

Postshow Report
展后报告



BioFach China

International Organic Trade Fair and Conference

中国国际有机食品博览会

Shanghai Everbright Convention & Exhibition Center

上海光大会展中心

2008.5.29~31

名誉单位
PATRONAGE



主办单位
ORGANIZER

NÜRNBERG MESSE



中国绿色食品发展中心
China Green Food Development Center

承办单位
CO-ORGANIZER

NÜRNBERG MESSE CHINA
纽伦堡会展服务(上海)有限公司



中绿华夏有机食品认证中心
China Organic Food Certification Center

1. Structural data

(Figures of the previous event in brackets)

	Total	National	International
Exhibitors	242 (208)	213 (182)	29 (26)
Net exhibition space in sqm	2,347 (1,728)	1,972 (1,629)	375 (99)
Special shows in sqm	453 (701)		
Visitors	9,143 (7,290)	8,502 (6552)	641 (738)

2. Origin of exhibitors at BioFach China 2008

Participating countries and regions: 10

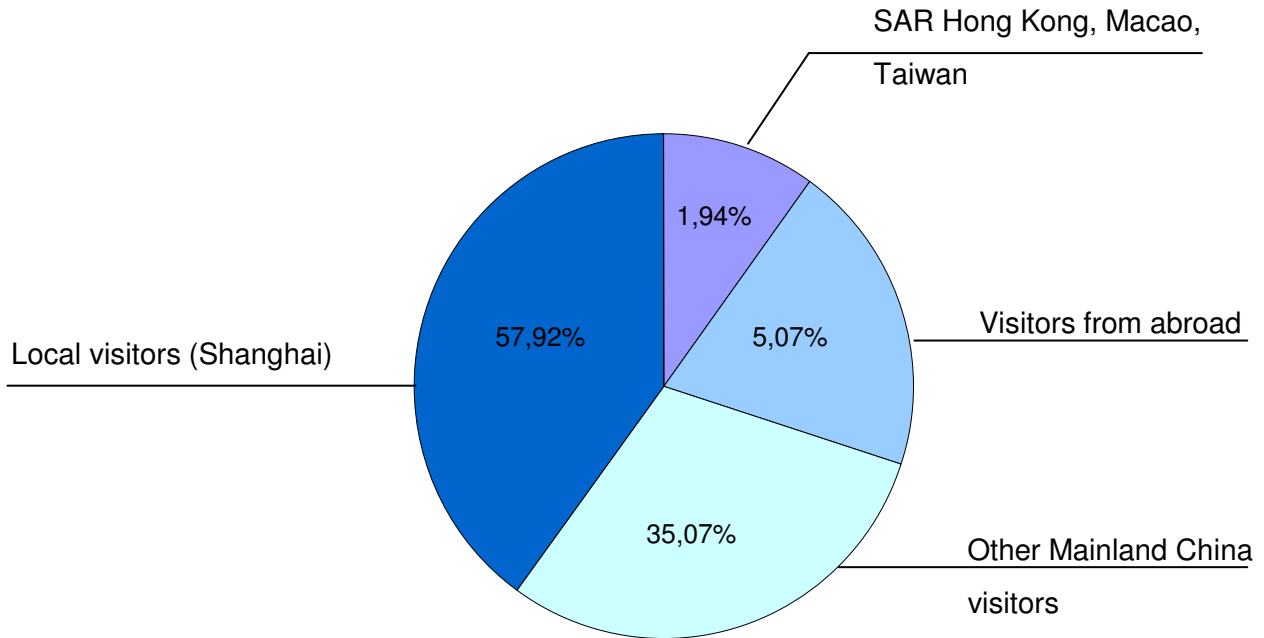
Portugal	1	France	1
Germany	3	Belgium	1
America	2	Malaysia	1
Canada	2	India	1
SAR Hong Kong	2	Taiwan	12

