



FULL CLOSING REPORT

3 March 2011

BioFach and Vivanness 2011: Nürnberg exhibition duo delights the global organic world

- ◆ 2,544 exhibitors and 44,592 trade buyers at world-leading exhibition
- ◆ Vivanness: 198 exhibitors inspired global natural cosmetics professionals
- ◆ Politics and sector set course for the future

BioFach, the World Organic Trade Fair, and Vivanness, the Trade Fair for Natural Personal Care and Wellness, welcomed 44,592 visitors (2010: 43,669) to the Exhibition Centre Nuremberg from 16–19 February 2011. The professional audience from 131 countries (2010: 119) were delighted with the four-day display of innovative organic food, eco-textiles and natural cosmetics. Some 1,150 media representatives from 37 countries reported on the exhibitions all over the world. Inspiring congress events provided a lively exchange of views. The internationality of the visitors rose to 43 %. Besides Germany with 24,954 trade buyers, the following countries were represented particularly strongly: Austria (1,795), Italy (1,417), France (1,344), the Netherlands (1,233) and Switzerland (906). The 2,544 exhibitors at the exhibition duo travelled from 86 countries. The international share was 70 %. Besides Germany with 752 exhibitors, Italy (419), Spain (181), France (184), Austria (104) and the Netherlands (86) were convincing with their strong contingents of exhibitors.

Claus Rättich, Member of the Management Board of NürnbergMesse: “Four days of passionate interest in the sector, products, future concepts and politics – the good mood in the global organic market was clearly noticeable on the exhibition grounds. 80 % of the visitors at BioFach and Vivanness rated the economic situation as very positive. 97 % of them were satisfied with the exhibitions. A real highlight was the visible political presence! More than 100 representatives from international politics and the first regional meeting of agricultural politicians at BioFach showed that here the sector is shaping styles of nutrition and the ecological future of our planet.”

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Markus Arbenz, Executive Director of IFOAM: “BioFach is our world-leading exhibition and this year’s event was again more international and more political – not least with its focus on feeding the world. The organic movement stands for approaches to real solutions in the battle against hunger throughout the world!”

Dr. Alexander Gerber, General Manager of BÖLW: “Our cooperation with NürnbergMesse as its new national supporting organization for BioFach has proved itself! We are very satisfied. The joint Media Day was a great success and attracted a broad response. The interest in our presence at the exhibition and in the congress programme – especially in the focus on feeding the world – was huge. Not only the exhibition itself, but especially the BioFach Congress is an ideal forum for advancing the organic food industry and strengthening the political visibility. Many visitors come just for this!”

Exhibitors and visitors in excellent spirits

The mood among the participating manufacturers and trade buyers was excellent. 92 % of the BioFach exhibitors rated their presence as a success, met their major target groups and made new business connections. More manufacturers than in 2010 expect noticeable follow-up business (88 %). 97 % of them praised the high quality of the visitors. The degree of satisfaction among the exhibitors at Vivanness was even slightly higher. Almost 94 % rated their presence at the exhibition as a success and met their key target groups. 95 % expect appreciable follow-up business and praised the high quality of the contacts; 96 % made new business connections. The main reasons for visiting the world’s leading exhibition are obtaining information about new products, general market orientation, preparing the ground for new business contacts and cultivating existing ones, exchanging information and expanding knowledge. More than 80 % of the exhibitors and visitors at the exhibition duo had already decided before they left for home: “We’ll be back again next year!”

Fachhandels Treff: successful première

One group of visitors this year were pleased with an area specially designed for them. The newly created Fachhandels Treff with its three areas of Forum, Club and Café was to create a place for communication and relaxation for the German organic retail trade at the world’s top exhibition.



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1,500 German retailers used the premiere for exchanging views with colleagues and training. As last year, more than 800 participants gathered information at the Fachhandels Forum as part of the BioFach Congress, and visitors used the relaxed atmosphere of the Fachhandels Club to hold intensive talks with business partners.

