

# BIOFACHCHINA

into organic

## 亚洲国际有机产品博览会

同期举办 Co-located with

### NATURAL EXPOCHINA

### 亚洲国际天然产品博览会

## 2024.6.13-15

上海新国际博览中心 E7馆

Shanghai New International Expo Center (SNIEC)

Hall E7

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

17<sup>th</sup>

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名誉单位  
International patron

IFOAM  
ORGANICS  
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**12,000+**

平米展出面积  
Square Meters



**10,800+**

专业观众  
Professional Visitors



**200+**

展商  
Exhibitors



**12+**

同期活动  
Accompanying Programs

## 展会介绍 Introduction

- 创立于2007年的BIOFACH CHINA品牌源于全球15大展览公司之一的纽伦堡国际博览集团，深耕中国市场17年，充分融合国内外资源，立足国际视野，将其打造成为亚洲屈指可数的专业化B2B国际有机贸易平台，是有机生产商们展示企业品牌、提升品牌形象的绝佳场所。

BIOFACH CHINA was founded in 2007 by the NürnbergMesse Group, one of the world's top 15 trade fair organizers. With 17 years of dedication to the Chinese market, BIOFACH CHINA integrates domestic and international resources, adopts a global perspective, and has grown to become one of the few professional B2B international organic trade platforms in Asia. BIOFACH CHINA offers organic professionals an excellent chance to show and promote their brands.

- BIOFACH CHINA作为亚洲有机行业风向标，旨在汇聚国内外顶尖的有机品牌和相关渠道的专业买家，提供交流与分享的平台。2024年展会计划进一步扩大规模和展品范围，包括有机原料、初级农产品、深加工产品和有机生活方式产品，这将为参与者提供更多了解有机产业的新潜力，同时吸引更广泛的观众。

As a leading exhibition for the organic industry in Asia, BIOFACH CHINA aims to bring together top organic brands, professionals, buyers and consumers, providing a platform for communication and connection. BIOFACH CHINA 2024 plans to further expand in scale and product range, including organic raw materials, primary agricultural products, deep-processed products and goods related to organic lifestyles, which will provide participants with greater insights of the industry while attracting a wider audience.

- 展会还将举办多场精品行业论坛，覆盖有机产业的各个方面。从行业趋势到赋能品牌，从专家详解到现场答疑，为参与者提供多维度了解有机行业的机会。

BIOFACH CHINA 2024 will also host a number of high-level forums, covering various aspects of the organic industry. From industry trends to business empowerment, from experts' instructions to on-site Q&A, these forums offer participants opportunities to gain multi-dimensional knowledge of the industry.

## 展品类别 Product Groups

### 有机食品/饮料

#### Organic Food and Beverages

- |           |                                     |
|-----------|-------------------------------------|
| • 生鲜食品    | Fresh food                          |
| • 冷冻食品    | Frozen food                         |
| • 厨房和烘焙产品 | Grocery products cooking and baking |
| • 零食和糖果   | Grocery products snacks and sweets  |
| • 饮料和天然水  | Grocery products drinks             |
| • 其他产品    | Other grocery products              |
| • 原料      | Raw material                        |

### 非食品类产品

#### Non-food Products

- |               |                                   |
|---------------|-----------------------------------|
| • 有机天然化妆品     | Natural & organic cosmetics       |
| • 纤维/纺织品      | Fibers and textiles               |
| • 环保清洁用品/家用产品 | Eco cleaning and household        |
| • 宠物产品        | Pet products                      |
| • 环保包装        | Contract manufacturing, packaging |
| • 药物产品        | Chemist articles                  |
| • 种子产品        | Seeds and plants                  |
| • 其他相关服务      | Service providers, media          |