3. Visitor Survey (Figures of the previous year in brackets)

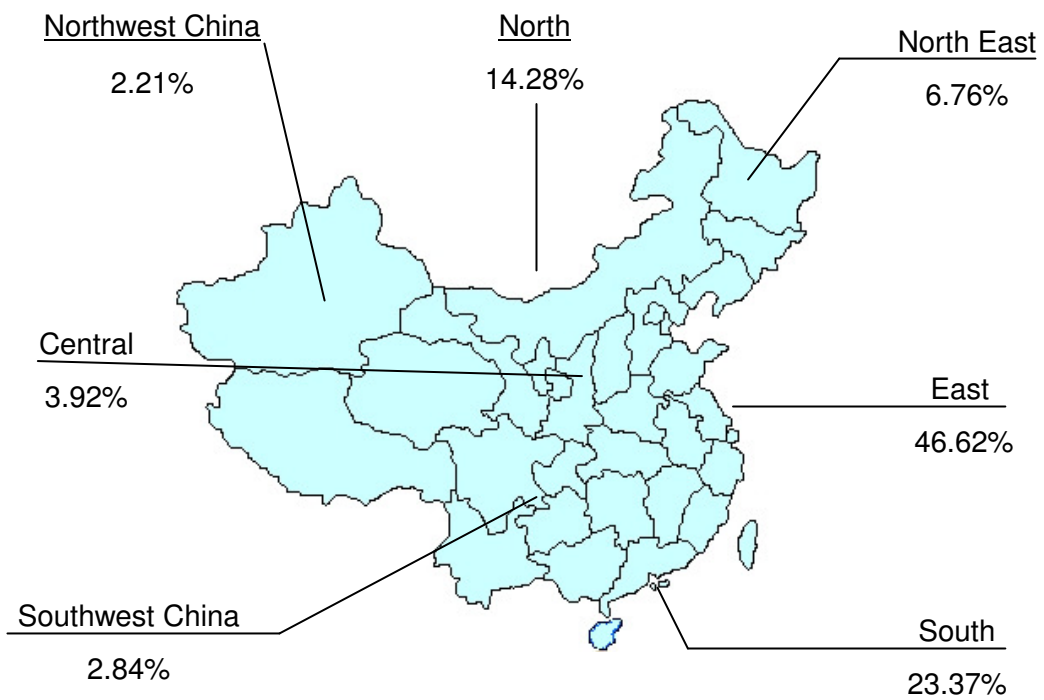
3.1. Visitors numbers breakdown

May 29 (Trade visitors only)	4,243 (2,874)
May 30 (Trade Visitors only)	2,872 (2,579)
May 31 (Trade Visitors & high end consumers)	2,028 (1,837)
Total	9,143 (7,290)

