

Nürnberg, Germany
15 - 18.2.2017

BIOFACH2017

into organic

Weltleitmesse für Bio-Lebensmittel
World's Leading Trade Fair for Organic Food

Show Report



Schirmherr
International patron



Nationaler Ideeller Träger
National supporting organization



1. STRUCTURAL DATA

	TOTAL	GERMANY 	INTERNATIONAL 
Exhibitors	2,535	735	1,800
Visitors (incl. VIVANESS)	51,453	25,307	26,146
Total exhibition space (in m ²)	71,600	–	–
Exhibitor stand space (in m ²)	39,190	16,787	22,403
Special shows (in m ²)	2,887	2,887	

2. BIOFACH AND VIVANESS CONGRESS

8,210

CONGRESS PARTICIPANTS

gathered information at **117** individual events. The forums were:

1. Forum BIOFACH
2. Forum German Organic Trade
3. Forum Sustainability
4. Forum Politics
5. Forum Science

3. MEDIA

1,047

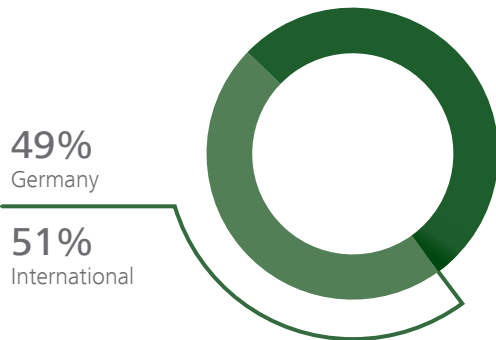
media representatives from **40** countries were accredited to BIOFACH / VIVANESS 2017

741,136

visits and **4,731,524** page impressions from **169** countries at www.biofach.de from 19.02.2016 to 18.02.2017

4. VISITOR REGISTRATION

4.1 ORIGIN OF VISITORS AT BIOFACH / VIVANESS



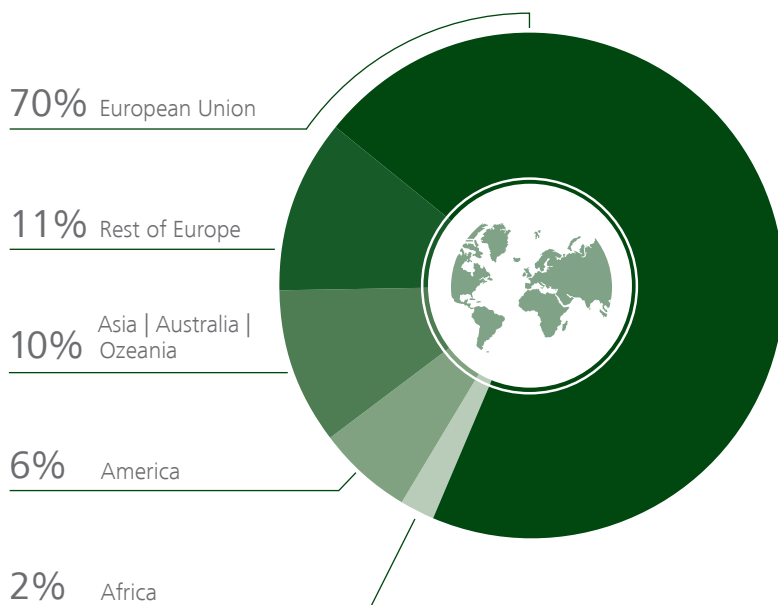
NUMBER OF COUNTRIES:

129

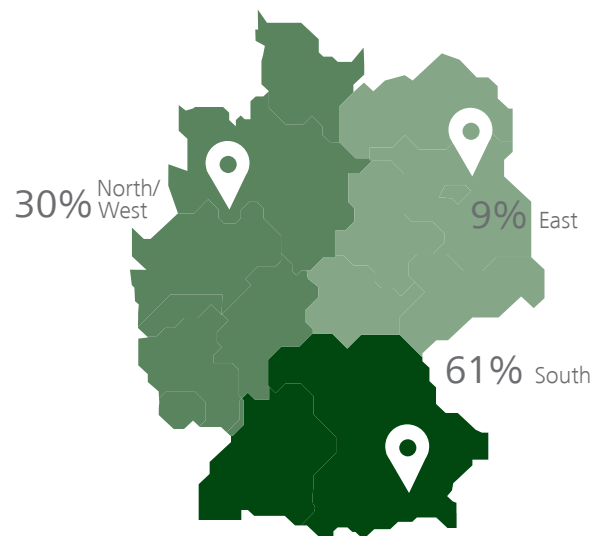
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