## 部分展商

See Who Already Joined Us in the Past

### 乳品饮品 Dairy & Beverage



### 果蔬生鲜 Fruit & Vegetable



### 杂粮干货 Grain crops & Dried Food



### 纺织个护 Textile & Personal Care



### 深加工产品 Processed Products



### 进口产品 Imported Products



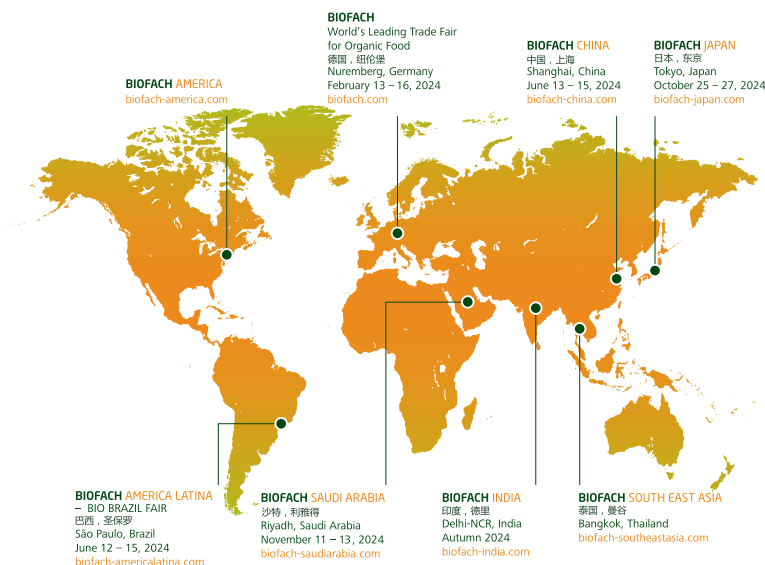
### 有机原料 Organic Raw Materials



### 认证和服务 Certification & Service



## BIOFACH WORLD 全球有机网络



## 展商评语 Exhibitor Comment

感谢主办方提供了这样一个有机行业交流的高端平台，为来自洋县的有机企业提供丰富的亮相和宣传机会。目前洋县已建成西北最大的有机产业园区，越来越多的洋县企业在推广有机、受益于有机，我的企业也是其中之一。

我参加BIOFACH CHINA多届，这场展会无疑是与有机行业同仁、企业和市场交流的绝好机会，也是我们老友重逢的一次盛会。虽然经历了疫情的波折和行业的发展变化，但两年再见，依然看到大家对有机产品、对未来抱有很大信心，这也让我们有机人心生感动。同时，我也看到展会随有机行业的发展共同进步，看到了不同以往的新品类，新渠道。我寄希望于明年的现场，期待更多热点呈现和新玩法，更期待有机产业的百花齐放。

——洋县朱鹮有机产品技术协会 周毅

I would like to express my gratitude to BIOFACH CHINA for providing such a high-end platform for organic industry and abundant opportunities for organic enterprises from Yangxian County to promote themselves. Yangxian County has currently the largest organic industrial park in Northwest China. An increasing number of companies from Yangxian County are promoting and benefiting from the organic industry, including my own.

I have attended BIOFACH CHINA for many years, and this exhibition is undoubtedly a wonderful opportunity to communicate with people in the organic industry, enterprises and the market, as well as an event to reunite our old friends. Although we have experienced ups and downs of the pandemic and changes in this industry, meeting again after two years, we still feel everyone has great confidence in the future, which warms the hearts of us in the organic community.

Furthermore, I have noticed that this year's BIOFACH CHINA has progressed alongside the industry, and I've seen new product categories and distribution channels that differ from the past. I hope to see more exciting developments and new approaches at next year's event. I look forward to a vibrant organic industry.

—— Organic Products Technical Advisor of Yangxian County, Zhou Yi



# BIOFACH CHINA 2023回顾 2023 Review

## 纽伦堡中国与盒马签约仪式

### On-site Cooperation Ceremony Between NürnbergMesse China and Freshippo China

现场举行纽伦堡会展与盒马中国的签约仪式。基于盒马在国内积极推广和倡导有机产品消费，以及BIOFACH CHINA在有机领域的专业实力，双方未来将深化合作，为有机领域的发展开辟更广阔的前景。

The cooperation ceremony between NürnbergMesse China and Freshippo China was held on-site. Based on Freshippo's active promotion and advocacy of organic consumption in China and BIOFACH CHINA's professional strength in the organic field, the two parties will deepen their cooperation in the future and open up a broader prospect for the development of the organic field.

