



CLOSING REPORT

December 2012

BioFach Japan 2012 sets quality benchmark for organic products

- **Premiere: Novelty Stand attracted excellent response**
- **Japanese market still has enormous potential**

The Tokyo Big Sight Exhibition Centre was once again the meeting place for the international organic sector from 21–23 November. Just under 15,000 trade visitors gathered information from 212 organic companies from all over the world (2011: 170 exhibitors) at this year's 12th BioFach Japan, the biggest Japanese exhibition for organic products, natural cosmetics and eco-textiles. Altogether 14 nations (2011: 10) were represented by exhibitors at BioFach Japan, with countries like Italy, especially the region of Sicily, and Argentina making their first appearance. The stand of the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF), which provided information about the support possibilities for organic farmers in Japan, also received a big response.

Frank Venjakob, Director International Exhibitions at NürnbergMesse, is satisfied: "I find BioFach Japan exciting every year anew. The large international share of 30 % speaks for itself. I thought the lovely stand designs this year were super again. Product presentation plays a major role in Japan and is very important for arousing the visitors' interest. I also liked the cautious way the Japanese handle and examine products, which shows great appreciation. Whether food, clothing or cosmetics, the Japanese are happy to spend much more money for organic quality. This is amazing considering that the cost of living in the country is already very high anyway. To this extent, the Japanese market offers enormous future potential for organic companies from all over the world."

This increased demand was not only noticed by the French exhibitors, who presented their products in a pavilion sponsored by Ubifrance, but by country



pavilions from Italy and Argentina too. All products attracted an excellent response among the professional audience and there were many inquiries.

The stand of the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF), which provides financial support for many Japanese organic farmers, was also well attended throughout. Here visitors and producers were able to taste many agricultural products – in certified organic quality, of course – and also obtain information about support measures for Japanese organic farmers.

The Japanese visitors' great need for information was also shown by the level of participation at the seminar programme. The films and presentations were followed by lively discussion and analysis.

Novelty Stand a complete success

The Organic Novelty Stand, an area where every exhibiting company had the opportunity to present a new product, celebrated its premiere at BioFach Japan 2012. At the same time, the audience was inspired to obtain a more accurate picture of the respective product. 70 % of the exhibitors made sure they didn't miss this opportunity. This enabled many new products from the food and natural cosmetics segments to be examined and tested by the visitors in one place. Frank Venjakob: "We have created this extra product platform to do meet the wish of many visitors for a concentrated presentation of new products at the exhibition. In this year's survey, 32 % of them emphasized that they were in search of innovations. We are pleased that the Novelty Stand has been accepted by both sides. It will therefore also be a permanent feature at BioFach Japan 2013."

High degree of satisfaction among the exhibitors

Positive feedback came from the Italian pavilion, which was present at BioFach Japan for the first time. **Massimo de Gregorio, winegrower and Managing Director of Marchesi de Gregorio, Sicily/Italy:** "Our presence at BioFach Japan 2012 could not have been more successful. The people here are very interested in organic wine. Good for us! Why did we exhibit? We wanted to be there at the event to strengthen the personal relationships with our importers. I think this is the most important aspect for companies wanting to export to Japan. We'll definitely be there again if there's an Italian pavilion in 2013." Just as satisfied with the course of the exhibition and the Italian pavilion was **Francesca Quartarone, Export Manager at HC natural care, Italy:**

"We had already intensively examined the Japanese market before the event and knew what an important role natural cosmetics plays here. Our aim? To make



contact with importers who will sell our products in future. Exhibiting in the Italian pavilion helped us a lot. We even had two Japanese visitors on the stand who already knew our products from BioFach Nürnberg and immediately took away samples. That was our personal highlight.”

Praise came from **Argentina** too, which had also presented its products for the first time in a pavilion at BioFach Japan. Luciano Frezzi, Managing Director at L.I.R.A. SA: “I have a very special link with BioFach. After all, my father exhibited there in its early days. I decided to exhibit at BioFach Japan to get to know the Japanese market better and improve the business relationship with our importer. We are, of course, striving to increase sales of our grapes in the country in the long term. In this connection, an opportunity to make a very important contact occurred at BioFach Japan 2012. However, we know it’s not easy to establish our product in Japan. Here you need staying power to do successful business. This is why we’ll be here again in 2013.”

Rodrigues Hywel, Export Sales Manager at Arab Beverages Est, **Dubai**, also sums up the event enthusiastically: “We have exhibited at BioFach Japan for the first time and presented organic juices. As we come from Dubai, we’re particularly dependent on international business relationships. BioFach Japan is perfect for setting up and expanding these relationships. In any case, the Japanese market offers us tremendous potential, simply because the Japanese are very health conscious and appreciate organic products. Our plan for BioFach Japan 2013 is to show even more presence at the exhibition!”

Also represented at BioFach Japan 2012 was Sonnentor Kräuterhandels GmbH from **Austria**. Sonia Aigner, Director Marketing and New Media, and Johann Haas, Sales Director, are also extremely satisfied: “We felt we had even more visitors on our stand at this year’s BioFach Japan than in the past years. Both retailers and online shops are important for us in Japan. Since Fukushima, the Japanese rely even more on perfect quality and the organic label now stands for the safe alternative when it comes to food. We also met new and existing distributors at BioFach Japan and were able to discuss important aspects and strengthen our position at the exhibition and over dinner in the evenings. The Japanese are a very grateful although critical group of buyers. We with our long tradition of almost 25 years and our high quality standards must convince them with an attractive presence. Being there personally is therefore a



matter of course, as our customers simply expect it. This time the Japanese showed their great appreciation of our loyalty to the country in the last very difficult year.”

BioFach Japan 2012 was also convincing on the visitors' side: 46 % visit the exhibition regularly and as many as 60 % rate it as a very important exhibition for the organic segment. So BioFach Japan has further consolidated its position as quality label for high-quality food, cosmetics and textiles in the country.

The next BioFach Japan takes place in the Tokyo Big Sight Exhibition Centre from 31 October – 2 November 2013.

Other BioFach events

- BioFach and Vivanes, Nürnberg: 13 – 16 February 2013
- BioFach China, Shanghai: 23 – 25 May 2013
- BioFach América Latina, São Paulo: 27 – 30 June 2013
- BioFach America, Baltimore: 26 – 28 September 2013
- BioFach India, Bangalore: 14 November – 16 November 2013

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