



# BioFach Japan オーガニック EXPO

# 2010

Organic Food Gallery · Vivanness Cosmetic Parlour · Organic Cotton Street · Natural Eco Plaza

**Tokyo, Japan**

Tokyo Big Sight

**September 21 – 23**

Under the patronage of:

**IFOAM**

International Federation of  
Organic Agriculture Movements

Organizer:

**NÜRNBERG MESSE**



## Meet the **needs** of the **Japanese** market

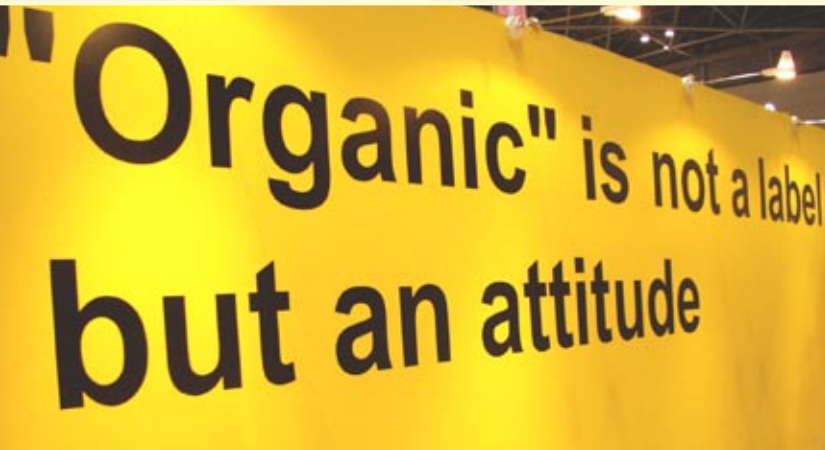
Japan as the economic powerhouse in Asia is longing for more organic and natural food. The Japanese consumers are increasingly eager to find high quality natural products, which keeps them in touch with Japanese healthy diet paying respect for nature and tradition. This applies to all areas of daily life, from organic food and beverages to natural cosmetics, personal care and organic textile products.

BioFach Japan 2010 is the unique trading platform for Japanese and international organic and natural products in the Asia-Pacific region. A-not-to-be-missed opportunity that allows a glance into the growing Japanese organic and natural market with its health conscious customers with high purchasing power.

Take your chance to satisfy the needs of the Japanese market – the third largest natural and organic market in the world – and join this unique event!

**Go for BioFach Japan – your organic platform for specialists!**

 **BioFach Japan**  
**オーガニック EXPO**



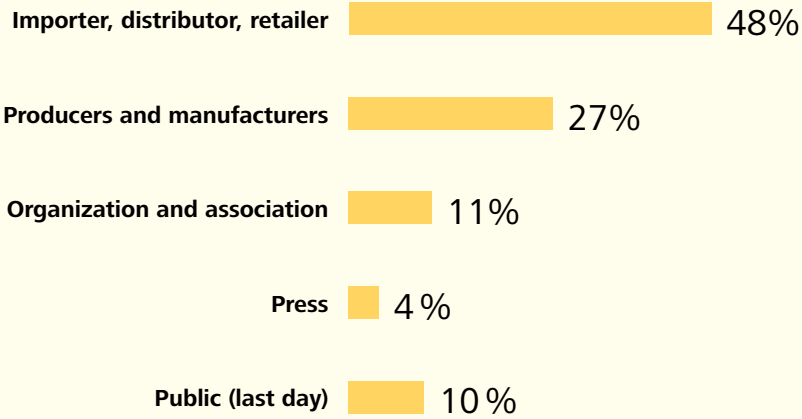
## The **roof** for **ORGANIC!**

**BioFach Japan** is based on the proven and renowned BioFach concept with the world's largest organic trade show held annually in Germany. Exhibitors at BioFach Japan can ONLY exhibit with products fulfilling the BioFach/Vivaness admission criteria. BioFach Japan forms a comprehensive purchasing platform for trade visitors from wholesale, retail, import, gastronomy and manufacturing, showing high quality consumer products.