STRUCTURE OF INTERNATIONAL VISITORS



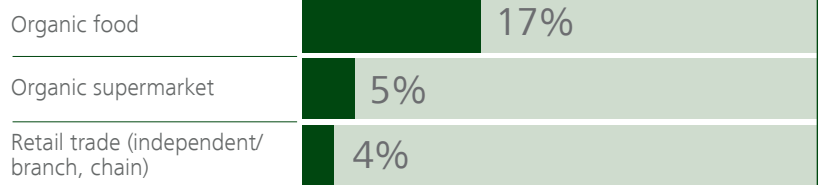
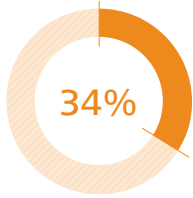
STRUCTURE OF GERMAN VISITORS



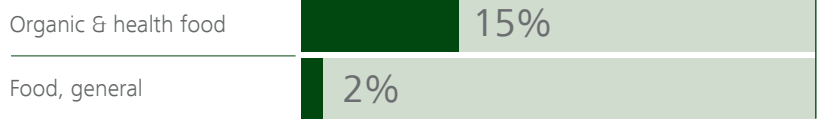
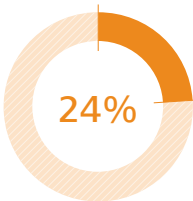
4.2 VISITORS ACCORDING TO SECTORS OF ECONOMY

(Extract)

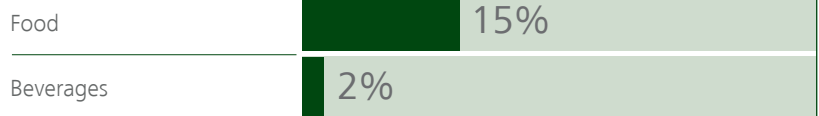
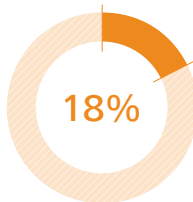
RETAIL:



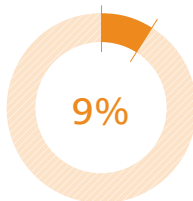
WHOLESALE TRADE/IMPORT & EXPORT:



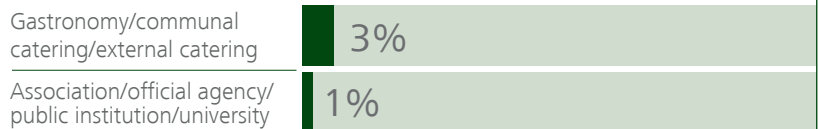
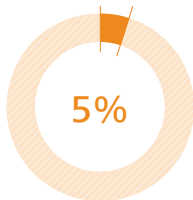
MANUFACTURER:



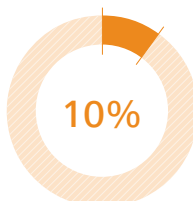
AGRICULTURE AND AQUACULTURE:



