



# BioFach China<sup>®</sup>

International Organic Trade Fair and Conference  
中国国际有机食品博览会

# 2010

Shanghai, China  
Shanghai INTEX

中国, 上海  
上海国际展览中心

# 5.27 – 5.29

名誉单位  
PATRONAGE



主办单位  
ORGANIZERS

NÜRNBERG MESSE



中国绿色食品发展中心  
China Green Food Development Center

[www.biofachchina.com](http://www.biofachchina.com)



## 为什么选择中国

- **中国是有机农产品生产大国，也是采购大国之一**  
根据IFOAM的有机农业研究所（FIBL）与中国COFCC的2007年统计，其有机土地面积达到166万公顷，仅次于澳大利亚和巴西，世界排行第三。2008年有机产量达到了304万吨，其中20%左右以出口为主。优质丰富的有机产品使得中国成为有机原料的采购大国之一。
- **中国国内有机消费悄然成长**  
很多有机农产品或加工品出现在家乐福，沃尔玛等大型超市，以及有机食品专卖店。据初步统计，2007年中国有机食品销售量约为103亿人民币，占当年城市消费品零售额（国家统计局：73735亿元）的0.14%，但是随着个人生活水平的提高，政府和人民群众对健康和环境保护的关注，据专家估计，10年内将增长到1%-1.5%，接近发达国家目前的平均水平。
- **开拓亚洲市场中转站**  
目前日本，新加坡，韩国，马来西亚，以及香港和台湾等亚洲国家及地区在最近两三年中，对于有机产品的年消费增长达到了30% - 40%。而这些市场严重依赖于进口，特别是有机加工食品。而中国毗邻于这些国家和地区，是您开拓亚洲市场中转站。

## 为什么选择 BioFach China

BioFach China 中国国际有机食品博览会，自2007年以来，已发展成为中国最大的国际有机食品博览会。2009年，来自15个国家的238家参展商参加了此次盛会。观众数量也在三年中增加了30%，达到了10375名观众，分别来自于39个国家和地区。其影响力吸引了更多专业人士的关注。

BioFach China将成为您开拓中国亚洲消费市场，发展欧美出口市场，了解国内外有机发展动向的重要枢纽站。

## Why in China

- **China is one of the largest producers of organic products**  
According to the Organic Agriculture Research Institute (FIBL) and the China COFCC Statistics 2007, China's organic acreage of 1.66 million hectares ranks third after Australia and Brazil. China's organic production in 2008 reached about 3.04 million tons, of which about 20% were exported. With its amount of high-quality organic raw materials China has become one of the main supply markets in this area.
- **China's domestic consumption market is growing fast**  
Today most of the organic food in China is placed in big supermarket chains such as Carrefour and Wal-Mart as well as in organic food stores. In 2007 organic food for 10.3 billion yuan was sold in China which is 0.14% of all urban retail sales of consumer goods in China. Experts estimate that because of the public's concern for health and environmental protection, the organic consumption volume will grow up to 1-1.5% within the next 10 years, which will be close to current levels in some developed countries.
- **China is a spring board to other Asian markets**  
During the last three years, the annual consumption of organic products grew by 30 to 40% in Japan, Singapore, South Korea, Malaysia, Hong Kong, Taiwan and other Asian countries. These markets rely on imports of organic foods and products. Buyers and importers from these countries and regions will come to BioFach China in search for new products which provides you with the opportunity to use BioFach China as a spring board to introduce your products into neighboring markets.

## Why BioFach China

With three years of experience, BioFach China has become the largest international organic trade fair in China. In 2009, 238 exhibitors from 15 countries participated in the exhibition. The number of trade visitors increased by 30 percent between 2007 and 2009. In 2009, the trade fair attracted 10,375 visitors from 39 countries and regions.