## 中国有机力量颁奖礼

### China Organic Power Award Ceremony

中国有机力量评选是由BIOFACH CHINA筹备近一年，于4月份正式启动，全新升级的评选活动。“中国有机力量评选”历时4个月，49家企业/品牌申报，2270位大众评审参与投票。

由特仑苏摘得本年度的行业力量，圣牧有机和企美获得生态力量奖项，禾然有机斩获乐活力量，以及远方的梦想好物分享平台摘得了消费力量，典礼随后颁出品质力量、人气力量以及未来力量三个奖项，由21个不同的有机产品所包揽。

The China Organic Power Award is a new and upgraded award program that was officially launched in April after nearly a year of preparation by BIOFACH CHINA. The "China Organic Power Award" lasted 4 months, attracted 49 companies/brands who applied and 2,270 public judges voted.

This year's Industry Power Awards went to: Deluxe Milk, Shengmu Organic and Qimei won the Sustainability Power Award. HONA Organic won the LOHAS Power Award. Yuanfang Dream won the Consumption Power Award. The ceremony awarded three prizes for Quality Power, Popularity Power and Innovation Power, which were won by 21 different organic products.



## “跨越·新生”商务交流晚宴

### “Courage to Change” BIOFACH CHINA Business Dinner

商务晚宴是BIOFACH CHINA的一项传统活动，目的为向过去一年中勤恳耕耘的有机人表达感谢。本次晚宴首次打造全景式的“沉浸式交流”体验，将场景和互动作为链接，邀请行业人士话有机事。

政府领导、参展商、专业买家、行业领袖和媒体伙伴等齐聚格乐利雅宴会厅，庆祝BIOFACH CHINA 2023顺利开幕。这是一个展示行业内团结与合作精神的场合，同时也是为有机理念传播与促进发展建立桥梁的重要平台。

With the theme of "Courage to Change", the organizer thanked all the guests for the perseverance and dedication during the past epidemic. Together, we raised the glasses to look forward to a brand new future, an exclusive immersive organic dining experience, reproduced the "organic ecological chain" to integrate the exhibitors' products into the scene.

## 展会现场三大精品有机行业论坛

### High-level Organic Industry Forums

亚洲国际有机行业研讨会，是中国有机行业一年一度的趋势发布平台，邀请到高端权威的专家针对国内外有机行业发展进行新一轮的分析和预测，为行业发展指明方向。

中国有机零售论坛展望全球有机食品创新与发展，着重分享了盒马和远方好物等企业的成功经验，更有CCFA联合行业专家和企业代表一起，分享探讨农产品流通可持续发展新思路。

本次中国有机母婴论坛以“拥抱新消费”为主题，邀请多家品牌分享面临母婴消费向全品类消费转型，如何洞察市场风向变化与了解消费者需求。

Asia International Organic Industry Symposium, an annual information release platform for Chinese organic industry, invites high-end and authoritative experts to share their opinions and analyses on the development of the domestic and international organic industries and aims to provide guidance for the industry.

China Organic Industry Retailer Summit explores organic food retailer innovation and development, focusing on sharing the successful experience of enterprises such as Freshippo and Yuanfang Dream. It also brings together experts from the China Chain Store & Franchise Association (CCFA) and industry representatives to discuss new ideas for the sustainable development of agricultural product distribution.

China Organic Maternal & Infant Development Summit, with the theme of "Embracing new consumption", invites multiple brands to share their insights into market trends and consumer needs in the face of the transition of maternal and infant consumption to all categories.