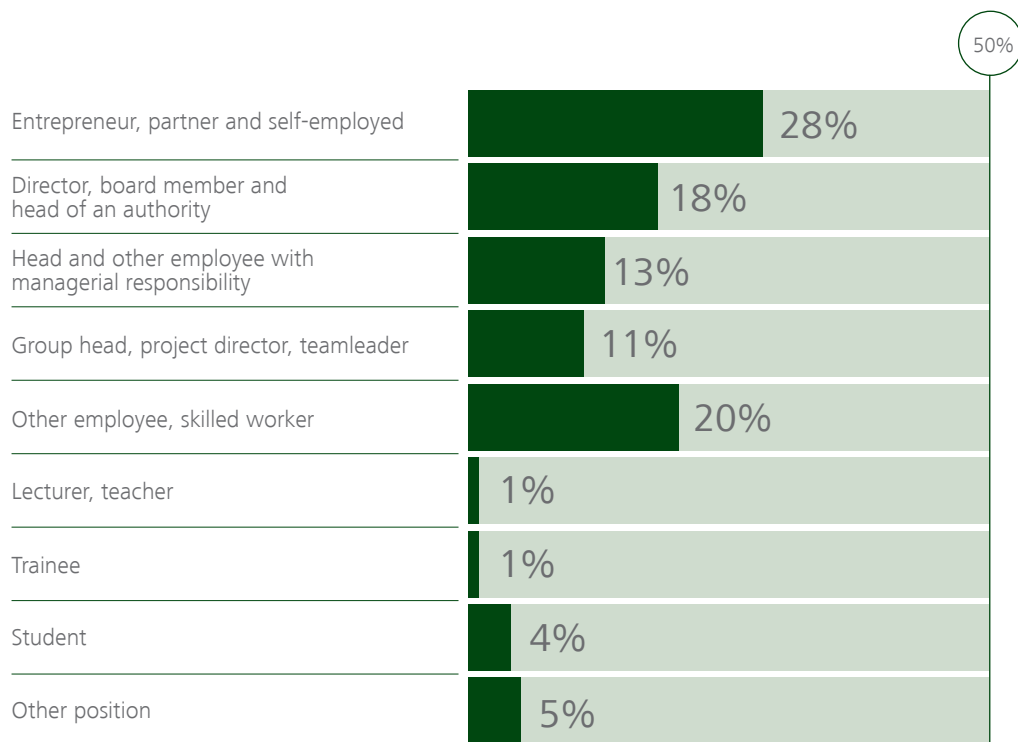
SERVICE SECTOR:



OTHER:



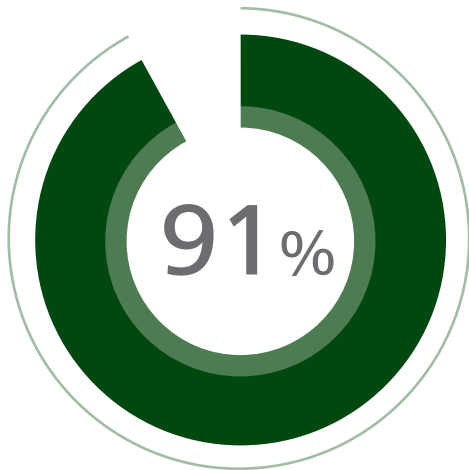
4.3 PROFESSIONAL STATUS OF VISITORS



5. VISITOR SURVEY

5.1 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?

