



# BIOBRAZIL FAIR

## BIOFACH AMERICA LATINA

into organic

18<sup>th</sup> International Trade Fair of Organic Products and Agroecology

São Paulo, Brazil

June 12 - 15, 2024

[biofach-americalatina.com](http://biofach-americalatina.com)

International patron:



Organizer:



Co-organizer:





**BIOBRAZIL FAIR**

**BIOFACH** AMERICA  
LATINA  
into organic

18<sup>th</sup> INTERNATIONAL TRADE FAIR OF ORGANIC PRODUCTS AND AGROECOLOGY

**WELCOME TO THE 18<sup>th</sup> EDITION!**

**BUSINESS FOR A BETTER WORLD**

The world of organic products is in full expansion and BIOFACH AMERICA LATINA - BIO BRAZIL FAIR has been part of the effort to strengthen this movement for 18 years, promoting business, relationships, solutions and professional training that improves well-being and quality of life.

**This  
growing  
sector  
deserves  
a strong  
networking  
and business  
platform.**



# EXHIBITOR PROFILE

A fair focused on the  
**success of your business**

more than  
**160**  
exhibitors

more than  
**45,000**  
visitors

**42,000**  
meters<sup>2</sup> of exhibition

You are part of this  
**CHANGING UNIVERSE**

## **ORGANIC FOODS**

Juices and beverages, chocolates, milk, dairy and eggs, honey and derivatives, fruit and vegetables, breads, pastas, cakes and biscuits, fresh organic foods, meat, coffee, frozen foods, gluten-free and lactose-free foods.

## **ORGANIC FASHION**

Bio jewelry, clothing, fabrics and accessories.

## **ORGANIC COSMETICS AND HYGIENE**

Aromas and essences, creams, shampoos, soaps, tonics, raw materials, makeup, cleaning products.

## **ORGANIC PRODUCTION AND SERVICES**

Inputs and fertilizers, equipment and machinery, certifiers, publishers, consulting, packaging, transport and solar energy, among others.

# VISITOR PROFILE

# Visitor breakdown

## HIGH VISITOR ATTENDANCE

More than 45.000 visitors await the main trade show for the organic industry to be inspired and see the innovative mix of products and services to satisfy the growing needs of a highly demanding audience.

