

At a glance

Admission to BioFach is restricted **exclusively to trade visitors**. Please show a copy of your business registration document or other official document as proof of eligibility. Your entitlement to admission is checked at the ticket office. Detailed information is available at www.biofach.de/tradevisitor. Our **VisitorService** team will be pleased to answer any questions on tel +49 (0) 9 11 . 86 06-49 09.

BioFach 2010

Venue and date

Exhibition Centre Nuremberg

New: Wed – Sat, 17 – 20.2.2010

Opening times

Daily 9 a.m. – 6 p.m.

OrganicNight (Thu) 6 – 9 p.m.
(admission until 6 p.m.)

Saturday 9 a.m. – 5 p.m.

Entrance tickets

1-day ticket EUR 30

Permanent ticket EUR 48

Entrance tickets are also valid for visiting Vivaness!

Official exhibition catalogue

from 17.2.2010

At ticket office
(nominal charge) EUR 5

Price incl. post & packing EUR 25

Online ticket shop

from 9.12.2009 to 9.2.2010

www.biofach.de/ticketshop

Patron of BioFach



International Federation of
Organic Agriculture Movements

Organizer

NürnbergMesse GmbH

Messezentrum

90471 Nürnberg

VisitorService

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visitorservice@nuernbergmesse.de

All prices include VAT at the statutory rate.

www.biofach.de
www.biofach.com

NÜRNBERG MESSE

Invitation to visit

Nuremberg, Germany
17 – 20.2.2010



BioFach 2010

World Organic Trade Fair

Where organic people meet

New: Wednesday
to Saturday!

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NÜRNBERG MESSE

Welcome to BioFach 2010

- **New:** now from Wednesday to Saturday
- **Theme of the Year:** "Organic+Fair"
- **Attractive:** the Textil-Area
- **Premiere:** the MUNDUSvini BioFach International Organic Wine Award
- **Parallel:** Vivanness 2010
- **Popular:** the long OrganicNight

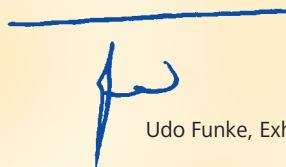
The power lies in sustainability. Organic still stable – even in the crisis.

The 20th birthday of the World Organic Trade Fair BioFach was celebrated by 46,771 trade visitors and 2,733 exhibitors in excellent spirits. Organic is a concept with a future, even at difficult times. Sales in 2008 rose by 10 % in Germany alone,¹ and there was even slight growth in the first half of 2009 – as shown by figures from the specialist and wholesale trade.

Variety and certified quality are the basis of every successful organic range – and the symbol of BioFach. The sector's trends and highlights are in store for you again in 2010, when the Theme of the Year is "Organic+Fair". The natural alliance of organic farming and fair trade is attracting more and more fans at regional, national and international level.

You can also look forward to the Textil-Area with its stylish lounge, the Fachhandelstag for the German retail trade, a comprehensive congress programme and the winners of the MUNDUSvini BioFach International Organic Wine Award.

Yours,



Udo Funke, Exhibition Director



Products at a glance

- Organic food for specialist, wholesale and conventional retail food trade, supermarkets and catering trade
- Organic agriculture and marketing
- Natural products
- Household supplies
- Media and services

Detailed information is available at

www.biofach.de/productsondisplay

In demand: fairly traded organic products

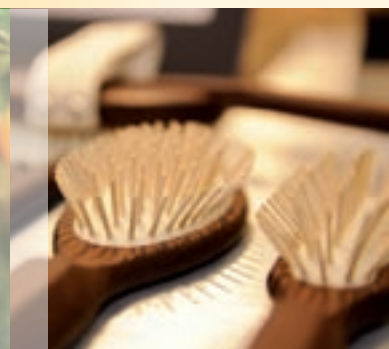
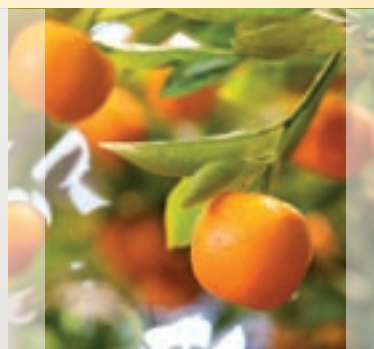
The International Federation of Organic Agriculture Movements IFOAM presented its latest study in 2009. This shows that the worldwide area farmed by organic methods grew by 1.5 million hectares from 2006 to 2007. Almost a quarter of the organic area is in Europe – sales of organic food are also highest here and in North America. Of increasing importance are fairly traded organic products from the consumers' own region or country.

BioFach 2010 offers you an extensive range of organic food and fair trade products, plus everything worth knowing about agricultural and marketing supplies. As always, all the organic food exhibited is certified to the EU Organic Regulation or the accreditation directives of IFOAM, the patron of BioFach.



Worth seeing: Vivanness, parallel to BioFach

Use the opportunity to stroll through the fragrant halls of the leading exhibition for natural personal care and wellness. High-quality care, cosmetic and wellness articles are the loveliest way to supplement your organic range. More news from the sector is provided at the Vivanness Forum, which is part of the BioFach Congress again in 2010.





