sector wants**

Both at the congress and in the exhibition halls, exhibitors and visitors showed an intensive interest and commitment to the focus topic Organic 3.0, which was organized jointly by IFOAM, the international patron of the world's leading exhibition, BÖLW (German Federation of the Organic Food Industry), the national supporting organization, and BIOFACH. The patron and supporting organization were agreed: the focus theme was exactly right and created impetus. Markus Arbenz, Executive Director of IFOAM: "With the Organic 3.0 theme in the 25th year of BIOFACH, the stakeholders created impetus for the next 25 years!" Stefan Zvoll, Managing Director, BÖLW: "In 2014 BIOFACH has sharpened its profile as a source of ideas and political think tank. The strong presence of stakeholders from politics, science and business emphasizes its high relevance." The visiting professionals were also particularly interested in the key theme at the congress, where the nine presentations on this theme reached almost 1,000 people. The most popular was the congress paper on the Organic 3.0 Trend and Potential Study by future researcher Hanni Rützler, which was attended by 260 participants.

## **Prizewinners: awards presented to organic products at the world's leading exhibition**

Enjoyment and quality are top priority at BIOFACH. This year's visitors were again delighted with the prize-winning organic products in the Best New Product Award competition, which tracked down the most convincing new products for the fourth time. Every visitor at the exhibition had the opportunity to choose his favourite product as the Best New Product in each of eight categories using his voting card. **The winners were:** Poesie Amelie from foodloose (category Trend vegan), Fresh Chilli Noodles from frizle (category Fresh), Schrozberger Frozen Raspberry Yoghurt on a Stick from Molkerei Schrozberg (category Frozen), Organic Pumpkin Ketchup from Georg Thalhammer Gesundes von Feld und Wald (category Grocery products – cooking & baking), Lovechock Rocks Mulberry/Hemp Seed from Lovechock (category Grocery products – snacks and sweets), Dirty Harry BBQ World Champion from Münchner Kind'l Senf (category Other grocery products), GingerVerde organic from Querdenker (category Drinks) and the Organic Garden Set for Young Explorers from Aries Umweltprodukte (category Non-Food).

## **VIVANESS: show of trends and products for natural cosmetics market**

VIVANESS, the International Trade Fair for Natural Personal Care, took place in 2014 for the eighth time. This year 192 exhibitors from 30 countries presented their products on a net space of 4,874 m<sup>2</sup>. The exhibitors once again included newcomers and niche brands as well as pioneering manufacturers. The top 3 exhibiting countries were Germany (63), France (41) and Italy (22). The highlights and visitor attractions included Breeze, Novelties and the premiere of the Meet & Talk communication platform.

One of the most important reasons for visiting both BIOFACH and VIVANESS every year is to discover inspiring new products. There was accordingly a lot to be experienced, tested and discovered by the trade buyers present from the international cosmetics sector, which in general is becoming greener and greener. The number of registrations for the VIVANESS Novelties rose from 101 to 191. Eleven manufacturers from seven countries also presented more brands than ever before in the special Breeze area.

Decision-makers from the retail trade (32 %), manufacturing (19 %), service sector (19 %) and wholesale/import & export (16 %) were also the main groups of visitors at this year's VIVANESS. Over 95 % of them were satisfied with the products, organization and service offered at the exhibition. The VIVANESS Forum as part of the BIOFACH und VIVANESS Congress attracted the usual keen interest in 2014 and almost 500 participants attended its seven events.

Save the date! The organic sector meets in Nürnberg next time from **11–14 February 2015**.

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