

POST SHOW REPORT 2023



BIOBRAZIL FAIR

BIOFACH AMERICA
LATINA

into organic

17th INTERNATIONAL FAIR OF ORGANIC PRODUCTS
AND AGROECOLOGY



**natural
tech**

17th FAIR OF HEALTHY FOOD, SUPPLEMENTS, NATURAL
AND HEALTH PRODUCTS

Francal Feiras

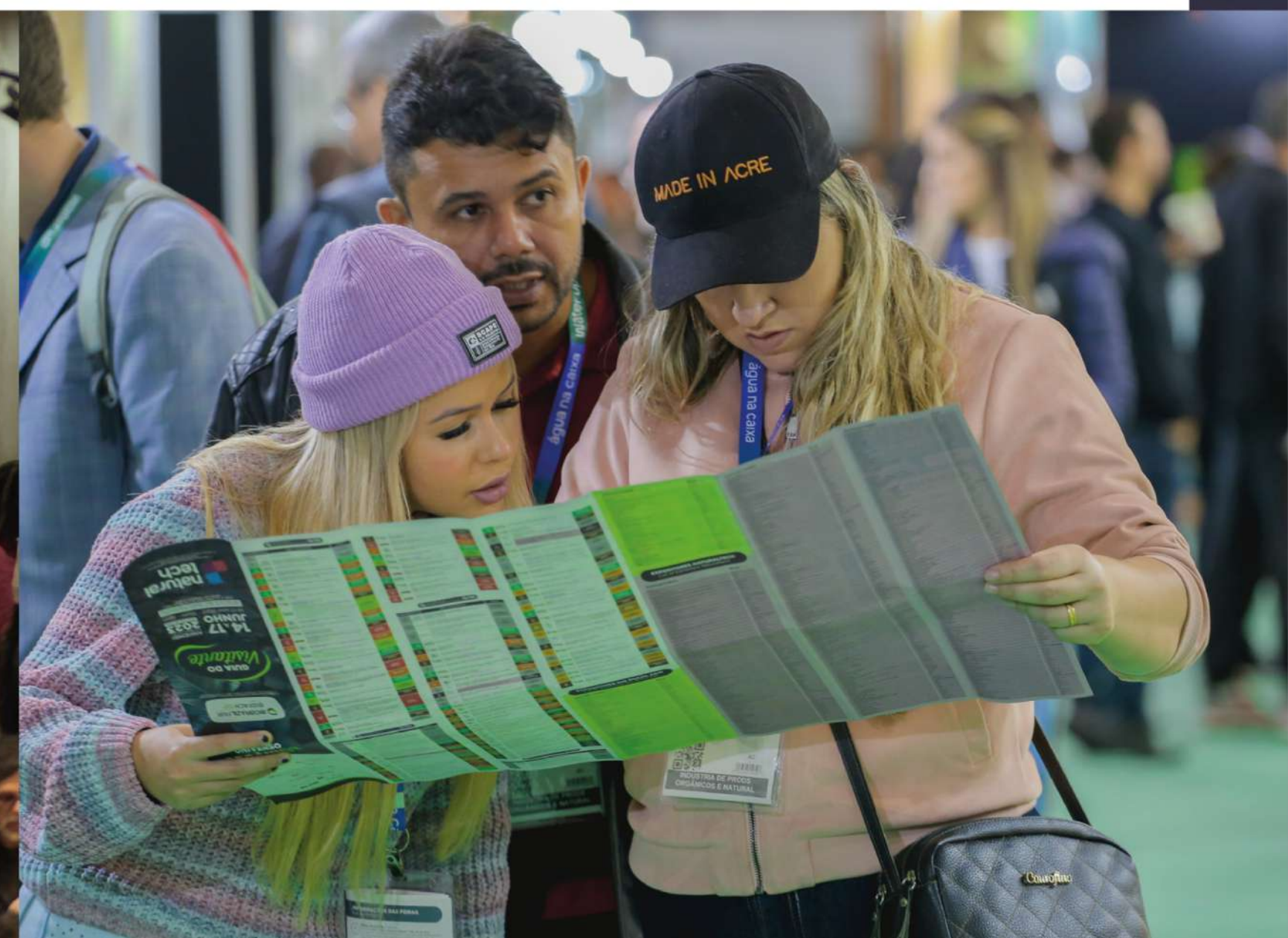
DESDE 1969

17th EDITION OF BIO
BRAZIL FAIR | BIOFACH
AMERICA LATINA AND
NATURALTECH **BREAK
ATTENDANCE RECORD
AND BOOST THE
SEGMENT THAT MOVES
R\$ 180 BILLION
ANNUALLY.**

BIO BRAZIL FAIR | BIOFACH AMERICA LATINA
International Fair of Organic Products and Agroecology
NATURALTECH
Fair of Healthy Food, Supplements, Natural and Health Products.

The 2023 edition of the largest and main trade fairs for natural and organic products ended in June, proving the growth of the Brazilian market for healthy items - reaching a turnover of around R\$180 billion per year in the country - and that has the fairs as its main business showcase.

In the **4 days of the event**, the Anhembi Exhibition Pavilion, in São Paulo, **received 52,000 visitors - an increase of 44%** compared to the 2022 edition -, **coming from all states of Brazil and 30 countries**, including retailers, professionals from different areas of health, businessmen, producers, cooperatives, associations, authorities in these sectors and the final consumer, interested in knowing more **than 1,400 brands and 730 exhibitors.**