## 成功展示，重在交流— 众多专业观众聚集一堂

您的顺利参展取决于很多因素。其中“交流”至关重要。在这里，我们为您提供最有效的交流平台。国际有机食品博览会凭借其成功的理念以及在纽伦堡，日本，北美，南美和印度举行博览会，搭建了世界众多买家联系网络。在BioFach China，您不仅将遇到中国的采购商，还有来自亚洲，欧洲，美洲等海外重要的有机市场采购商。在BioFach China 2010，您可以：

- 与海内外有机贸易商面对面地交流
- 树立公司品牌形象，开拓海内外市场
- 维护、加强您的国内外销售网络
- 获得市场动态信息，了解市场反馈
- 得到大量媒体的关注
- 参加国际论坛，聆听海内外专业人士探讨发展趋势

## Communication is everything-- effective mix for your successful presentation

The success of your participation depends to a great extent on effective communication. We will support you with an optimal service for your communication. The successful cooperation of the BioFach network with trade fairs in Nuremberg, Japan, North and South America, and India enables us to invite your customers from a large pool of national and international buyers. BioFach China is the best platform to develop your business in Asia. At BioFach China 2010 you can:

- Get to know buyers and suppliers
- Create awareness for your brands
- Maintain existing contacts and make new business contacts
- Obtain information on the domestic and overseas markets
- Enjoy a huge media response
- Participate in the international conference programme at no extra costs



## BioFach 全球展会

## GLOBALLY PRESENT

BioFach 德国  
纽伦堡, 德国  
2010年2月17日-2月20日

BioFach  
Nuremberg, Germany  
17-20 February 2010

BioFach 美国  
波士顿, 美国  
2010年9月14日-9月16日

BioFach America  
Boston, USA  
14-16 September 2010

BioFach 日本  
东京, 日本  
2010年10月21日-10月23日

BioFach Japan  
Tokyo, Japan  
21-23 October 2010

BioFach 南美  
圣保罗, 巴西  
2010年10月27日-10月29日

BioFach América Latina  
São Paulo, Brazil  
27-29 October 2010

BioFach 印度  
孟买, 印度  
2010年12月07日-12月09日

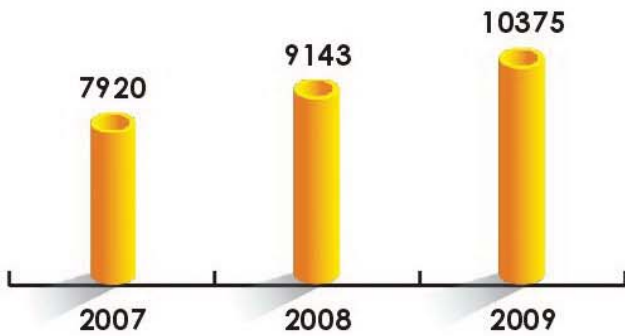
BioFach India  
Mumbai, India  
07-09 December 2010