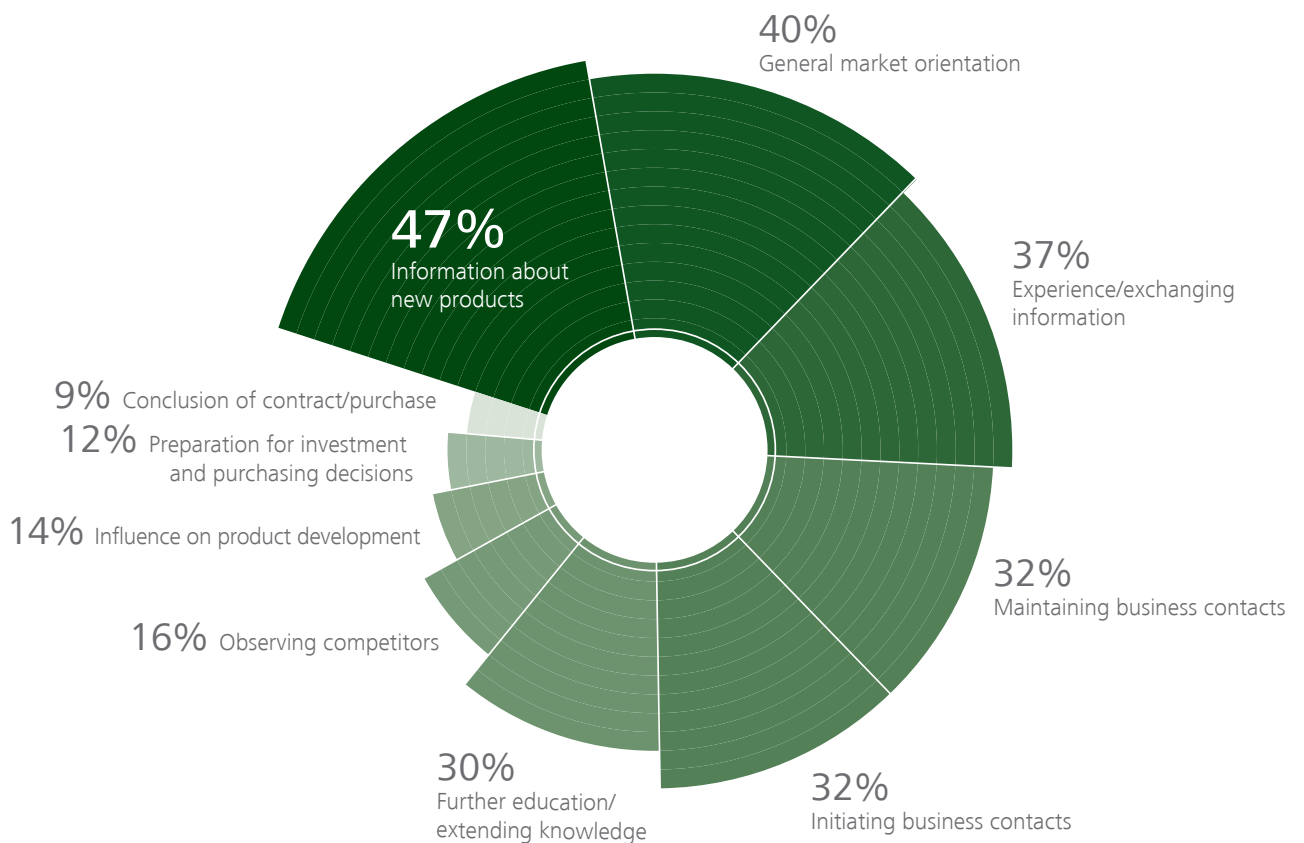


of the visitors are ...

involved in purchasing decisions in their company.

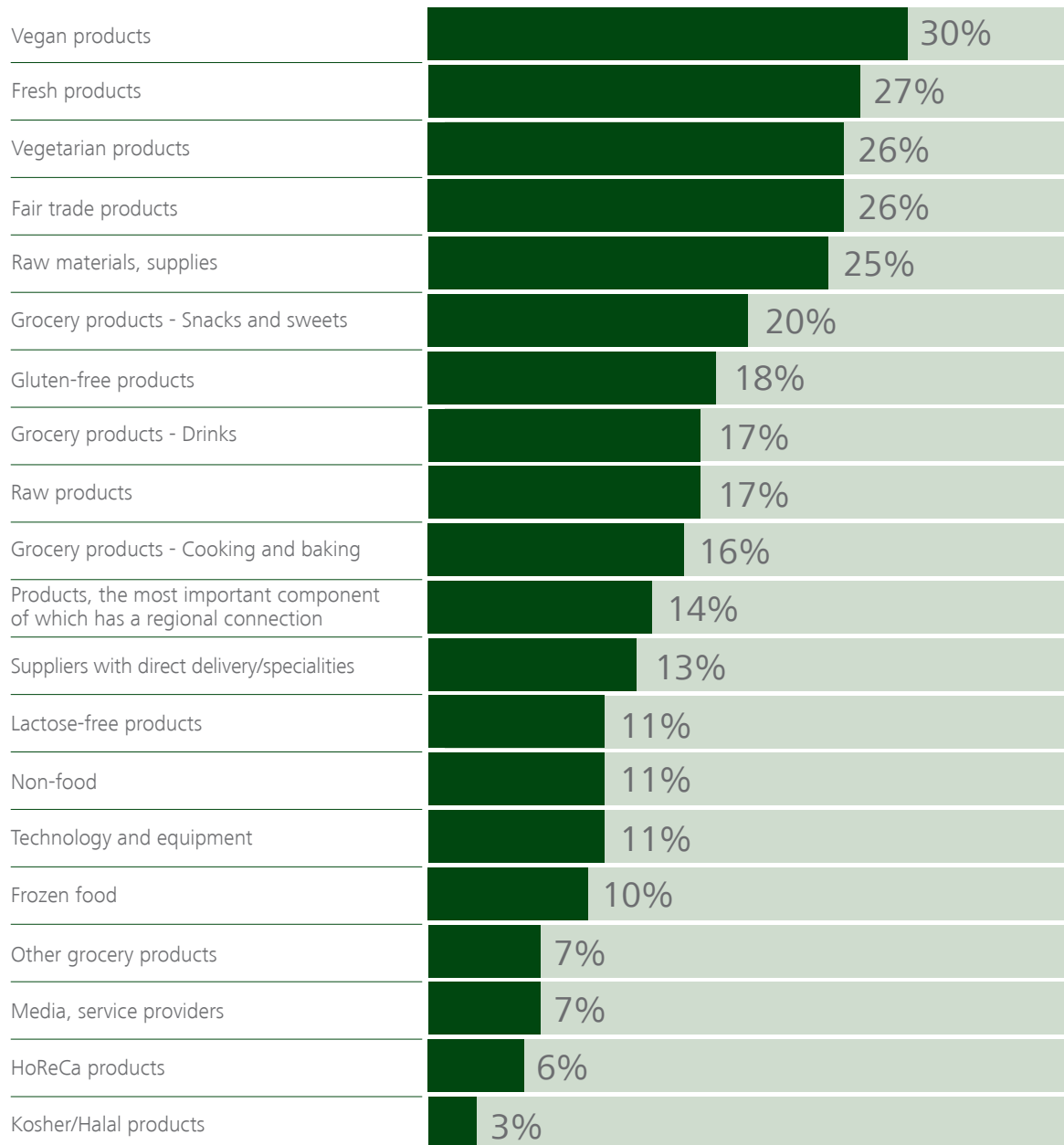
5.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to BIOFACH 2017? (Multiple answers, extract)