3.2. Visitors according to origin

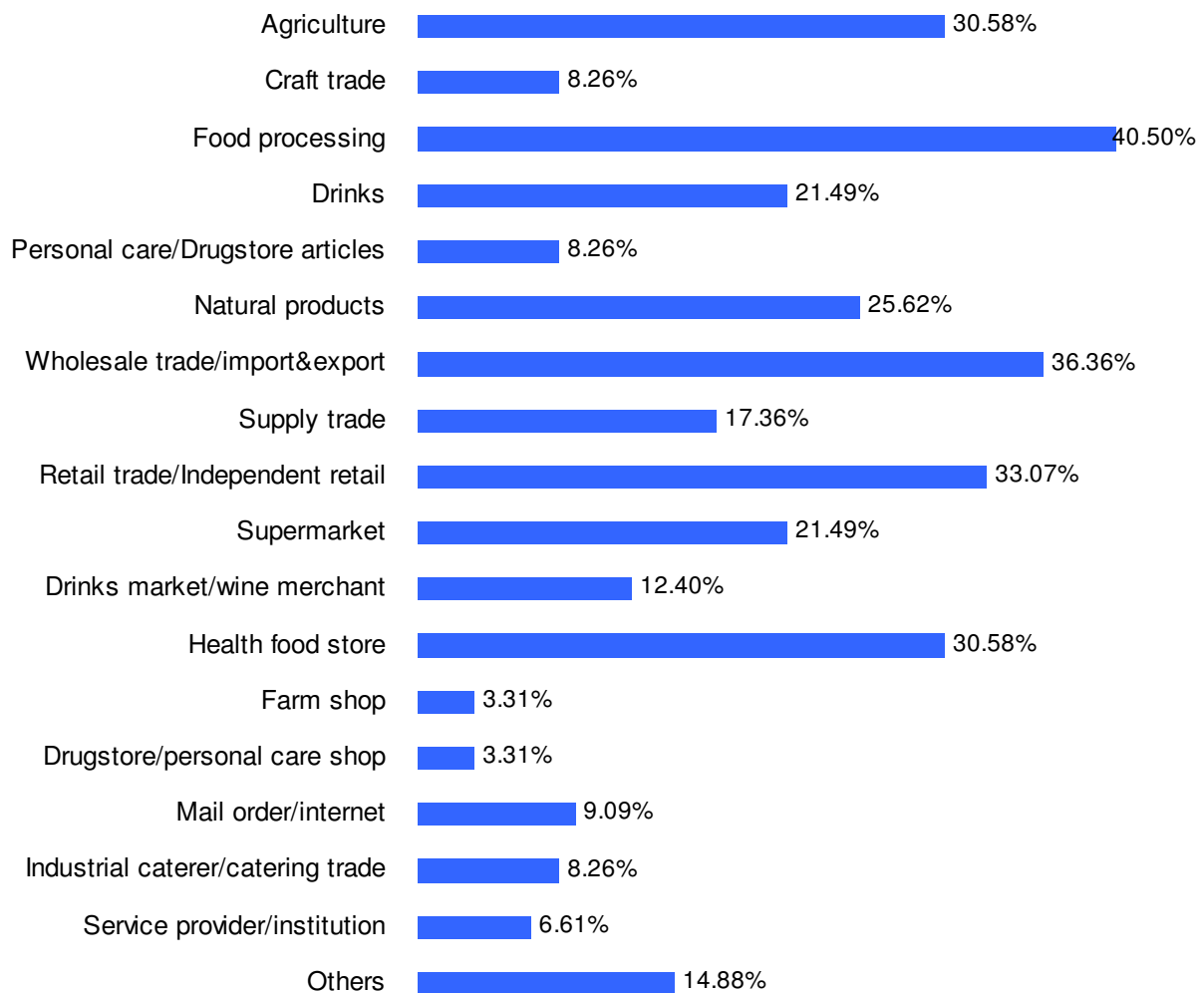


3.3. Visitors from Mainland China according to region



3.4. Visitors according to industries

(multiple choice)

