

# BioFach e Vivanness Faces the Challenges of the Market

Claus Rättich, Member of NürnbergMesse Management Board, speaks



Claus Rättich

It's time again from 17-20 February 2010, when the organic sector gathers in Nürnberg for BioFach, the World Trade Fair for Organic Products, and Vivanness, the international platform for natural personal care and wellness. 2733 exhibitors and 46,771 visitors

came to the last edition of the two events organized by NürnbergMesse.

Despite the crisis, the organic market is growing – although slower. But it still faces a variety of structural changes. In Germany, for instance, the retail trade is growing, whereas discounters had to accept about 6% less. Experts attribute this growth in retail trade to the customer structure in this trade segment, frequented by convinced buyers and less by occasional buyers. At international level, Europe and the USA show the strongest growth, even if the crisis will probably also leave its mark in this sector.

We currently expect a 10% reduction for BioFach and Vivanness. The number of international exhibitors suffers from the loss of government support funds for collective pavilions and will probably develop



in this way in the long term. We attribute the drop in Vivanness's exhibitors from 205 to about 180 mainly to the restructuring of sales policy and channels.

To react to this situation, the business requirements and wishes of exhibitors and visitors are our main priority. The b2b orientation has a very high priority. A new layout will guarantee even more efficient exhibitor presentations and visits. The non-food segments of textiles, natural products, detergents and cleaning agents are combined in a separate hall in 2010, likewise Vivanness. At the same time, we are sharpening BioFach profile through a stronger concentration of the product segment food.

Novità: da mercoledì a sabato!

**Norimberga, Germania**  
**17 – 20.2.2010**



## BioFach 2010

**Salone Mondiale per Prodotti Biologici**

Qui s'incontra il mondo del biologico

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

**100% Bio!**  
**Per un assortimento a 360° e fatturati "sani".**

- **Scegliere in tutta comodità:** circa 2.500 espositori\* con una gamma mondiale di prodotti biologici in qualità certificata
- **Incrementare le vendite:** la domanda di prodotti biologici da commercio equo e solidale è in crescita. "Organic + Fair": il tema dell'anno al BioFach 2010
- **Attrattante:** nell'Oasi del tessile si allacciano contatti e si programmano gli assortimenti
- **Pianificare:** sviluppi, esperienze, prospettive... al congresso che accompagna il salone con i suoi forum specialistici

\*(per il binomio fieristico BioFach e Vivanness)

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**Ente patrocinatore del BioFach**



International Federation of Organic Agriculture Movements

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