

BIOFACHCHINA

into organic

Nanjing International Expo Center

November 17 - 19, 2022

www.biofach-china.com

International Patron



Co-located with

NATURAL
EXPOCHINA

Organizer

NÜRNBERG MESSE

Supporter





New lifestyle of health and sustainability

- New trend of food industry under post-epidemic: safety & health
- With a sense of social responsibility, the organic industry respects nature and biodiversity to make a better future.
- The innovation of consumption promotes the industry development.

Exhibit categories

- Organic Fresh Food
- Organic Beverage
- Organic Grain
- Organic Cooking Condiment
- Organic Dairy Product
- Organic Textile
- Organic Household Product
- Organic Personal Care Product
- Organic Maternal and Infant Product
- Organic Cosmetic
- Organic Certification Institution
- Organic Restaurant/Farm

Specialized zones

- Geographical Indication Area
- Brand Product Area
- Maternal & Infant Area
- International Product Area

Expand your potential market in China

As a daughter show of BIOFACH in China, BIOFACH CHINA has been organized by NürnbergMesse GmbH, one of the top 15 exhibition companies in the world, since 2007. Rooted in the local market for 14 years, BIOFACH CHINA gathers high-quality products and professional buyers from all over the world, which makes BIOFACH CHINA a major business exchange center for organic products in China. Around 4,000 organic companies have invariably built their brand images, released new products and expanded sales channels at BIOFACH CHINA.

In 2019, the Chinese Academy of Inspectional and Quarantine (CAIQ), which is affiliated to the State Administration for Market Regulation, became the new partner of BIOFACH CHINA. Both parties work together to promote the healthy development of the organic industry in Asia. BIOFACH CHINA is a comprehensive service platform that integrates industry, trade, technology, academy and cultural exchanges.

Under pandemic, organic is the new trend

Since the outbreak of COVID-19, it has caused huge loss to the world economy and has greatly affected people's lives. As the domestic epidemic stabilized, consumers' restrained needs will have the opportunity to be released. Compared with the past, they will pay more attention to health, immunity and food safety. Organic products will usher in a new market growth point. At present, the sales of organic products in China ranks fourth in the organic market worldwide and first in Asia after US, Germany and France with \$8.59 billion.

So it is the perfect timing to start your business in China.



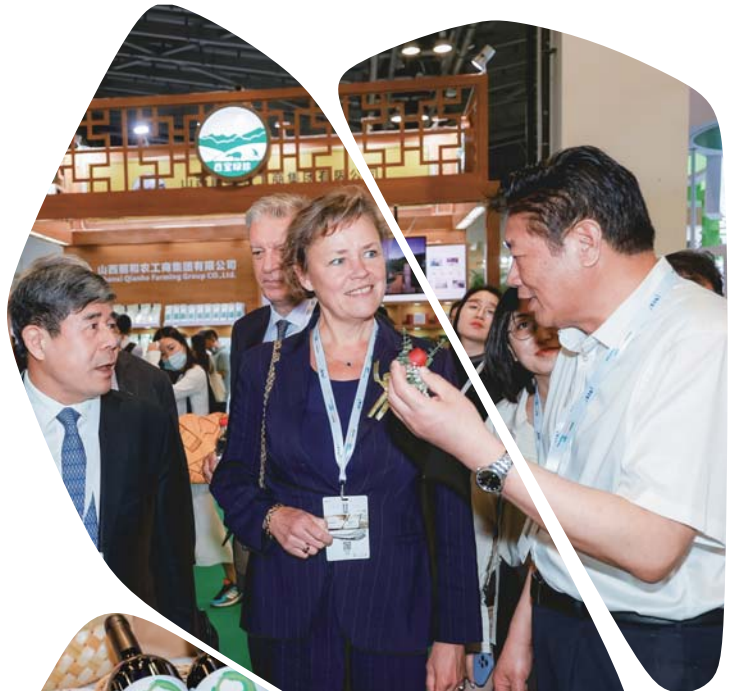
Make your organic products stand out

The domestic organic market has bright prospects and huge development space

According to IFOAM - Organics International, Chinese organic has entered the 3.0 era. Organic products will get more attention due to the pandemic. At present, the products of China's organic industry are mainly primary agricultural products (plant products account for 60% - 70%), but the sales products are mainly processed products (accounting for 87.6% - 92.2% of the total sales). In the future, domestic organic products will gradually change from primary processing to deep processing products, which is also the only way for development.

Reasons for participation

- Conduct business communication and establish cooperation with organic agents and purchasers at home and abroad.
- Promote brand image and get to know the company's position in the market.
- Exchange information with authoritative organic certification bodies to understand overseas and domestic organic certification standards.
- Understand current trends of the global organic market and discuss the hot topics in the industry.



BIOFACH CHINA business night & awards dinner

Political elites, industrial experts, global exhibitors and buyers attend the business night & awards dinner. Use our business night for establishing new contacts or intensify already existing contacts in a relaxed atmosphere. This is a great opportunity to celebrate the very best in organic industry while enjoying a fantastic banquet made by top-level organic food.

