BioFach China®
International Organic Trade Fair and Conference
中国国际有机食品博览会
2009.5.27.–29.
上海国际展览中心
INTEX SHANGHAI
www.biofach-china.com
名誉单位
Patronage
IFOAM
主办单位
Organizer
NÜRNBERG MESSE
中国绿色食品发展中心
China Green Food Development Center

1. Structural data（Figures of the previous event in brackets）

	National	International	Total
Exhibitors	211（213）	27（29）	238（242）
Net space in m²	2126（1972）	403（375）	2529（2347）

Participating countries and regions:14

Exhibitors by countries and region(besides Mainland China):

Switzerland	1	Austria	2
France	1	Thailand	1
Germany	11	New Zealand	1
Korea	1	Italy	1
U.S.A	1	SAR HK	1
Malaysia	1	Taiwan	2
Australia	2		

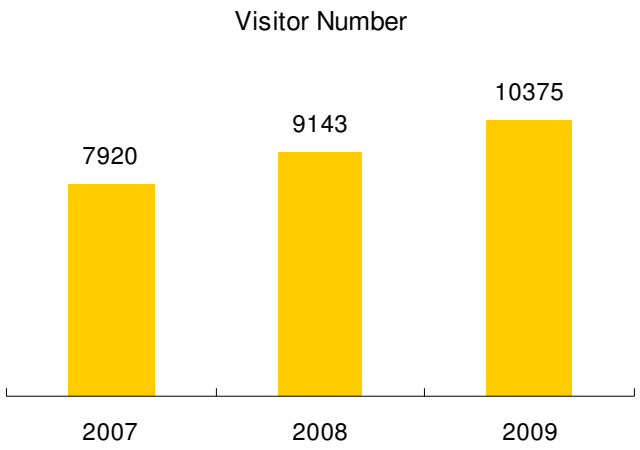
2. VIP guests at BioFach China 2009

Mr. Ma Aiguo	Director-General of the Bureau for Quality and Safety supervision on Agro-Products, Ministry of Agriculture of the P.R. China
Mr.Wang Daning	Deputy director of the Certification and Accreditation Administration of the P.R. China
Mr. Andre Leu	Vice chairman of IFOAM
Mr. Sui Pengfei	Inspector of the Ministry of Agriculture of the People's Republic of China
Mrs. Krausmann	Vice President of NürnbergMesse GmbH
Mr.Wang Yunhao	Director General of the China Green Food Development Center
Mr. Xie Guoli	Deputy Director of the Agricultural Trade Promotion Center, Ministry of Agriculture, P.R. China
Mr.Klaus J.Supp	Agricultural Counselor of the German embassy Beijing
Mr. Kreuzberger	Deputy Consul General, Consulate General of Germany in Shanghai

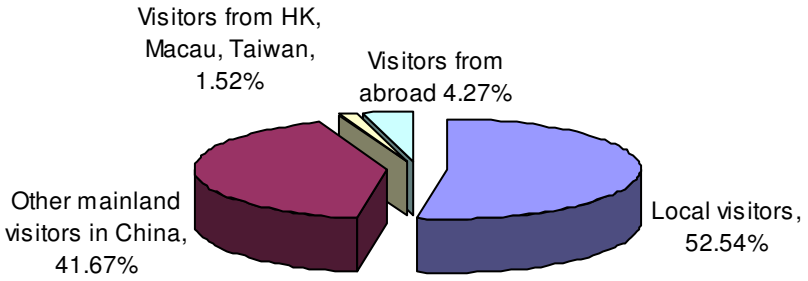
3. Visitor analysis（Figures of the previous event in brackets）