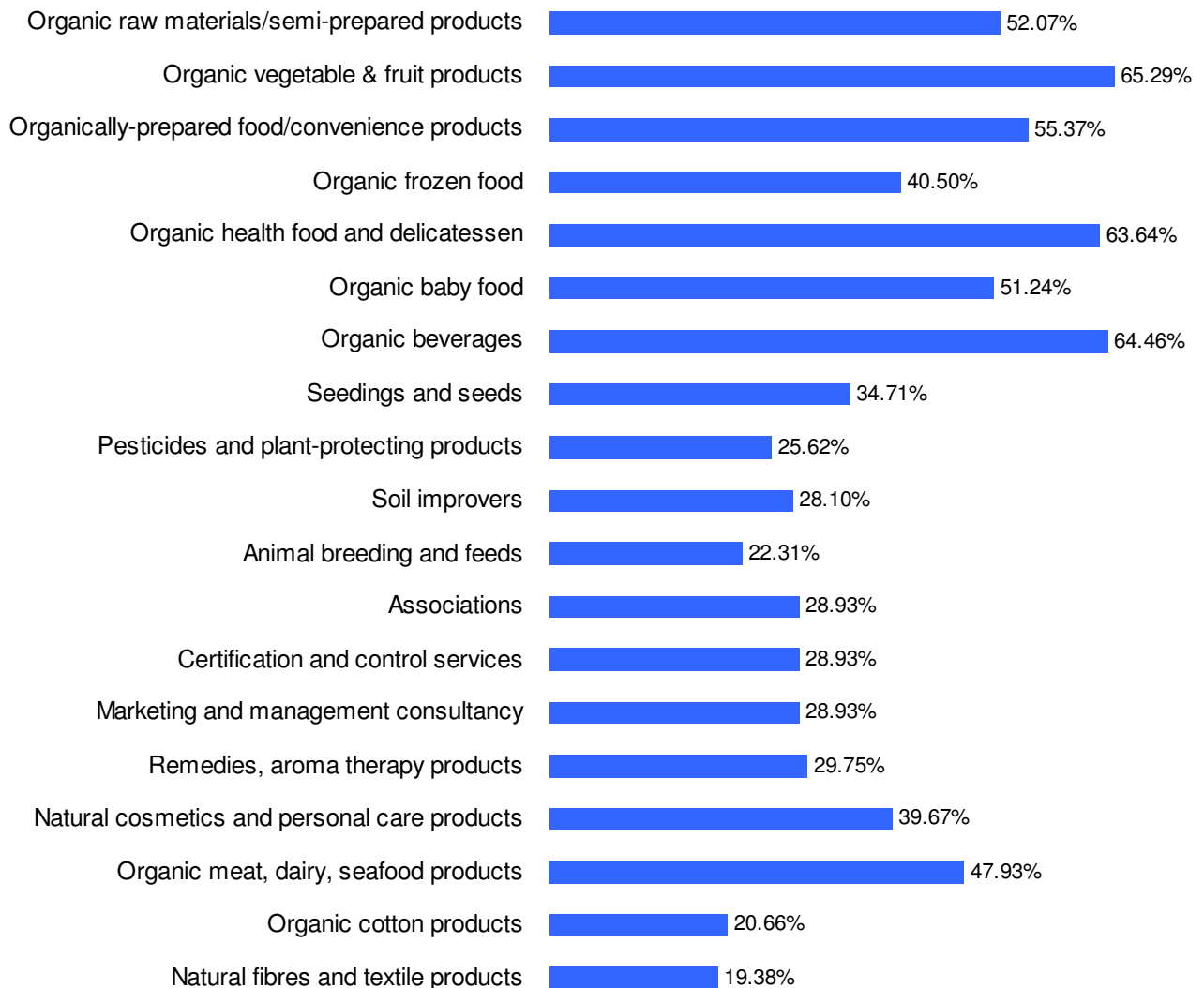


3.5. Position of visitors in company- Purchasing authority

General Manager, Board Member, Department Head	25%
Purchasing Manager	22%
Marketing, Business Development Manager	18%
Sales Manager	14%
Skilled Worker	17%
Teacher & Students	4%

3.6. Main interest in following product segments

(multiple choice)



4. Media Promotion

4.1 Press Conference

15.05.2008	Beijing	18 Media attended & reported
27.05.2008	Shanghai	18 Media attended & reported

The representatives of NürnbergMesse China and China Greenfood informed the media about trends and developments on national and international organic markets.

4.2 Magazines

Food Industry Science and Technology	Global food industry	China Food IndustryNew
Western Food	Food Development	Food Industry
China Dairy	Food&Machine	Food & Beverage
City Weekend	Emigrate to Shanghai	Organic lifestyle
Pro-mo	City Lady	Lohas
Shanghai Business	Health and Nutrition	
	Science and Technology	

4.3 Newspaper

Consumption Daily	Wenhui Bao	Youth Daily
Shanghai Morning Post	China Times	

4.4 Websites

www.sina.com	www.busytrade.com	www.21food.cn
That's shanghai	www.163.com	www.tecent.com
www.cctv.com	www.agri.gov.cn	www.online.sh.cn
www.cnool.net	www.hangzhou.com.cn	www.cnnb.com.cn
www.qianlong.com	www.js.chinanews.com.cn	www.xhby.net
www.enorth.com.cn	www.dzwww.com	www.anhuinews.com
www.fec.com.cn	www.zgjr.com	www.chinapp.com
www.tecent.com	www.cctv.com	www.agri.gov.cn
www.xhby.net	www.enorth.com.cn	www.iibrand.com
www.cait.cn	www.foodqs.com	www.ew35.com
www.cnfe.net	www.food36.com	www.tech-food.com
www.foods1.com	http://zglysc.com/	www.tjcx.com
www.nbms.com.cn	www.chaoshi168.com	www.eat4.com
www.86tea.com	www.cnfengmi.cn	www.xiuxianshipin.com
www.xmscw.com	www.my022.net	www.pe123.com
www.zhaoshangcn.com	www.vinbig.com	www.showguide.cn
www.cce360.com	www.expo-china.com	www.regius.com.cn
www.expoc.net	www.asian-expo.com	www.fair.ec.com.cn
www.eventown.com.cn	www.mainone.com	www.71096.com
www.scbid.com	www.sonhoo.com	www.sjzxx.heagri.gov.cn

5. Selected results of exhibitors survey

Question 1

How do you assess the overall success of your company's participation at BioFach China?

How would you rate the quantity of the visitors?

