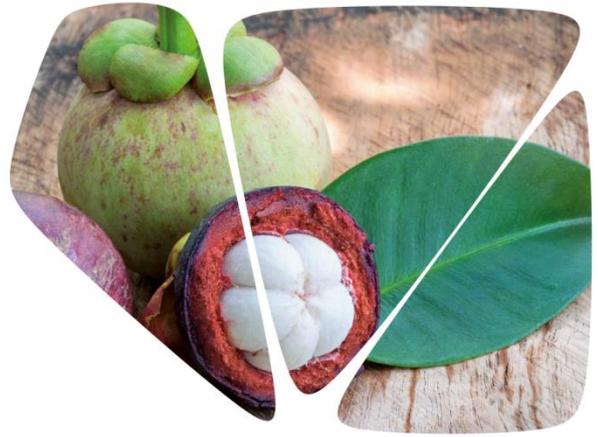


Bangkok, Thailand 12 – 15.7.2018

# BIOFACH SOUTH EAST ASIA

into organic



PRESS RELEASE

May 2018

## BIOFACH SOUTH EAST ASIA: Launch of central meeting point for organic sector in South East Asia

- BIOFACH SOUTH EAST ASIA makes its debut in Thailand from 12 to 15 July
- Parallel to NATURAL EXPO SOUTH EAST ASIA
- Wide range of special show and high-calibre conference programme

From 12 to 15 July, BIOFACH SOUTH EAST ASIA will open its doors for the first time at the IMPACT Exhibition Center in Nonthaburi, Bangkok, Thailand. The new member of the BIOFACH family will be extremely international and diverse, featuring national pavilions from Vietnam, South Korea and Malaysia and exhibitors from Italy, Austria, the Netherlands and China. Running concurrently with BIOFACH SOUTH EAST ASIA will be the NATURAL EXPO SOUTH EAST ASIA. Both fairs will be organised and realised by NürnbergMesse in cooperation with the DIT (Department of Internal Trade), a department of the Thai Ministry of Commerce. In this opening year, the organic sector is brought to life through a wide range of special shows that provide the backdrop for various stage events, a platform for select product presentations and a venue for knowledge-sharing among industry experts. Another highlight of the event is the two-day BIOFACH SOUTH EAST ASIA Conference.

“At the launch of the new collaboration we look forward to a wealth of highlights with exciting inspiration for the organic market in South East Asia. For visitors and exhibitors too, the added value of this trade fair pairing is clear: They can focus their efforts on a central location where the entire organic sector in South East Asia will gather and that will facilitate

International Patron



National Support



Co-Located with



Organizer

Department of Internal Trade  
Ministry of Commerce Thailand



NürnbergMesse GmbH

Messezentrum  
90471 Nürnberg  
Germany

T +49 9 11 86 06-0

F +49 9 11 86 06-82 28

info@biofach-world.com

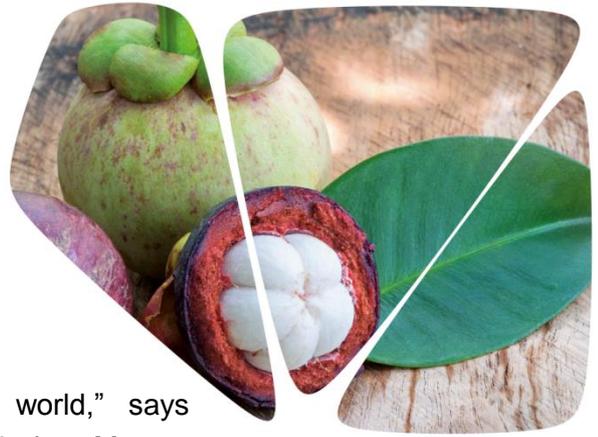
www.biofach-southeastasia.com

NÜRNBERG MESSE

Bangkok, Thailand 12 – 15.7.2018

# BIOFACH SOUTH EAST ASIA

into organic



networking between industry players from around the world,” says Markus Reetz, Executive Director International Exhibitions NürnbergMesse, about the premiere of BIOFACH SOUTH EAST ASIA and NATURAL EXPO SOUTH EAST ASIA in Thailand.