3.1 Visitors

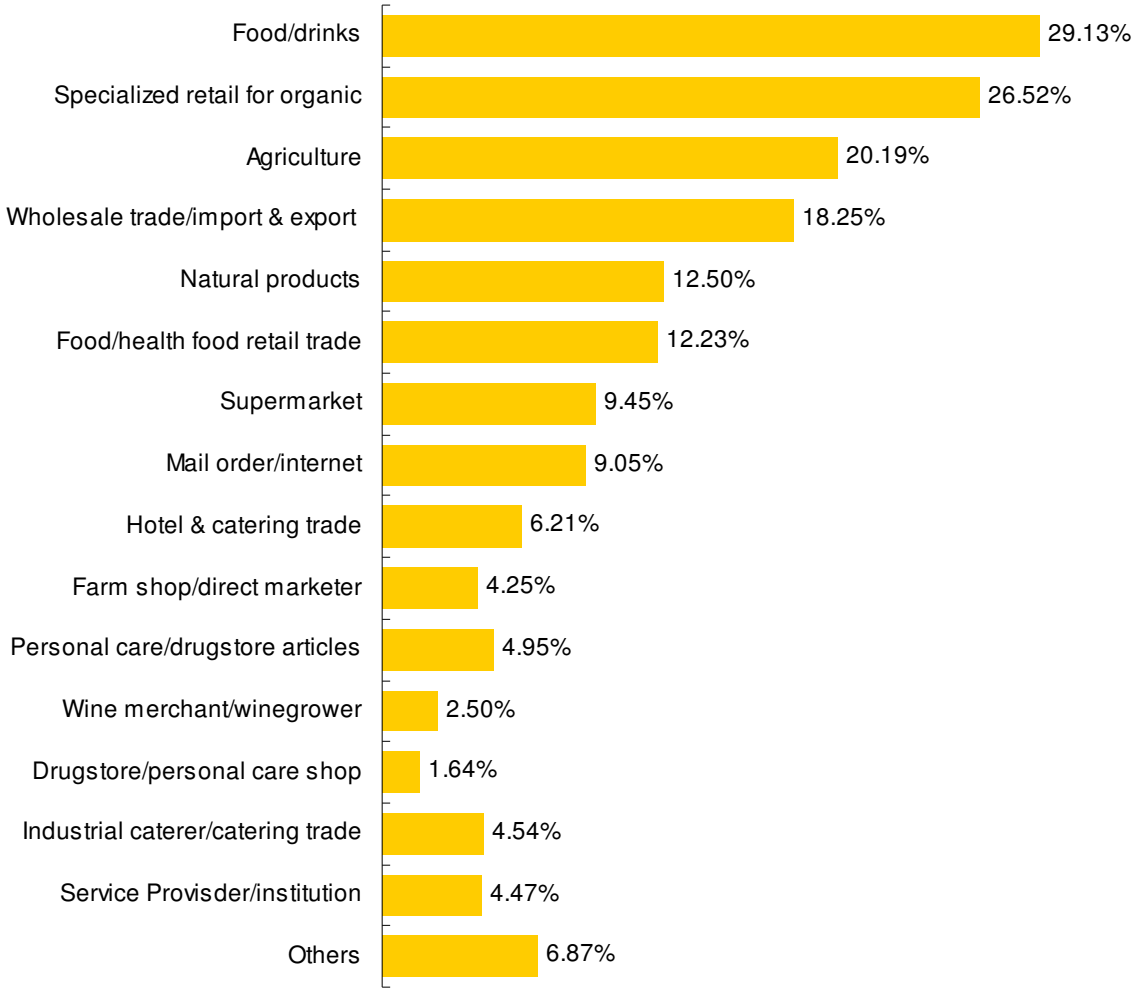
May 27（Trade visitors only）	4273（4243）
May 28（Trade visitors only）	4435（2872）
May 29 (Trade visitors & High End Consumers)	1667（2028）
Total	**10375（9143）**