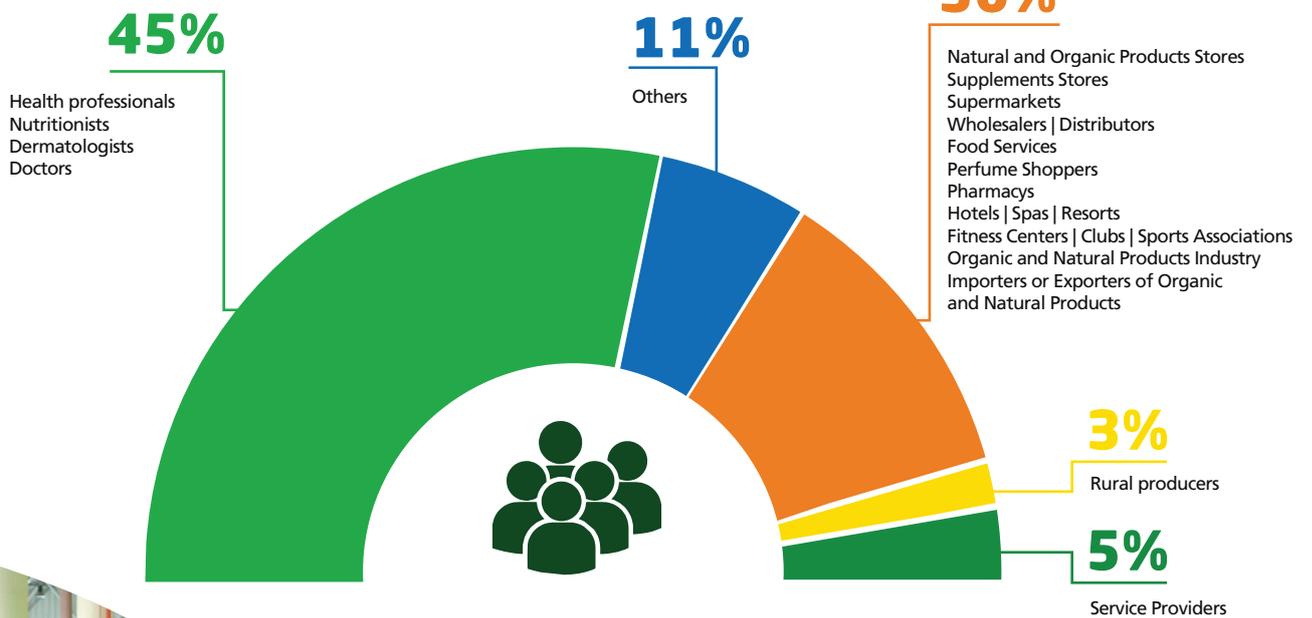
2023 edition numbers

**49%** visited the fairs for the first time

**55%** participate in the purchase process

**70%** have management positions

## PROFESSIONAL VISITOR PROFILE



## DIVERSE AND GLOBAL VISITORS

The event shows its power, attracting countries and expanding its international reach!



### NORTH AND SOUTH AMERICA

Argentina  
Bolivia  
Brazil  
Belize  
Chile  
Colombia  
Ecuador  
Mexico  
Paraguay  
Uruguay

### AFRICA

Equatorial Guinea  
Mauritania  
South Africa

### EUROPA

Germany  
Greece  
Italy  
Portugal  
Sweden  
The Netherlands  
Turkey  
United Kingdom

### ASIA

Brunei  
China  
Egypt  
Hong Kong  
India  
Indonesia  
Japan  
South Korea

### OCEANIA

Australia

BIOFACH AMERICA LATINA | BIO BRAZIL FAIR 2023 WAS ATTENDED BY VISITORS FROM ALL BRAZILIAN STATES AND MORE THAN 30 COUNTRIES

# FOCUS ON BUSINESS

New schedule:  
more business for you



# Business Roundtable

BUSINESS & NETWORKING

## EXCLUSIVE HOURS FOR BUSINESS AND RELATIONSHIPS

You'll be face to face with the right opportunity. The rounds are pre-scheduled meetings between exhibiting companies and potential buyers, from inside and outside the country. It's another opportunity to close great deals and create qualified, long-term relationships.

# BUSINESS MEETINGS

Free and exclusive activity  
for exhibitors to increase sales.

**17** invited buyers

**292**  
meetings

turnover  
**R\$24.6** million  
in business

# INSPIRING ATTRACTIONS A WORLD OF POSSIBILITIES AND INNOVATIONS

Be ready to do business at a fair that attracts public interest in market updates, new solutions and innovations in products and services. The more relevant content and experiences offered, the more opportunities for the exhibitor.



# PREVIOUS EXHIBITORS IMPRESSIONS

*Gabriel Duarte, Relationship Analyst | Bio2*

"The fair is fundamental for the promotion of organic products and new, very talented brands that are emerging into the market. It is a great opportunity for inclusion and growth. We are here since the first edition, in all events. For us, 2023 was an edition in which we learned and developed a lot, and in which we found that our strategies were very much in line with what appeals to the audience. We hope 2024 will be as successful as this year and that we learn even more to offer the visitors an even better and fascinating experience".

**Alexandre Vieira,**  
Marketing Manager | Korin

"We consider the BIOFACH AMERICA LATINA - BIO BRAZIL FAIR as an excellent opportunity for exhibitions of our brand. We have a portfolio of products in the wellness sector and have participated since the first edition. This year, we had good response and recognition from our customers."