## **Diverse special shows put the spotlight on organic products**

At the IMPACT Exhibition Center, a modern hall layout allows for optimum segmentation, creates synergies between the trade fairs and helps both maintain their uniqueness. This means that all visitors can explore BIOFACH SOUTH EAST ASIA and its certified organic products in hall 4, while the products from NATURAL EXPO SOUTH ASIA, which are still in the process of becoming organically certified, are located in the adjacent hall 3. The two halls are linked by a variety of special shows like the “Textile Area” and “Beauty & Well-being Area”, which showcase textiles, cosmetics and other products associated with well-being and personal care. The “ASEAN Organic Pavilion” is also located in the connecting walkway between the halls. This is where you will find the Advisory Committee for BIOFACH SOUTH EAST ASIA, which will inform interested visitors about South-East Asia's organic associations, the market and its products. At the same time, this area provides space for business meetings and dialogue with established sectoral stakeholders. The various stages in Hall 4 also offer a range of live events, panels and discussions on all aspects of the organic world.

## **Stay well informed with a conference programme designed for a professional audience**

The BIOFACH SOUTH EAST ASIA Conference brings together representatives of the sector from all over the world to discuss relevant organic issues, learn from one another and share knowledge. The conference programme for the combined exhibition is intended to be an information and communication platform for the entire South-East Asian region and therefore includes a wide range of presentations. On the first two days of the fair these presentations are directed at a specialist professional audience.

Bangkok, Thailand 12 – 15.7.2018

# BIOFACH SOUTH EAST ASIA

into organic



## Getting consumers excited about organic products

Apart from trade visitors, BIOFACH SOUTH EAST ASIA and NATURAL EXPO SOUTH EAST ASIA would also like to appeal to interested consumers of organic products and tie them more closely to the sector. With this in mind, the combined trade fair will open its doors to the public from midday on the first two days and all day thereafter. This will allow consumers to also explore the wide range of organic products on display at both events, marvel at current market trends and purchase fresh organic products, for example.

## The next BIOFACH events:

- BIOFACH, Nuremberg: 13–16 February 2019
- BIOFACH CHINA, Shanghai: 24–26 May 2018
- BIOFACH AMERICA LATINA, São Paulo: 6–9 June 2018
- BIOFACH AMERICA, Baltimore: 13–15 September 2018
- BIOFACH INDIA, New Delhi: 25–27 October 2018
- BIOFACH JAPAN: tba. 2019

## BIOFACH World

NürnbergMesse has proven expertise in the field of organic foodstuffs. In February every year, the international organic sector gathers in Nuremberg at BIOFACH, the world's leading fair for organic food products. The comprehensive range of certified organic products on display shows their diversity – from fresh products like dairy and cheese, fruit, vegetables, dry products like grains and pulses, nuts and confectionery to beverages. The international patron of BIOFACH is IFOAM – Organics International, while the national honorary sponsor is the German Federation of Organic Food Producers (BÖLW). An integral part of this world-leading fair is the BIOFACH Congress, a knowledge-sharing platform that is unique worldwide. With another six BIOFACH events in Japan, the USA, South America, China, India and Thailand, BIOFACH World has a global presence and year for year brings together more than 3,000 exhibitors and 100,000 trade visitors.

Bangkok, Thailand 12 – 15.7.2018

# BIOFACH SOUTH EAST ASIA

into organic



**To participate, please contact:**

Mariya Karaman  
NürnbergMesse GmbH  
Messezentrum, 90471 Nuremberg, Germany  
T +49 911. 86 06-86 15  
[info@biofach-world.com](mailto:info@biofach-world.com)

**Contact for press and media**

Christina Kerling, Marie-Claire Ritzer  
T +49 911. 86 06-86 46  
F +49 911. 86 06-12 86 46  
[marie-claire.ritzer@nuernbergmesse.de](mailto:marie-claire.ritzer@nuernbergmesse.de)