China organic & natural products directory

Rooted in the Chinese organic market for more than 10 years, this online business matching system created by BIOFACH CHINA helps enterprises and professional visitors to access their targeted and useful information, including market information, suppliers, distributors and products. This is a great way to connect Chinese organic enterprises with global trade.

2021 Review

Conferences of research & innovation

First China organic industry retailer summit

BIOFACH CHINA held the China Organic Industry Retailer Summit for the first time, focusing on the expansion of retail demand during the post-epidemic era. The epidemic has made e-commerce an indispensable part of people's life, and it has also become first choice for the consumers.

BIOFACH CHINA is committed to expanding the development of the platform, and providing more choices for exhibitors.

China organic maternal & infant development summit

The summit discussed the future of the Chinese organic maternal and infant industry from the perspectives of formula milk powder standard guidance, industry innovation, big data analysis of market consumption behavior, etc. Deeply interpreted the development path of organic maternal and infants in the future based on policy, brand, channel and consumption. In 2022, the China organic maternal & infant development summit will bring more new content to the audience.

Conference on China international organic market and development

High-class content shared by the State Administration for Market Regulation, Chinese Academy of Inspection and Quarantine, IFOAM – Organics International, China Chain Store & Franchise Association. Focus on the development of the organic market under post-epidemic and presentation of new analyses and predictions of the domestic and foreign organic market.

*For more details, please refer to the 2021 BIOFACH CHINA final report on the official website.



2021 Review

Exhibitors



* incl. NATURAL EXPO CHINA

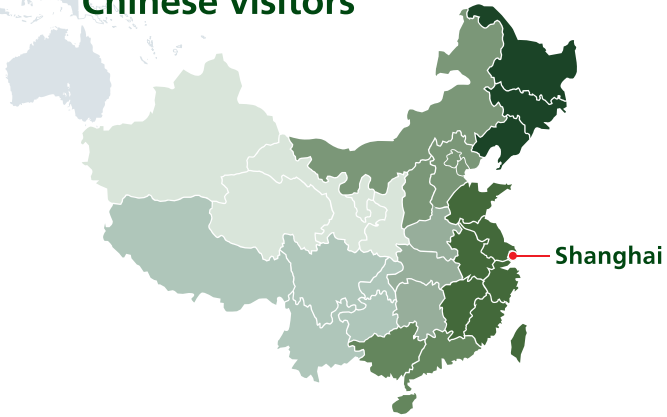
Visitors



Exhibitors' purpose

- Conduct business communication and establish cooperation with organic agents and purchasers at home and abroad
- Promote the company's brand image and learn the company's situation in the market
- Exchange information with many organic certification authorities at home and abroad to learn the standards better
- Learn the development trend of global organic products market and explore key issues in the industry
- Expand international and domestic core industry contacts through BIOFACH CHINA's global network

Regional provenance of Chinese visitors



- 64 % East China
- 5 % South China
- 5 % Central China
- 13 % North China
- 5 % Northeast China
- 4 % Southwest China
- 4 % Northwest China

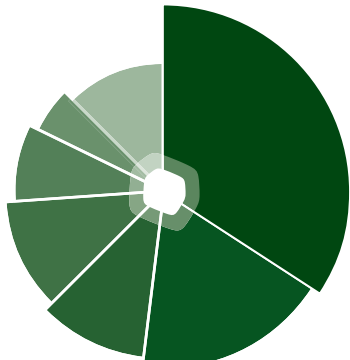
“ In this exhibition, we saw the vitality of the organic industry, the conviction of old friends and the vigorous germination of new forces. More and more friends come to the organic industry, more and more social attention is paid to the organic industry, more and more reasonable the industrial pattern will be, and more and more strong the industrial responsibility will be. All this makes us believe that organic will make more people's lives a better life and the industry will be much better. Shenzhen Organic Products Industry Association is willing to work together with every partner and congratulations on the success of the BIOFACH CHINA 2021! See you next year!

—Zhang Guoyan, Secretary General of Shenzhen Organic Products Industry Association ”

“ As an old friend in the organic industry, BIOFACH CHINA is an exhibition I visit every year. I saw many friends still preserve in this industry during these years, and I also found more friends joining the organic family. From the organic industry to the maternal and infant industry, from fresh food to milk powder or supplementary food, the first principle of purchasing products is organic. After all, organic certification is key standard as we providing high-quality products to the next generation. This year, I brought our channel director to the exhibition and he was deeply attracted by the variety of organic products. I hope to work together with this organic family in the future.

—Zhang Yimin, Head of Qtools Food Procurement ”

Visitor categories



- 33% Distributor/Agents
- 17% Manufacturer
- 10% Wholesaler, Importer/Exporter
- 11% E-commerce
- 8% Hospitality and restaurant business operators
- 5% Department stores/Supermarket
- 12% Others

BIOFACH CHINA

into organic



Date November 17 - 19, 2022
Venue Nanjing International Expo Center
No. 300, Jiangdong Middle Road, Jianye District, Nanjing,
Jiangsu, China
Space 12,000 m²
Exhibitors Estimated 300
Visitors Estimated 15,000
Organizer NürnbergMesse China Co., Ltd.
Supporter Chinese Academy of Inspection and Quarantine
Patronage IFOAM – Organics International

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