3.2 Origin of visitors



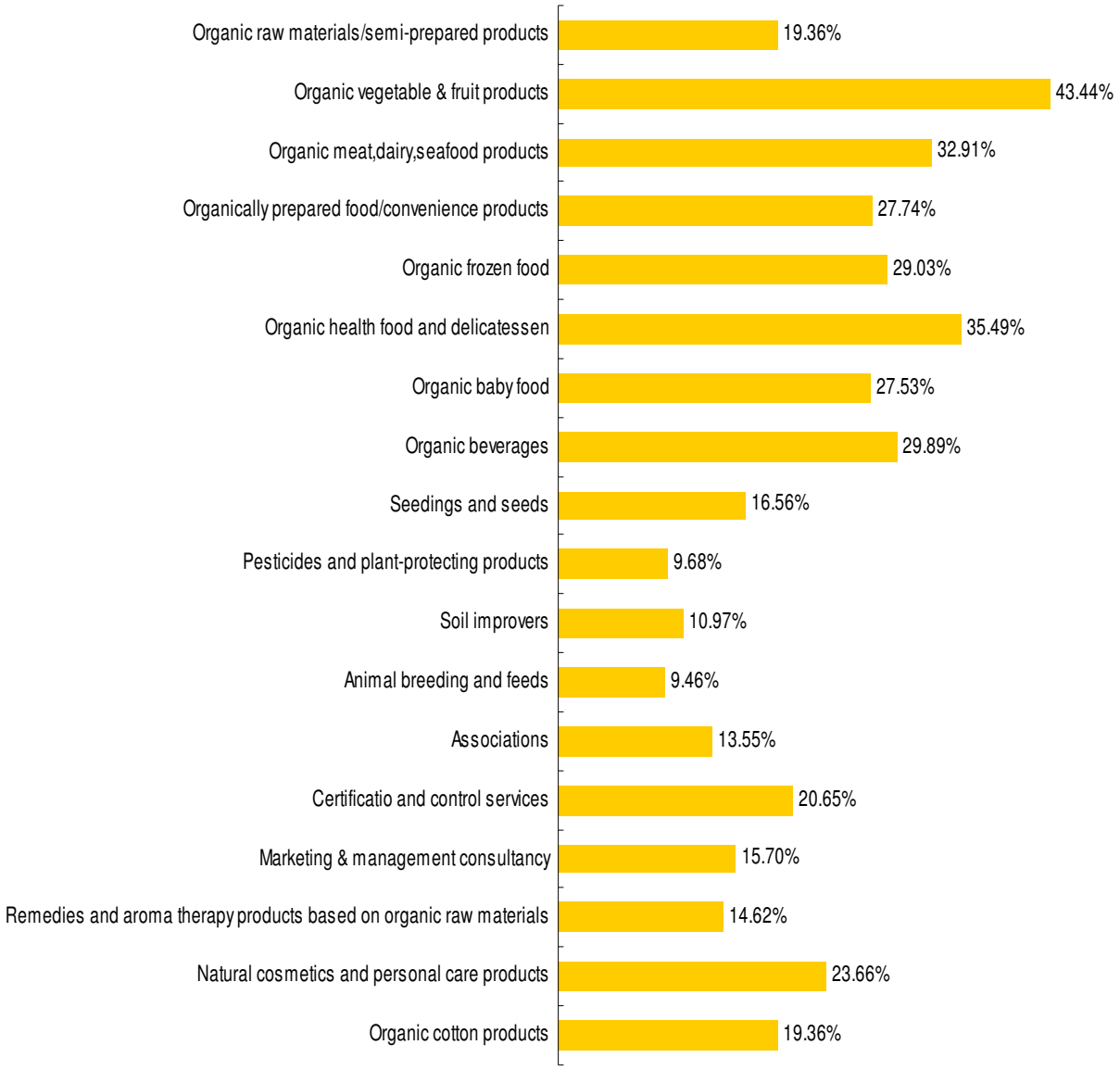
3.3 Visitors according to industrial sectors (multiple choice)



3.4 Position of visitors in company

General Manager, board member, head of an authority	39.90%
Purchasing manager	20.67%
Skilled worker	19.61%
Sales manager	14.58%
Marketing, business development manager	2.17%
Others	3.07%

3.5 Main interest in the following product segments (multiple choice)



4. Media promotion

Magazines

China Food Industry
Food Development
City Weekend
Food Industry
Food Industry Science and Technology
Global food industry
Betty's kitchen
Fruittimes
That's Shanghai

Newspapers

Xin Min Evening News
Merit Times
China Food Newspaper
East Chengxiang News
Farmer Daily News
Industrial-commercial Daily News

Websites

www.of315.com
www.organicagri.com.cn
www.youjinongye.com
www.sina.com.cn
www.xinhuanet.com
www.mmbase.cn
www.foodqs.com
www.51jms.com
www.1120.com.cn
www.organic-bio.com
www.21food.cn
www.foodexpo.cn
www.food.hc360.com
www.a1pak.com
www.foods-info.com
www.foods1.com
www.16858.com.cn
www.cnfoodnews.com
www.foodmate.net
www.shipin114.com
www.16358.cn