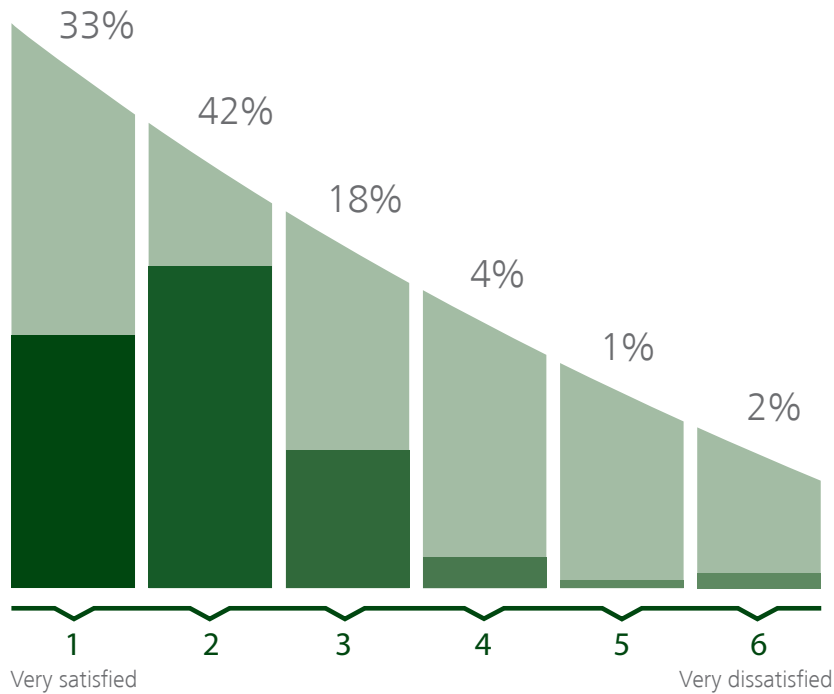
5.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at BIOFACH 2017? (Multiple answers)



5.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at BIOFACH 2017?



97%

97% of the visitors were satisfied with the range of products and services presented at the trade fair.