How would you rate the quality of visitors?

very good	Good	satisfactory	not satisfactory
8 %	61%	24 %	7 %
9 %	49 %	40 %	2 %
6 %	40 %	47 %	7 %
Yes	Not yet decided	No	
54%	46%	0%	

Question 2

Are you planning to exhibit again at BioFach China 2009?

6. Testimonials of selected exhibitors



Beijing Organic Farm Development Co., Ltd.
Mr. Zhang Ming, General Manager

“The healthy concept of organic food is gradually filtering into people's minds. This is through the continuous publicity and promotion of the organic food enterprises and BioFach China is just an arena of this kind. I wish there will be more enterprises attend this show next year, and more people will accept organic products! “

Shanghai Dairy Group Co., Ltd.
Mr. Shen Wei Ping, General Manager

“BioFach China 2008 offers us a good platform to display our high quality organic milk. It’s also a good chance for us to show the image of our company. Many professors and people who are devoted to organic food gathered to talk about trend in organic food. BioFach China 2008 provides us with a good communication platform. It’s a successful fair! We are looking forward to attending next year.”



Shanghai Lohaocity Market Co.,Ltd.
Mr.Jacky Shi, Vice General Manager

“It was 2nd time we participated in BioFach China. It is a very specialized organic trade fair and provides Chinese organic enterprises with a bilateral communication platform for the move towards the world. The show also let us see that Chinese organic enterprises are progressing day by day. The exhibition let more people understand about organic. We will support the organic business and BioFach China.”

Jilin VITALE Organic Agricultural Co., Ltd.
Mr. Sun Yanchun, General Manager

“BioFach China is an international, authoritative, specialized fair. It offers a good platform for us to show ourself, increase communication and develop our business. I believe that organic industry will advance with times, continue to surpass. “





Rocks & Wings Limited

Mr. Hans Kottulinsky General Manager

“As importer and marketer of organic food in China, BioFach China has again proven to be the centre stage in the industry. The structure and quality of both, exhibitor and visitors has very positively developed and gives the fair an international profile. I see further potential to better integrate the local consumer community into the fair, but with the new location in 2009 this will be no problem. I look forward to 2009 and thank the organisers for a great cooperation. “

7. BioFach China 2008 International Conference

The conference on global organic markets was held concurrently to the exhibition. The conference consisted of the following sessions: Quality, certification, management of organic products, sales and distribution, international organic markets, organic livestock.

The conference was opened by Ms Xu Xiaojun, representative of the Ministry of Agriculture of the People's Republic of China and Mr. Kung Wai Ong, representative of IFOAM. The speakers included Mr. Udo Censkowsky, Organic Services, Professor Jonathan Wong, HK Baptist University, Professor Meng Qingxiang of China Agriculture University as well as representatives from renowned international organic companies.

The conference was attended by 21 speakers from 5 countries and regions and enjoyed a full capacity audience on each conference day.



8. Events

8.1 The „Bio Bar“

During the fair, visitors could taste organic soybean milk, organic coffee and organic lunch at the Bio Bar, which was a newcomer for 2008 and provided trade visitors and exhibitors with organic food and beverages on site.

8.2 Healthy cooking - Organic kitchen

The last day of the fair was opened to high-end consumers. The organizers invited a professional chef who demonstrated on site how to prepare delicious organic food with organic ingredients. The cooking event was moderated by Mrs. Fan, a pioneer of the organic movement in Taiwan.



8.3 Organic food - Be good to nature, be good to yourself

During a special event with the roots and shoots foundation, junior students presented their latest achievements of growing organic products in their schools.



9. VIPs to BioFach China 2008

Ms. Xu Xiaojun	Deputy Director-General of Ministry of Agriculture of P.R.C
Mr. Ma Aiguo	Director of China Green Food Development Center
Mr. Claus Rättich	Vice President of NürnbergMesse GmbH
Dr. Albrecht von der Hyeden	Consul General of the Consulate of the Federal Republic of Germany
Mr. Ong Kung Wai	World Board Member of IFOAM
Mr. Wang Maohua	Director of the Certification & Accreditation Administration of P.R.C
Mr. Klaus J. Supp	Agricultural Counsellor of the German Embassy Beijing
Mr. Han Peixin	Vice Director of China Green Food Development Center

Please note the date!

BioFach China 2009
May 27 – 29, 2009
INTEX Shanghai

Information/Application

For Exhibitors from China & Asia Pacific

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Information/Application

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