TV Programmes

STV -Channel Young-<Popularity Cuisine>
STV -ICS-<City Beat>
Xinhua Vedio- <City News>

Tickets Distributers:

Shanghai Cuisine Association
Shanghai Commerce Association for General Merchandise
Shanghai Child Development Center
Honghaizi
Aiyingshi

5. Results from the exhibitors' survey

（Figures of the previous event in brackets）

Question 1	very good	Good	satisfactory	not satisfactory
How would you rate the quality of the visitors?	11% (6%)	38% (40%)	44 % (47%)	7 % (7%)
How would you rate the quantity of the visitors?	10 % (9%)	47 % (49%)	40 % (40%)	3 % (2%)

Question 2	Yes	Not yet decided	No
Are you planning to exhibit again at BioFach China 2010?	53% (54%)	46% (46%)	1% (0%)

6. Review of BioFach China 2009—Exhibitor Statements

Yantai Shinho Weidamei Food Co.,Ltd
Zhou Jun, Brand Manager

“The organic industry is at the beginning in China. The enterprises need a good platform to show the products and to gain the new trends of organic industry. BioFach China is just a good platform for the enterprise and consumers to communication, to exchange the idea. We hope BioFach China can grow up with Chinese organic industry, to become the feast for organic people.”

Quality Services International GmbH
Cindy Chen, Management Assistant

”It’s the third time for us to attend BioFach China. BioFach China is a good chance for us to get to know the development of Chinese organic industry. We are glad to find the quantity of both the exhibitors and visitors are better than last year. BioFach China has becoming an authoritative, international fair. We will continue to support BioFach China, and look forward to meeting you on BioFach China 2010.”

Sichuan Xiangzhen Enterprise Co.,Ltd
Hao Jingjiang, General Manager

“BioFach China offers a good platform for the exhibitors to display their products, exchange ideas with each other, it also plays an important role for the enterprise to show their image. During the fair, we can grasp the trend of organic, get to know about the development of the other companies. At the fair, we have found much chance to cooperate, to enlarge our organic industry.”

Bioagricoop SCRL
Sergio Marchesini, Project Manager

It is the first time we attend BioFach China. We are glad to see the growing of local organic food market, which provides more opportunities for our organic products. As a good platform for our promotion in China, BioFach China proved its authority, profession and high efficiency by its visitors, exhibitors and onsite seminars, events and all the organization works. We hope the organic products from European Union will keep the market increasing and we are looking forward to the next cooperation with BioFach China.

7. BioFach China 2009 Conference

The conference during the fair has invited experts from all over the world to give speeches on the expansion of organic food sales, discuss the topic of global organic markets and marketing of organic products:

The main topics

1. Global Organic Markets and Marketing of Organic Products
2. Expansion of Organic Food Sales
3. Global Market for Organic Textiles & Cosmetics

The organizer invited 11 international & 6 Chinese speakers. Especially, the chief of USDA analyzed the relevant rules of American Organic Standards during the fair for the first time.

Speakers:

Mr. Andre Leu	from IFOAM
Ms. Ruihong Guo & Mr. Richard H. Mathews	from USDA
Ms. Laura Batcha	from OTA USA
Mr. Gerald A. Herrmann	from Organic Services GmbH
Mr. Jo. Cadilhom	from FAO Regional office for Asia and the pacific

e.g. (more details about conference, please see www.biofach-china.com)

8. Events

8.1：”Lohas (Lifestyle of Health and Sustainability) is popular”

It is the first time that *Lohas camp* combines the Lohas spirit and entity as a whole to the public. Through workshops, product presentations and activities a series of Lohas actives were shown such as the physical environment, environmental protection.

8.2：Children Event

Experts instructed the parents how to identify organic, where to buy organic, and how to cook nutritious organic food for babies. The event gave young parents a great platform to get to know and understand organic.

Please note the date!

BioFach China 2010
May 27 – 29, 2010
INTEX Shanghai

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