# BioFach China 2009 回顾 BioFach China 2009 Review

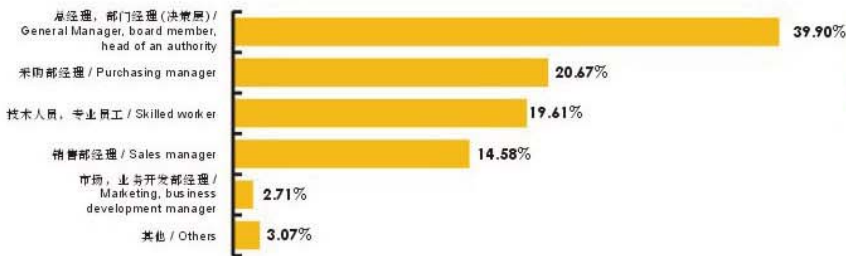
## 历届观众到场情况汇总

Visitor number



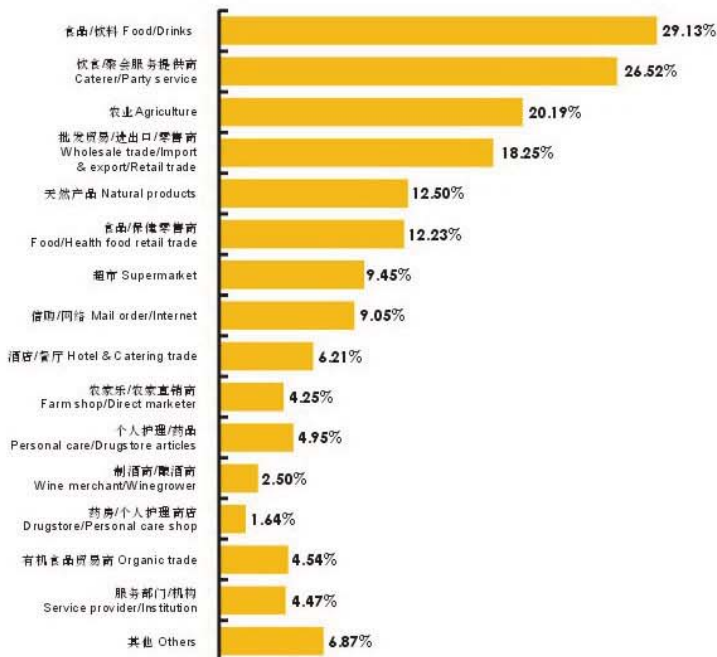
## 观众职务的分类

Visitors classification functions



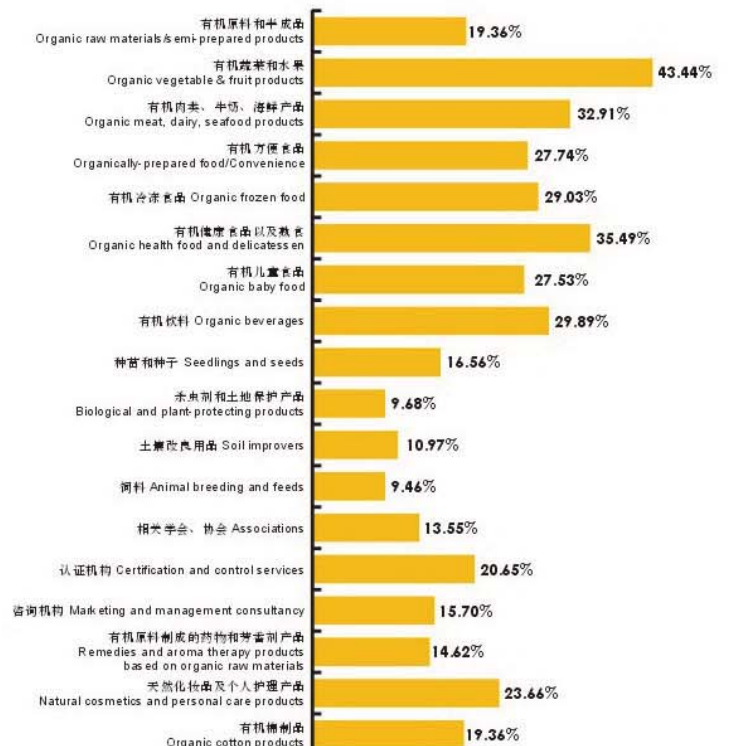
## 观众行业分析(多选)

Visitors according to industries (multiple choice)



## 观众感兴趣的产品分析(多选)

Visitors' interests by product group (multiple choice)



## BioFach China 2010 -- 同期会议和活动

同期举行的专业会议和活动是 BioFach China 最重要的环节，也吸引了大量的专业观众和参展商的参与。

- 有国内外专家学者参与的国际研讨会。他们将共同探讨有机产品的现状和未来。
- 现场有机烹饪活动和乐活教育活动，让更多人体验有机，推广有机理念和生活方式，从而推进有机消费市场的迅速发展。

## BioFach China 2010 -- Special events

Important features of BioFach China are the special events that run concurrently to the trade fair and that attract great attention from trade visitors and exhibitors:

- International conference with experts from the local and international organic scene, speeches on a series of issues such as food safety, the development of the Chinese and International organic markets.
- On site action with organic cooking events and Lohas events to broaden the understanding for organic products and lifestyle.