5.5 ECONOMIC SITUATION IN SECTOR

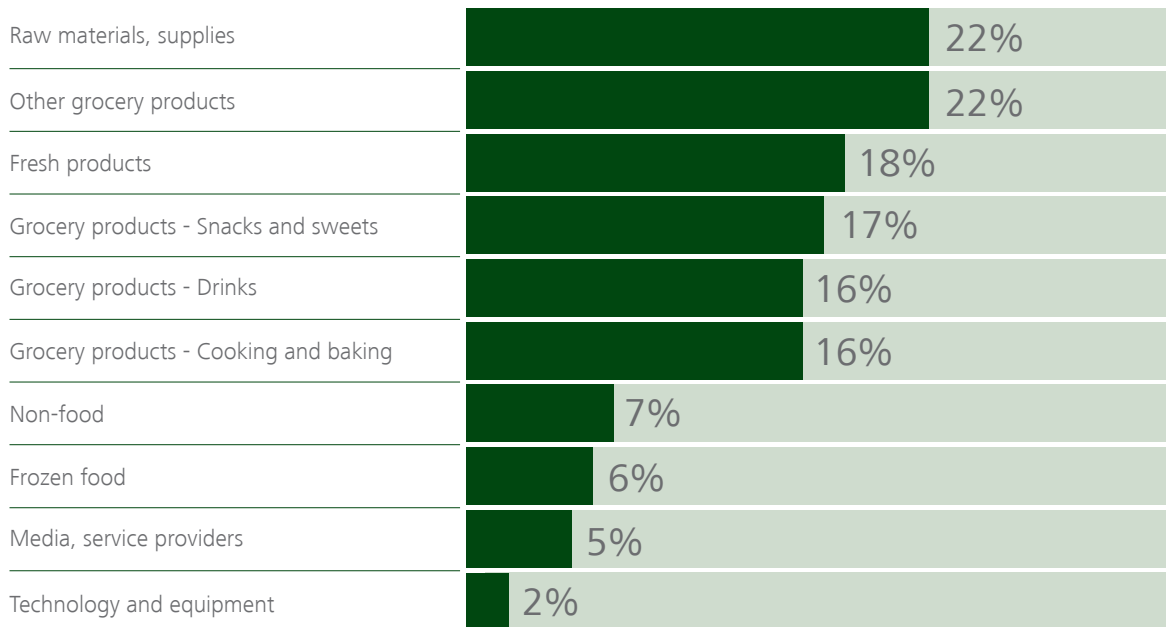
How do you rate the current economic situation in your sector?



6. EXHIBITOR SURVEY

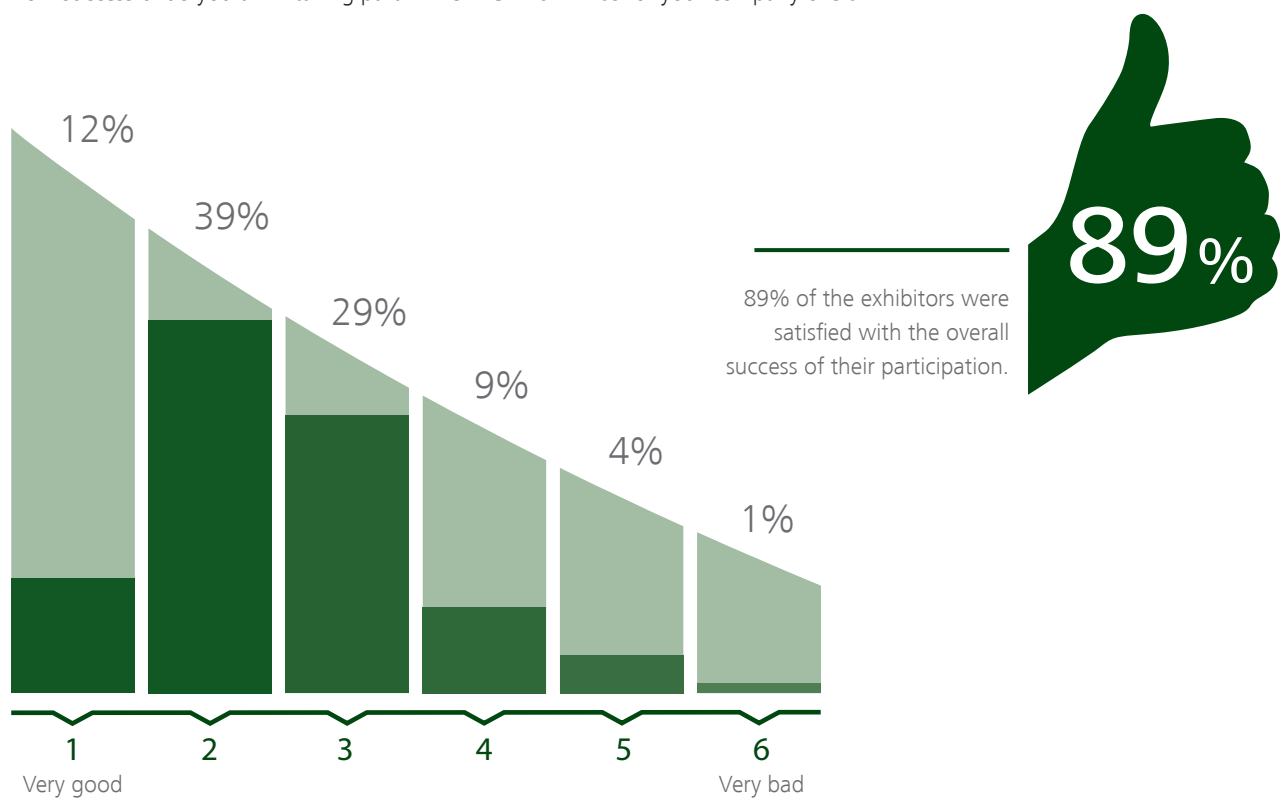
6.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers)