**In 2009 – 242 exhibitors  
from 18 countries attracted  
13,690 visitors!**

# Meet the **right** trade buyer audience!

## Visitor structure 2009:



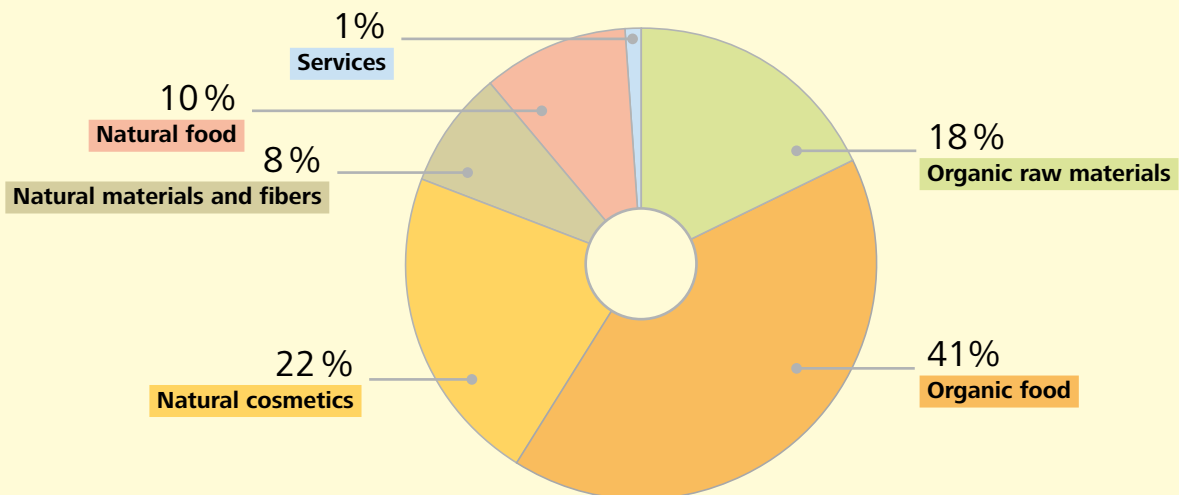
### Japan, high potential for organic!

Japanese are some of the most demanding consumers in the world. They expect excellent quality, high product safety and have close links to nature. This is what organic offers to them and due to this fact consumer demand for organic is growing rapidly.

Since most organic products are imported, professional buyers are looking for specific international organics at BioFach Japan. This makes this event your business opportunity.



## Exhibits of interest at BioFach Japan 2009





## Choose your category! BioFach Japan 2010 introduces a **new** thematic area map for selected product groups.

The **Organic Food Gallery** shows a variety of food, beverages and agricultural supplies and processing. *Subject to the BioFach admission criteria.*

The **Vivanness Cosmetic Parlour** showcases products roundabout beauty, skin and body care as well as fragrance. *Subject to the Vivanness admission criteria.*

The **Organic Textile Street** features cotton and organic textile products for clothing, household textiles and home decoration. *Subject to the BioFach and Vivanness admission criteria.*

The **Natural Eco Plaza** (special zone) presents the variety of products serving a natural, sustainable and health-conscious lifestyle in Japan. This special zone shows food, wellness, personal care as well as non-food products. *Subject to specific admission criteria.*

## Clear **product concept** and **admission criteria**

The unique and strict admission criteria at BioFach Japan lead to transparency and confidence to both the exhibitors and trade visitors.

The exhibits at BioFach Japan:

### Organic Food Gallery

- ❖ **Organic food**
  - Raw materials and semi-finished products
  - Vegetable and fruit products
  - Meat, dairy, and seafood products
  - Prepared foods and convenience products
  - Frozen food
  - Healthy food and delicatessen
  - Baby food
- ❖ **Organic beverages**
- ❖ **Pet food and pet supplies**
- ❖ **Agricultural supplies and processing**
  - Seeds and seedlings
  - Pesticides and plant protecting products
  - Soil improvers
  - Animal breeding and feeds

### Vivanness Cosmetic Parlour

- ❖ **Natural personal care**
  - Body care and hygiene
  - Cosmetics and makeup
  - Fragrances and perfumes
  - Aromatherapy
- ❖ **Household utensils, detergents and cleaning agents**
- ❖ **Remedies** (natural remedies, extracts and essences)
- ❖ **Organic hotels, healthy housing and building materials**, (certification and controls, management, consultancy and publishing)
- ❖ **Marketing supplies** (packaging, decoration and marketing)

### Organic Textile Street

- ❖ **Organic textile products**
  - Clothing
  - Household textile
  - Home decoration