**Afrodite Kombucha,**  
Commercial

"The fair is very important to us, we've had a very good experience with people and the acceptance of our products. It was the first time we took part. The edition was very good for us! Our launches were great and we managed to sell and reach the public. We don't know if we'll be able to exhibit next year, but we want to very much!

**Aline Saraiva Marques, Grano Square**

"The event is extremely important, fundamental to promote the natural food industry, interaction with the end public, customers and health professionals. It was the first time we took part and it was an incredible and intense experience. Our intention is to take part every time! We hope to take part again, with a bigger and more innovative stand. Congratulations to everyone at Francal for this incredible fair! Thank you for the opportunity!"

## CONSCIENCIOUS EXHIBITOR

Sustainable attitudes and product transparency strengthen your brand image among buyers

### The Viva Verde Seal



Campaign to recognize exhibitor's efforts to generate less waste during the event.

More than 100 companies were awarded with the seal at the 2023 edition.



### Some actions:

- Carbon-neutral trade fairs
- Selective collection and waste management
- Environmental compensation for collected packaging
- Accessibility
- Badge recycling
- Reduction of printed material
- Digital action KIT zero waste for visitors



Latin America's  
main event for  
the world of  
organics

**BOOK** YOUR  
STAND NOW

BE PART OF BIOFACH WORLD

+55 11 3205-5025  
maria.valle@nm-brasil.com.br

# BIOFACH AMERICA LATINA - BIO BRAZIL FAIR

## At a Glance

### Date

June 12 - 15, 2024

### Venue

Pavilhão do Anhembi, São Paulo, SP

### Opening Hours

From 10 am to 8 pm

### Frequency

Annual

### Organizer

**Franca** Feiras DESDE 1969

### Co-organizer

NÜRNBERG MESSE

### International patron

**IFOAM**  
ORGANICS  
INTERNATIONAL

### Supporters

**AAO**  
Associação Anhembi

ORGANICS BRASIL

# BIOFACH

into organic

Join the world's leading trade show network for organic products!



### BIOFACH 2024

Nürnberg, Germany

World's Leading Trade Fair for Organic Food

February 13 – 16, 2024

[biofach.com](http://biofach.com)

### BIOFACH AMERICA

[biofach-america.com](http://biofach-america.com)

### BIOFACH AMERICA LATINA

– BIO BRAZIL FAIR

São Paulo, Brazil

June 12 – 15, 2024

[biofach-americalatina.com](http://biofach-americalatina.com)

### BIOFACH CHINA

Shanghai, China

June 13 – 15, 2024

[biofach-china.com](http://biofach-china.com)

### BIOFACH INDIA

Delhi-NCR, India

September 2024

[biofach-india.com](http://biofach-india.com)

### BIOFACH JAPAN

Tokyo, Japan

October 25 - 27, 2024

[biofach-japan.com](http://biofach-japan.com)

### BIOFACH SAUDI ARABIA

Riyadh, Saudi Arabia

November 11 – 13, 2024

[biofach-saudiarabia.com](http://biofach-saudiarabia.com)

### BIOFACH SOUTH EAST ASIA

Bangkok, Thailand

[biofach-southeastasia.com](http://biofach-southeastasia.com)

## Information & Application

### For International Companies

NürnbergMesse Brasil

Ms. Maria Valle Lopez

Phone +55 (11) 3205 5025

[maria.valle@nm-brasil.com.br](mailto:maria.valle@nm-brasil.com.br)

Franca Feiras

Luciene Bueno

Phone +55 (11) 2226 3100

[luciene.bueno@franca.com.br](mailto:luciene.bueno@franca.com.br)

### For Brazilian Companies

Franca Feiras

Ms. Valeska de Oliveira

Phone: +55 (11) 2226-3176

[valeska@franca.com.br](mailto:valeska@franca.com.br)

[www.biofach-americalatina.com](http://www.biofach-americalatina.com)