6.2 OVERALL SUCCESS

How successful do you think taking part in BIOFACH 2017 was for your company overall?







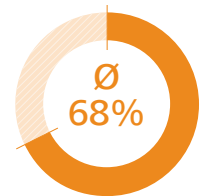
No answer: 6%

6.3 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at BIOFACH 2017? (Multiple answers, extract)

SECTORS AND PEOPLE:

Contacts, international		79%
Exchange of experience		65%
Contacts, national		64%
Networking		63%



MARKET AND PRODUCTS:

Customer acquisition		70%
Customer care		60%
Innovation news		54%
Market observation		54%
Market development		47%
Direct transactions		42%

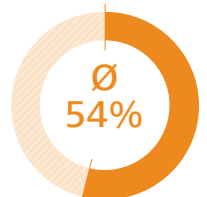
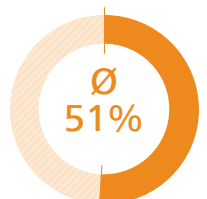


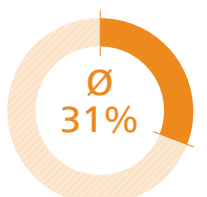
IMAGE AND PR:

Image cultivation/PR		52%
Market positioning		50%



POLITICS AND PUBLIC OPINION:

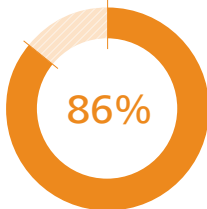
Contact to opinion leaders		33%
Contact to political representatives		28%



6.4 TARGET GROUPS OF THE EXHIBITORS

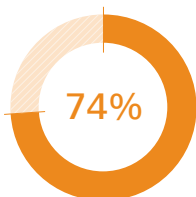
Which target groups do you wish to reach by exhibiting at BIOFACH 2017? (Multiple answers, extract)

RETAIL:



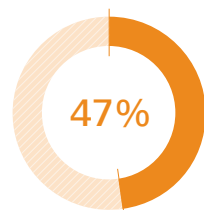
Organic food		70%
Organic supermarket		66%
Retail trade (independent)		49%
Retail trade (branch/chain)		44%
Health store		34%
Raw materials		29%
Online retailing		27%
Food craft trade		21%
Wine/delicatessen trade		20%
Drugstore		15%

WHOLESALE TRADE / IMPORT & EXPORT



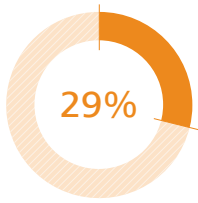
Organic & health food		63%
Raw materials		25%
Food, general		23%
External catering/ communal catering		20%

MANUFACTURER:



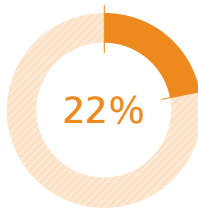
Food		42%
Beverages		19%

SERVICE SECTOR:



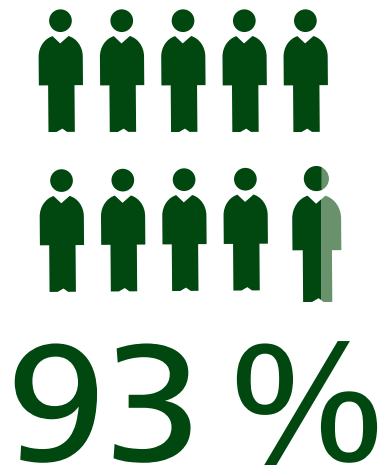
Gastronomy		20%
Communal catering		16%
External catering		16%
Association/official agency/ public institution/university		8%

