

# BIOFACH CHINA

into organic

Hall 3, Shanghai World Expo Exhibition  
& Convention Center

May 12 - 14, 2021

[www.biofach-china.com](http://www.biofach-china.com)

International Patron



Co-located with

NATURAL  
EXPO CHINA

Organizers

NÜRNBERG / MESSE





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Enjoying Organic is  
Enjoying Nature

Based on the latest global organic agriculture data, 2018 has been another good year for organic farming around the world. According to the Swiss Research Institute of Organic Agriculture (FiBL), which surveyed data from 186 countries and regions worldwide, the organic agricultural land and retail sales of organic products continued to grow and reached record highs. At the FAO meeting of the Committee on World Food Security in 2019, delegates from participating countries expressed overwhelming support for the "Expanded Agroecology" initiative. In 2018, the total area of organic agricultural land in Asia exceeded 6.5 million hectares, of which China topped the list with 3.1 million hectares. In 2019, some Asian countries have made significant achievements in organic agriculture. For example, China has released the third edition of its national organic standard. Many Asian activities in recent years have demonstrated its vitality of the organic industry.

*Data source: FiBL & The World of Organic Agriculture: Statistics and Emerging Trends 2020*

Founded in 2007, BIOFACH CHINA is the daughter show of BIOFACH in Germany, which is the world's largest organic trade fair hosted by NürnbergMesse GmbH, one of the top 15 exhibition companies in the world. On this basis, NürnbergMesse China has fully integrated domestic and international resources to build BIOFACH CHINA into one of the few professional B2B organic trade platforms in Asia with the international perspective. Over the past 14 years, BIOFACH CHINA has provided a platform and business opportunities for nearly 10,000 organic enterprises to establish their brand image, release new products and develop new channels through a strict exhibition standard of environmental protection and a high quality.

Despite the impact of the COVID-19 epidemic on the exhibition industry, BIOFACH CHINA 2020 was held successfully. As organizers, NürnbergMesse China and the Chinese Academy of Inspection and Quarantine have jointly contributed to build BIOFACH CHINA into a comprehensive service platform, and strengthen the economic and trade links between the development of the domestic organic market and international organic products.

## Products on Display

- Organic fresh food
- Organic frozen food
- Organic grocery products cooking and baking
- Organic grocery products snacks and sweets
- Organic grocery products drinks
- Organic non-food
- Technology and equipment
- Organic raw materials, supplies
- Media, service providers
- Other organic grocery products



# Find Your New Market Position in an Upgraded Chinese Organic Industry

## Real Food Organic Kitchen (Vegan)

HONA Organic and BIOFACH CHINA jointly advocate the concept of being responsible for the future environment and sustainable lifestyle. We share the concept of vibrant diet, and feel the power of healthy food.

## Fun Ugly Product Tasting

Together with China Green Food Bank, we lead a healthy and environmental friendly organic life and advocate the public welfare concept of "cherishing food".

We call on all people to accept food with imperfect appearance, to reduce waste and to protect the environment, which also helps more vulnerable groups in need of food.



## BIOFACH CHINA Business Night & Awards Dinner

With an exclusive top-class dining experience, government leaders, exhibitors and media partners gather together every year at BIOFACH CHINA to celebrate the very best in organic industry.

## China Organic & Natural Product Directory

With more than a decade experience in the Chinese organic market and out of thousands of organic enterprises and all kinds of organic products, BIOFACH CHINA has built the China Organic & Natural Product Directory. It provides more promotional opportunities for the enterprises. Meanwhile it provides online services for organic enterprises all the year round.

## Reasons for Participation

- Cooperate with organic agents and purchasers
- Promote the brand image
- Understand the domestic and foreign organic certification standards
- Expand core international and domestic industry contacts through BIOFACH CHINA's global network



# 2020 Review

## Conferences of Research & Innovation

### China Organic Maternal & Infant Industry Development Summit

The future of a healthy development of China's organic maternal & infant industry was discussed from the perspectives of brand building, innovation and upstream management. From the four directions of policy, brand, channel and consumption, speakers deeply explained the channel integration development path of organic maternal & infant in the future.

