Nürnberg, Germany 13.-16.2.2024

BIOFACH

into organic

PRESS RELEASE November 2023

BIOFACH 2024 – from a diverse range of international products to the future of food

- **New “International Newcomers & Start-ups” pavilion delivers even more innovative strength**
- **HoReCa – GV & Gastro hub offers dedicated programme for representatives of the out-of-home catering and hospitality segment**

Nuremberg will become the focal point for organic products, sustainability, and innovation in the sector, when representatives from the entire value chain gather at BIOFACH, the world’s leading fair for organic food, from 13 to 16 February 2024. The event is co-located with VIVANESS, the international trade for natural and organic cosmetics and personal care. Visitors to BIOFACH 2024 are set to enjoy knowledge-sharing and networking, discover new products, and drive the organic sector forward. The necessary scope is provided among other things by the themed special display areas and the BIOFACH CONGRESS with its wide-ranging programme. In 2024, the congress theme will be: “Food for the future: Women’s impact on sustainable food systems.”

“The preparations for the trade fair duo are in full swing. In 2024, we expect around 2,800 exhibitors from all around the world, 200 of them at VIVANESS. We are already looking forward to welcoming all participants to Nuremberg and creating a framework with plenty of scope to explore the trends relevant to the future of the organic food industry,” explains Danila Brunner, Executive Director BIOFACH and VIVANESS. “We are also expanding the supporting programme and creating additional features that encourage focused

Veranstalter
Organizer
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
info@biofach.de
www.biofach.de
www.biofach.com

Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board
Marcus König
Oberbürgermeister der Stadt Nürnberg
Lord Mayor of the City of Nuremberg

Geschäftsführer
CEO
Peter Ottmann

Registergericht
Registration Number
HRB 761 Nürnberg

Internationaler Schirmherr
International patron
IFOAM ORGANICS INTERNATIONAL

Nationaler Ideeller Träger
National supporting organization
BOLW
Bund Ökologische Lebensmittelwirtschaft

exchanges, provide direction, and bring like-minded professionals together. Examples include our new pavilion for international start-ups or the HoReCa – GV & Gastro hub for the hospitality and out-of-home catering sector," Brunner continues.

Innovations and trends

The collective power of innovation can be discovered by visiting the international exhibitors in the halls and at the BIOFACH Novelty Stand, where the spotlight is on new products from exhibitors. Over the three-day event, visitors will get the opportunity to vote for their favourite products in seven categories in the BIOFACH Best New Product Award. The official awards ceremony will take place on Friday 16 February 2024, the last day of the fair, and all visitors, exhibitors and media representatives are cordially invited to attend.

Newcomers to the organic food industry also bring innovation, creative ideas and trends to the table. For the first time, BIOFACH is organising a dedicated area for international start-ups, the "International Newcomers & Start-ups" pavilion. In addition, the "Young Innovators" pavilion subsidised by the German Federal Ministry for Economic Affairs and Climate Action (BMWK) provides a platform for 30 German start-ups.

The supporting programme also offers a host of new features and innovations. In February, the Trend Tour – which was still exclusively for media representatives and content creators in 2023 – will also take visitors to see selected exhibitors and their trending products for the first time. On the tour, information will be provided about the trade fair trends highlighted by BIOFACH and industry experts.

Networking and focused knowledge-sharing

"BIOFACH is all about seeing, smelling, tasting, feeling and handling organic products. But it has a whole lot more to offer. We want to bring together the industry and facilitate networking, while encouraging communication and a

future-driven discussion," says Steffen Waris, Director BIOFACH and VIVANESS.

Key issues for the future, best practice examples and networking are reflected in a variety of ways over the four days of the fair. At the special display areas, for example, which connect like-minded participants, encourage professional dialogue and define solutions and trends for the sector. These include the "worlds of experience". Following a break in 2023, the World of OLIVE OIL will be back in February, as will the Olive Oil Award, which will be presented during BIOFACH 2024. The World of VEGAN, whose vibrant content was developed in conjunction with AöL and VegOrganic, will be the main port of call for topics relating to plant-based alternatives and vegan products.

The various forums and network hubs, like the Fachhandelstreff for specialist retailers or the Initiatives and NGOs hub, encourage dialogue on specific topics. A new feature at BIOFACH 2024 will be the HoReCa – GV & Gastro hub, a communicative space geared towards interested parties and representatives of the out-of-home catering and hospitality segment. It gathers experts from the catering industry to experience best practice examples and get ideas and inspiration. "With this new area, we are creating an interactive networking space, offering plenty of opportunities to enhance knowledge and share experiences. Participants will also gain valuable insights to help them optimise their own business processes. The format is geared towards communication and includes pitch sessions, working spaces and communication areas that encourage mutual exchanges. The digital guide to out-of-home catering rounds out the programme nicely," explains Waris.

BIOFACH Congress

"Food for the Future: Women's Impact on Sustainable Food Systems" is the main theme of the BIOFACH Congress. It was chosen in collaboration with our international patron IFOAM – Organics International and national supporting institution BÖLW, the German Federation of Organic Food

Producers. It puts the spotlight on the transformative power of women in the food sector and explores their role for a more sustainable food system in the future. The individual presentations address many other sector-specific and future-oriented topics. As a result, the BIOFACH Congress provides a comprehensive platform for knowledge-sharing and acquisition, networking and transformation. It is designed for representatives of the entire value chain of the organic food sector.
For more information, go to: www.biofach.de/kongress

BIOFACH digital
For information on the supporting programme, exhibitors and their products, trade fair and industry news, and a whole lot more, visit the BIOFACH website. The website has had a fresh look since summer 2023. Not only does it offer more orientation, but it is also the first port of call for trending topics and industry news. The "Knowledge & Inspiration" section provides interesting articles about the issues driving the organic food sector.

BIOFACH 2024 is set to take place on site in Nuremberg and online on the digital event platform (BIOFACH digital). Parts of the congress and supporting programme will be streamed live and will be available as on-demand videos for several months afterwards. These items are marked accordingly in the programme. BIOFACH digital helps participants to plan their visit efficiently, and the networking tools and onboarding function will be enabled shortly before the event.

Contact for press and media
Barbara Böck, Saskia Viedts
T. +49 911 86 06-83 29

press@biofach.de

For more information and services for journalists and other media representatives, go to:
www.biofach.de/de-de/presse