AGRICULTURE AND AQUACULTURE:



6.5 TARGET GROUP ACCURACY

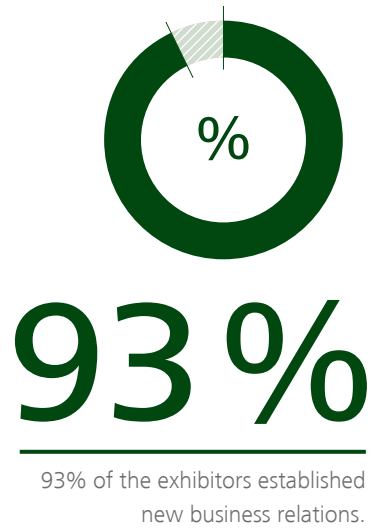
Did you reach your most important target groups at this trade fair?



93% of the exhibitors reached their most important target groups during BIOFACH 2017.

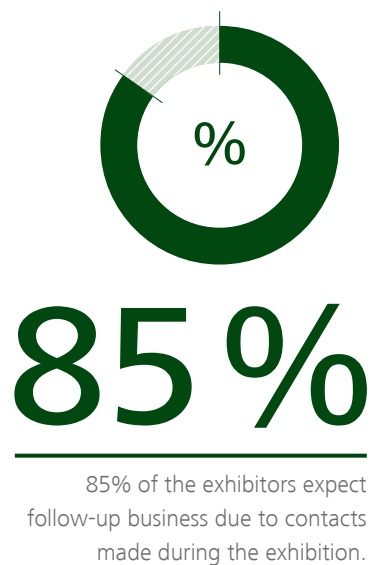
6.6 NEW BUSINESS RELATIONS

To what extent did your company make new business connections in the course of the fair?



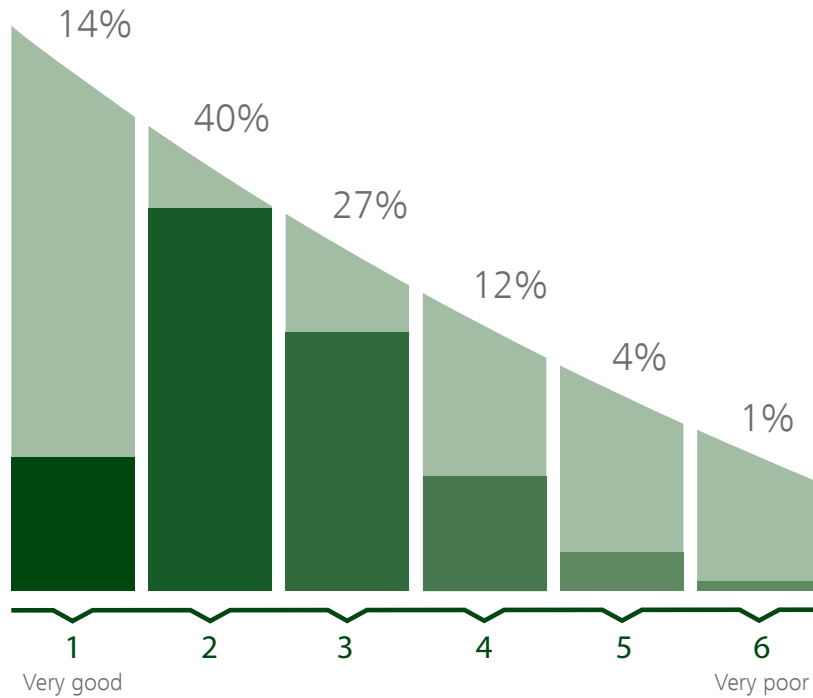
6.7 FOLLOW-UP BUSINESS

Do you expect follow-up business after making contacts and paving the way during the fair?



6.8 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?



No answer: 3%

93 %

93% of the exhibitors were satisfied with the quality of the visitors at their stands.

6.9 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Market Research,
T +49 9 11 86 06-0, F +49 9 11 86 06-8228, info@nuernbergmesse.de.

March 2017
NürnbergMesse GmbH
- Market Research -