### 展品类别

- 有机食品
- 有机饮料
- 天然纤维和纺织品
- 天然化妆品及个人护理产品
- 有机原料制成的药物和芳香剂产品
- 有机生产资料
- 服务行业
- 有机棉制品

### Product Groups

- Organic food products
- Organic beverages
- Remedies and aroma therapy products based on organic raw materials
- Natural cosmetics and personal care products
- Natural fibres and textile products
- Agricultural supplies and processing
- Service for the organic industry
- Organic cotton products

## 2010 BioFach China 新亮点

### 化妆品和服装展区

中国的化妆品销量在2007年高达120亿美元，为全亚洲第二。在中国进口化妆品仍然占领主要市场。从消费者使用有机化妆品的区域上分析，亚太地区的增长率仅次于东欧南美，排名第二，增幅为9.2%，是一个增长迅速且非常重要的市场，中国则成为了推动这个区域的主要力量。同样，有机纺织品也正在被更多的中国妈妈所接受，为他们的宝宝而选用。这个展示区将展示最新的有机天然化妆品和纺织品。特别的装饰会吸引更多商家的注意。

### 乐活展

自2004年“乐活族”在中国出现，发展到现在已经成了一个具有相当规模的群体。在乐活展中，我们将请来中国的乐活者们，通过演讲，活动等形式来诠释乐活在中国的特色发展。同时，我们也将邀请到乐活的配套服务公司前来展示。

## Highlights in BioFach China 2010

### Cosmetics and Clothing Zone

The sales amount of cosmetics in China was as high as USD12 billion in 2007, which ranks second in Asia. The imported cosmetics are still dominant in major markets. With an increase of 9.2%, the Asia-Pacific region is the fastest-growing market after South America and Eastern Europe. China has become a major driver for the growth in this region.

At the same time more and more Chinese mothers prefer organic clothing and natural baby care. Show your latest trends for natural cosmetics and organic textiles at Cosmetics and Clothing Zone at BioFach China 2010. Become a trend setter.

### Lohas Special Area

Since its appearance in 2004, Lohas has developed into a sizeable group in China. At the Lohas Special Area, Chinese Lohas will give speeches and organize activities to demonstrate the development of Lohas within typical Chinese lifestyles. Meanwhile, we will also invite exhibitors who provide supplementary services of Lohas.

## 展会信息

日期: 2010年5月27-29日 (周四-周六)  
 开放时间: 上午9点至下午4点30分  
 地点: 上海国际展览中心

## 联系方式

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## GENERAL INFORMATION

Date: 27-29 May, 2010 (Thu.-Sat.)  
 Opening Hours: 09:00 a.m. - 04:30 p.m.  
 Venue: INTEX, Shanghai

## INFORMATION / APPLICATION

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## 主办单位 ORGANIZERS

NÜRNBERG MESSE



中国绿色食品发展中心  
 China Green Food Development Center

## 承办单位 CO-ORGANIZERS

NÜRNBERG MESSE CHINA  
 纽伦堡会展服务(上海)有限公司



中绿华夏有机食品认证中心  
 China Organic Food Certification Center

## 支持单位 SUPPORTING ORGANIZATIONS

农业部产品质量安全中心  
 The Center for Agri-food Quality & Safety, The Ministry of Agriculture

农业部农业贸易促进中心  
 Agricultural Trade Promotion Center, Ministry of Agriculture, P.R. China

上海市绿色食品发展中心  
 Shanghai Green Food Development Centre