Vivaness 2011: more exhibitors on its fifth birthday

Vivaness, the Trade Fair for Natural Personal Care and Wellness, celebrated its fifth birthday parallel to BioFach, the World Organic Trade Fair. 198 exhibitors from 22 countries presented their products in 2011. The exhibiting companies included both world market leaders and newcomers. The natural beauty Vivaness grew appreciably over the year before with an additional 15 manufacturers. The companies occupied almost 5,000 m² of net space. Germany presented 82 exhibitors at this year's Vivaness, and France (38), Italy (30), Austria (8) and the Netherlands (5) were also well represented. 67 inspiring and innovative new products impressed the visiting specialists on the Vivaness Novelty Stand. Vivaness was supplemented by the special show BREEZE, with products presented by 10 trendy niche brands and young labels. Exhibitors from 7 countries showed their presence there, with companies from Austria, Switzerland, France, Italy, Denmark and Sweden as well as from Germany. The special show included products with sophisticated and unusual packages and special designs.

And the winner is...: visitors chose the Best New Product Award

As a new feature this year, the visitors had the chance to choose the most innovative products in seven categories from all 222 entries on the BioFach Novelty Stand. The winners were: Misch-mit! Muesli Mix Set, Rosengarten (Basic Food), Sweet Organic Gourmet Line, Herbaria (Delicatessen & Spices), Indian Lamb Curry and Chicken Curry, Biopolar (Convenience Products), Stevia Organic Yoghurt, Andechser Molkerei Scheitz (Milk & Dairy Products), Honigmayr BioSelection, Honigmayr Handelsgesellschaft (Baked Products & Confectionery), Rabenhorst Juice for Cooking, Haus Rabenhorst, shared the award in the Drinks category with Now Orange Cola from Neumarkter Lammsbräu. The Guerilla Gardening Seed Bomb from Aries Naturprodukte won the Natural Products category.



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Highlights in 2011: wine and olive oil, fair trade and eco-fashion

The 10 halls this year again offered visitors the opportunity to taste and enjoy organic food, discover natural cosmetics and experience the whole variety of eco-textiles.

The exhibition highlights included hall 4A with organic wine and the MUNDUS VINI BioFach International Organic Wine Award. 274 producers of organic wine from 27 countries presented their products at the world-leading exhibition. A visit to the day-lit hall was not only worth it for the wine, however. The Olive Oil Bar and the Olive Oil Award have been key features of the world's top exhibition for years. Olive oil, the green gold from the Mediterranean region, was presented by 256 producers from 25 countries. The best olive oils were selected by the visitors again in 2011. The Olive Oil Award attracted a record number of entries with 108 oils.

At Organic + Fair, the special show for fair trade organic products, 46 exhibitors from 19 countries showed their products. The Textil-Area delighted visitors with 44 green labels from 9 countries. A real attraction for visitors was Germany's biggest eco-fashion show with 80 outfits.

Focus on organic knowledge transfer again

The BioFach Congress and Vivaness Forum provide knowledge transfer at both exhibitions every year. 8,601 congress participants sourced information at 158 events. An average of 50 people were interested in each of the individual presentations and panel discussions. 582 congress visitors discussed the key topic of feeding the world.

Pioneering: Training – Work – Prospects

Knowledge and job recruitment also play a key role for the future generation of organic market players. The exhibition duo devoted a separate area to the topics of Training – Work – Prospects for the first time in 2011. The focus was on connecting people, job recruitment in the organic sector and training strategies for the future.

Namaste and welcome India!

The international organic sector meets next time in Nürnberg from **15–18 February 2012**, when the world-leading exhibition BioFach focuses on India as Country of the Year.



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All press articles, more detailed information and photos are available at:
www.biofach.com and **www.vivaness.com**

The latest trends and news at:
www.oneco.biofach.de

All exhibitors and their current product information can be found at:
www.ask-biofach.de and **www.ask-vivaness.de**