## 现场直播

### Live-stream Events

展会首日邀请到有机社群专家七七逛展选品，带领“云观众”一起走进BIOFACH CHINA 2023展会现场，对各类的有机好物进行详细的介绍与解说。次日在现场直播间分别由资深母婴渠道商阿拉小优创始人李茂银于给品类家庭有机产品创始人畅聊有机家庭消费的重要性和独特性，看有机走进千家万户；有机茶经销商“茶和尚”杨敬勇先生主持，携有机茶生产、销售、品牌各环节的老师，呈现杯杯有机好茶。

On the first day of the exhibition, the organic community expert Ms. Margret jetzt getrennt was invited to do a live-stream while visiting the exhibition, leading the "on-line audience" to walk around the BIOFACH CHINA 2023 together, giving detailed introductions of various organic products. On the next day in the broadcast room, Mr. Li Maoyin, founder of the maternal and infant channel "Alaxiaooyou", had a chat with four organic brand founders about the importance of organic family consumption, aiming to bring organic lifestyle into thousands of households. On the afternoon, the organic tea distributor "Tea Monk" – Mr. Yang Jingyong, along with organic tea expert and brand owners conducted a live interview to discuss the industry development.

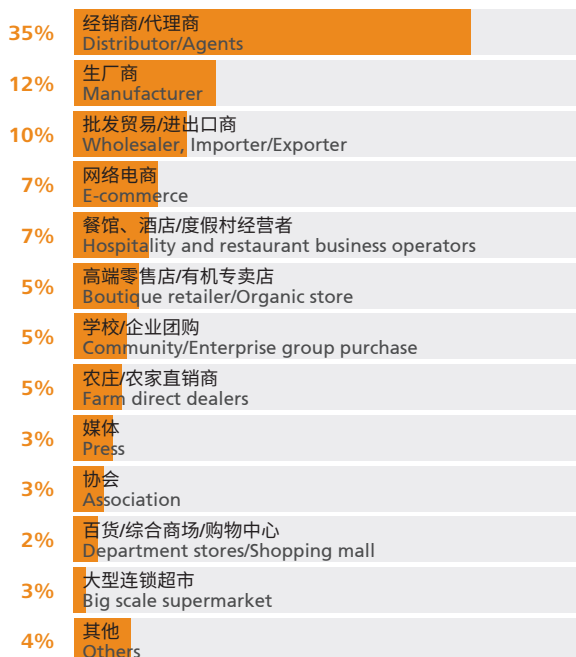
本次直播活动吸引共5,281人次观看。

These live events attracted a total of 5,281 people viewers.