### China Organic Maternal & Infant Industry Alliance founding ceremony

In order to create a comprehensive integrated platform for the organic industry and the maternal & infant industry, the China Organic Maternal & Infant Industry Alliance was founded at BIOFACH CHINA 2020. The alliance has provided an information service system, an expert consultation system and a mutual assistance system for its members.

Initiators:

- Chinese Academy of Inspection and Quarantine
- BIOFACH CHINA
- Alaxiaoyou
- Shanghai InBaby Culture Communication Co., Ltd.

### Plant-based Sustainable Development Forum

"Healthy Life, Green Earth". Speakers from the fields of health, vegetarianism and environmental protection discussed healthy diet topics with catering professionals.



### Into Organic Future • New Products Tasting of Babybio

The leading French organic brand of infants and children, Babybio, debuted in the Chinese market at BIOFACH CHINA 2020. It helped to promote the healthy development and mutual integration of organic and maternal & infant industries.

### Regional Organic Industry Development Forum

The participants had a discussion on the general problems existing in the current organic industry development and reached consensus.

### Organic Industry Internet Integration Development Forum

The Forum put forward the concept of "integrated development of the organic food industry" and advocated integrating the development of upstream and downstream industries in the new era.



# 2020 Review

## Exhibitors

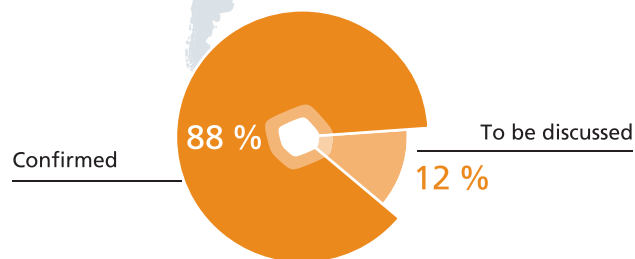


## Visitors



\* incl. NATURAL EXPO CHINA

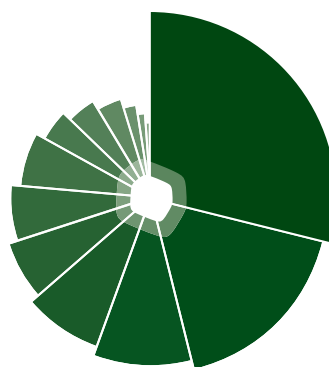
## Exhibitor Rebooking Rate



“ This year is definitely the most effective one that Xinglongken has ever experienced. With 72 m<sup>2</sup> exhibition space and professional media interviews, the organizer delivered a wonderful service. Although the trade fair has been affected by COVID-19 epidemic in some way, the proportion of professional visitors is still large. They have a strong purpose to cooperation and the communication efficiency is very high.

—Angela Zhai, Business manager of Xinglongken Organic Products Co., Ltd.

## Visitor Categories



## Interested Products



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<b>Date</b>	May 12 - 14, 2021
<b>Venue</b>	Shanghai World Expo Exhibition & Convention Center No. 1099, Guo Zhan Road, Pudong New Area Shanghai, China
<b>Space</b>	12,000 m <sup>2</sup>
<b>Exhibitors</b>	Estimated 300
<b>Visitors</b>	Estimated 15,000
<b>Organizers</b>	NürnbergMesse China Co., Ltd. Chinese Academy of Inspection and Quarantine
<b>Patronage</b>	IFOAM – Organics International

## Contact Exhibitors

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## Media & Visitors

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## BIOFACH

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Join the world's leading trade show network for organic products!

**BIOFACH eSPECIAL**  
World's Leading Trade Fair for Organic Food  
Nürnberg, Germany  
February 17 - 19, 2021  
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**BIOFACH JAPAN**  
Tokyo, Japan  
March 9 - 12, 2021  
[biofach-japan.com](http://biofach-japan.com)

**BIOFACH CHINA**  
Shanghai, China  
May 12 - 14, 2021  
[biofach-china.com](http://biofach-china.com)

**BIOFACH AMERICA LATINA**  
- BIO BRAZIL FAIR  
São Paulo, Brazil  
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**BIOFACH SOUTH EAST ASIA**  
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**BIOFACH INDIA**  
Delhi-NCR, India  
Autumn, 2021  
[biofach-india.com](http://biofach-india.com)

**BIOFACH SAUDI ARABIA**  
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