Discover the organic market's nicest trends and topics

Award-winning: the best international organic wines

Wine experts, wine merchants and producers can enjoy a premiere in 2010: NürnbergMesse and the noted MUNDUSvini International Wine Academy are combining their expertise to present the MUNDUSvini BioFach International Organic Wine Award. The prize-winning organic wines selected by a jury of experts in line with international rules are presented in the wine and gastronomy magazines of the Meininger Verlag. Visitors can taste them beforehand on the stands or in the Vinotheque – as always in the day-lit hall 4A.

Extended: the BioFach Congress

Challenges, developments, recipes for success: starting in 2010, the BioFach Congress offers 4 days of expert knowledge, discussions, strategies and competitive concepts, with the opening day geared to the German specialist trade. The programme is available from mid December at www.biofach.de/congress



Attractive: the Textil-Area

Natural textiles and green fashion made their grand debut in 2009, when well-known and aspiring labels presented their products on almost 900 m² and the modern lounge was the place for making contacts and planning ranges. The attractions in 2010 are the new collections shown on the catwalk – and the special Textile Forum at the BioFach Congress.




Pioneering: "Organic+Fair" is Theme of the Year

More and more consumers not only want to promote organic farming when shopping, but also fair payment, stricter environmental codes or higher social standards – at regional and national level and internationally. "Organic+Fair" is therefore Theme of the Year 2010 – with a fascinating variety of products and services.



 **BioFach 2010**  **Vivaness 2010**

-  Organic food, mainly for international trade, organic agriculture and marketing supplies
-  Organic food, mainly for German trade, organic agriculture and marketing supplies
-  Textil-Area
-  Natural products
-  Organic + Fair
-  Wine Hall
-  Vivaness
Natural cosmetics
-  CCN Ost:
Congress/forums, presentations, workshops
-  Service

Wanted? Found!
www.ask-BioFach.de



 Suche starten | Start search

- Aussteller / Exhibitors
- Produkte / Products

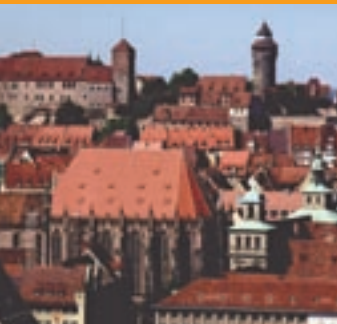
Easy preparation and wrap-up of your exhibition activities with the help of our industry platform:

- Information at a glance with details on each and every exhibitor, product and novelty online. Daily more and constantly updated.
- Easy-to-use, quick and extensive search function – results can be filtered, sorted, saved and recommended.
- Custom-made newsletter – adjusted to your personal needs.
- A variety of helpful tools for your individual planning of activities for the exhibition, including online scheduling of meetings.



Free and in two languages: the fair journal for BioFach and Vivaness is available as a print version and for reading online.

With features, news and background reports, plus a detailed special on natural cosmetics. Informative and competent. Order your copy from NürnbergMesse by e-mail or phone from mid December onwards or read it on the Internet: www.biofach.de/fairjournal.



BioFach Globally present

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

Travel to Nuremberg

Our partner "Business und Service" offers you attractive travel packages for BioFach.

Tel +49 (0) 9 11 . 8 60 76-0

Fax +49 (0) 9 11 . 8 60 76-11

info@business-und-service.de

www.biofach.de/travelpackages

Accommodation in Nuremberg

Congress- und Tourismus-
Zentrale Nürnberg

Tel +49 (0) 9 11 . 23 36-0

Fax +49 (0) 9 11 . 23 36-1 66

tourismus@nuernberg.de

www.hotel.nuernberg.de

bed & breakfast

Private accommodation service

Tel +49 (0) 9 11 . 98 33 39 45

Fax +49 (0) 9 11 . 98 33 39 46

nuernberg@bed-and-breakfast.de

www.bed-and-breakfast.de/nuernberg

Information and service counters

Exhibition visitors travelling by air or rail should contact the information and service counters at Nuremberg airport or rail station.

Transfer from airport to exhibition

Underground

U2 line from the airport, change to U1 or U11 at the main rail station then direct to the exhibition.

Journey time approx. 20 minutes.

Taxi

Journey time approx. 25 minutes.

By car

Your navigation system will find NürnbergMesse if you enter Karl-Schönleben-Strasse as address or exhibition centre as a special destination.

More transfer information

www.vgn.de/messe/

info@vgn.de

Nearby shopping centre

The "Franken-Center" – only a few minutes away by underground or car – offers over 100 shops, department stores, supermarkets and services from A-Z. Or enjoy the special shopping atmosphere in the redesigned Nuremberg rail station, where some 60 shops are open for you around the clock, 7 days a week.

BioFach

Nuremberg, Germany

17 – 20 February 2010

World Organic Trade Fair

BioFach China

Shanghai, China

27 – 29 May 2010

BioFach Japan

Tokyo, Japan

21 – 23 September 2010

BioFach America

Boston MA, USA

14 – 16 October 2010

Organic Products Expo organized with
New Hope Natural Media

BioFach América Latina

São Paulo, Brazil

27 – 29 October 2010

BioFach India

together with India Organic

Mumbai, India

7 – 9 December 2010

NürnbergMesse worldwide

Information and contact details for our representatives are available at www.biofach.de/representatives