### Natural Eco Plaza

- ❖ **Natural food products**
- ❖ **Natural wellness, care and spa products**
- ❖ **Natural non-food products from sustainable production**
- ❖ **Traditional health products**
- ❖ **Eco-friendly household utensils, detergents and cleaning agents**

**International exhibitors**

**General information and application**

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**Exhibitor services**

Ms. Ann-Christin Gouverneur

Phone: +49.9 11.86 06-8684

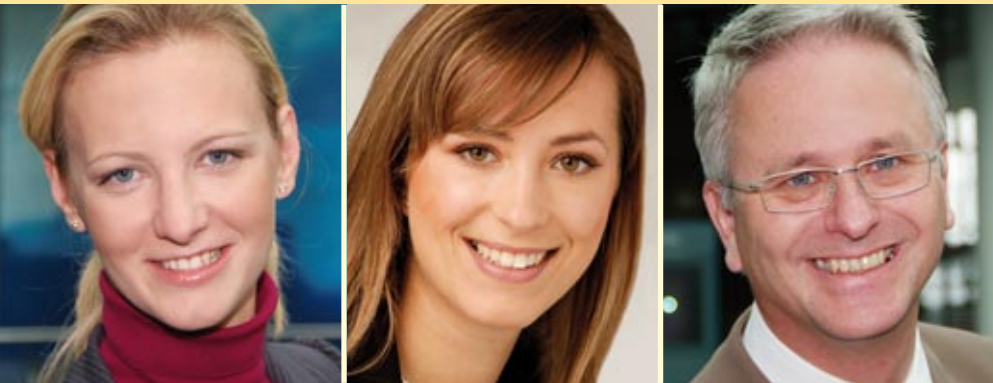
biofach@ngfmail.com

**Director Events**

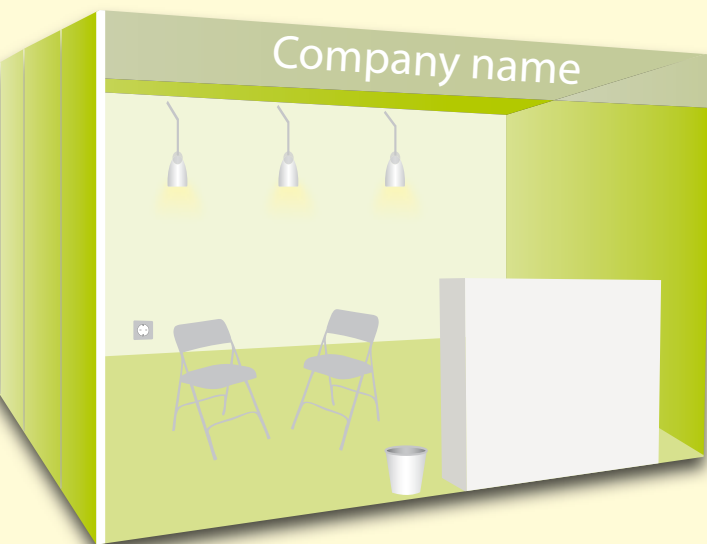
Mr. Frank Venjakob

Phone: +49.9 11.86 06-8697

frank.venjakob@ngfmail.com



## Standard booth size 9 m<sup>2</sup> (3m x 3m) and multiples thereof



**Option 1\*:** raw space only **YEN 315,000** per 9 sqm booth (plus 5% tax)

**Option 2:** space plus basic stand construction  
**YEN 435,000** per 9 sqm booth (plus 5% tax)

Including:

- wall panels (height 2.7 metres)
- fascia board with company name
- carpet in four colour options
- three 100W spotlights
- one 100V/500W power outlet incl. consumption fee

**Option 3:** space plus walk-on-package  
**YEN 465,000** per 9 sqm booth (plus 5% tax)

Including:

- Option 2 package
- three display shelves
- one reception counter and chair
- one round table with four chairs

\* **Early Bird Discount:** 5% on Option 1 rate (for application until March 31)

**Corner surcharge:** YEN 30,000 (plus 5% tax)

**First co-exhibitor:** free of charge

**Second co-exhibitor:** YEN 10,000 (plus 5% tax) – max. 2 co-exhibitors per 9 sqm booth

## Rent a showcase

Attract visitor attention to your products and brands!

The showcases are prominently located near the registration desk!

Cost: **YEN 60,000** per level (plus 5% tax)

**Increase your business with perfect presentation!**