# BIOFACH CHINA 2023回顾

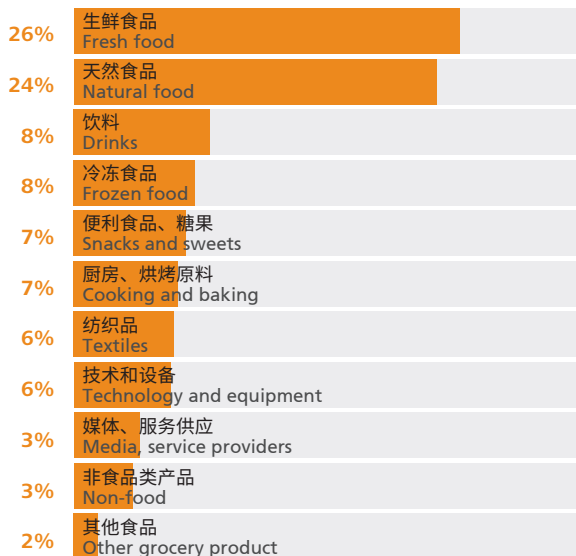
## 2023 Review

### 观众业务性质 Fields of Visitors

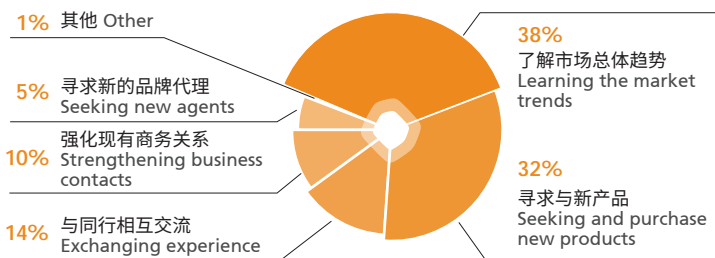


### 感兴趣的产品

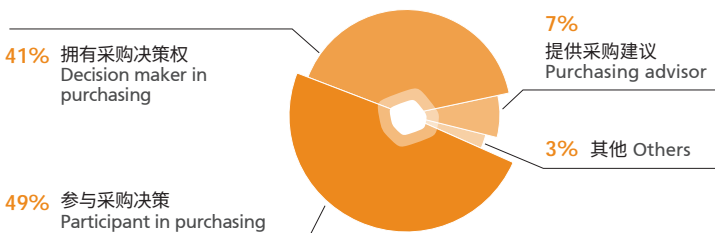
#### Main Interest in Below Product Sections



### 参观目的 Purposes of Visiting



### 观众采购决定权 Visitor Roles in Purchasing



### BIOFACH CHINA中高端专业买家 BIOFACH CHINA Buyers



\*以上排名不分先后

### 观众评语

#### Visitor Comment

这是一个难得的有机行业从业者聚拢的盛会，疫情过后的大型国际有机产品博览会是一次高效热烈的行业聚焦和对接的好机会。感谢纽伦堡为我们对接全球的有机资源，也非常高兴和我们盒马的有机采购伙伴们一起参加了现场的产销对接会，见到了来自全国各地的有机行业的耕耘者。期待纽伦堡可以把全球更多信奉遵循自然的农业生产理念，同时致力于生产真正有机高品质商品的优秀有机伙伴们带入盒马供应链，让我们把最丰富的有机美好生活的商品带给全国用户。

——盒马有机项目负责人 蔡宏

This is a precious and grand gathering of organic industry, and a great opportunity as a large-scale international organic exhibition after the epidemic for industry connection and matchmaking. We appreciated BIOFACH CHINA for introducing global organic resources to us. We are also delighted to have our colleagues from Freshippo's organic department join us at the on-site matchmaking event, and meet the dedicated individuals in this industry from all over the country. We look forward to BIOFACH CHINA bringing more excellent organic partners, who not only follow natural principles, but are also committed to producing truly organic and high quality commodities, into the Freshippo supply chain. That enables us to provide the most abundant organic products and to bring the joys of organic life to customers nationwide.

——Organic Project Management of Freshippo, Fran Cai

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同期举办 Co-located with

### NATURAL EXPOCHINA

#### 亚洲国际天然产品博览会



展会日期	2024年6月13-15日	
Date	June 13-15, 2024	
开放时间	2024年6月13-14日	上午9:00-下午17:00
Opening Hours	2024年6月15日	上午9:00-下午15:00
	June 13-14, 2024	09:00-17:00
	June 15, 2024	09:00-15:00
展会地点	上海新国际博览中心	
Venue	上海市浦东新区龙阳路2345号	
	Shanghai New International Expo Center	
	2345 Longyang Road, Pudong New Area Shanghai, China	
展会面积	预计12,000平方米	
Space	Estimated 12,000 m <sup>2</sup>	
参展商数	预计300家	
Exhibitors	Estimated 300	
观众人数	预计13,000名	
Visitors	Estimated 13,000	
主办单位	纽伦堡会展（上海）有限公司	
Organizer	NürnbergMesse China Co., Ltd.	

### 联系我们 Contact Us

参展联系：熊女士

Exhibitors: Ms. Daisy Xiong

Tel: 021-6036 5873

E-mail: daisy.xiong@nm-china.com.cn

纽伦堡会展（上海）有限公司

NürnbergMesse China Co., Ltd.

上海市静安区天目西路218号嘉里不夜城（第一座）3507-3510室

Rm.3507-3510 Kerry Everbright City (Tower 1) 218 West Tianmu Rd.

200070 Shanghai P.R. China

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World's Leading Trade Fair for Organic Food

纽伦堡 · 德国 Nürnberg, Germany

February 13 - 16, 2024

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June 13 - 15, 2024

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### BIOFACH AMERICA LATINA

圣保罗 · 巴西 São Paulo, Brazil

June 12 - 15, 2024

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Autumn 2024

[biofach-india.com](https://biofach-india.com)

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