2023 NUMBERS



52k

visitors

44%

Higher
than 2022



730

exhibitors



**+de
1.400**

brands



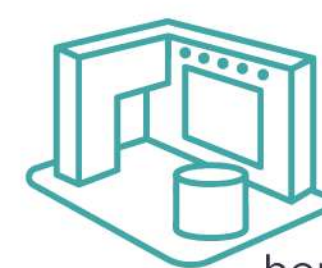
100%

presence of
Brazilian states



30

countries



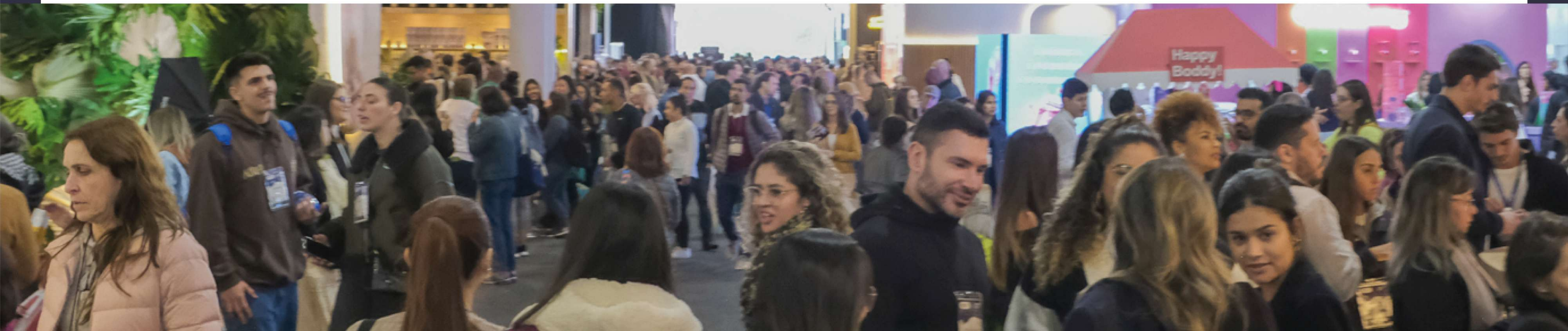
42

housand square meters
of exhibition space

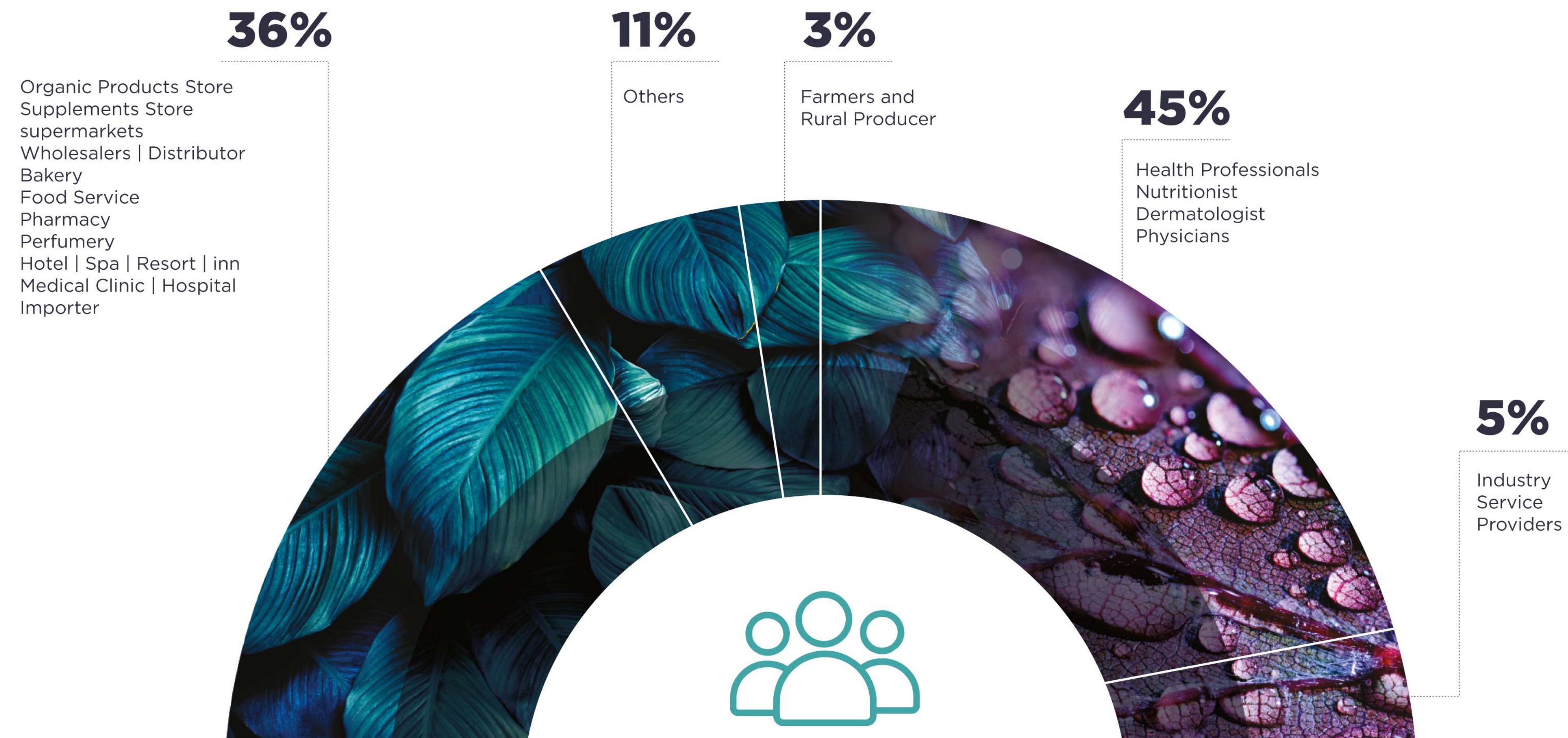


+100h

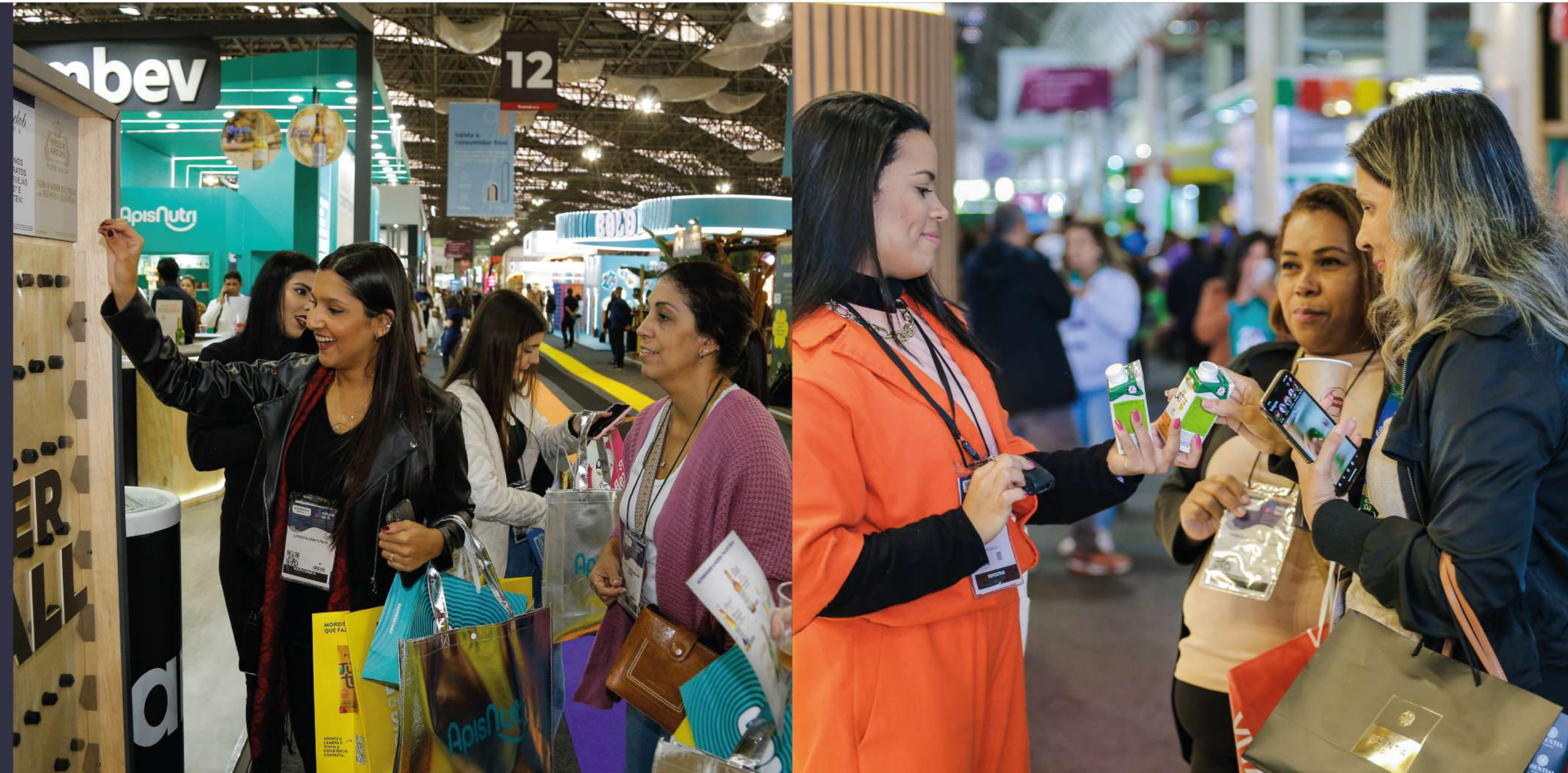
hours of programming



PROFILE – PROFESSIONALS IN THE FAIR



THE 2023 EDITION
CONSOLIDATES THE **SUCCESS OF**
THE EVENTS BOTH FOR THE
MARKET AS A WHOLE AND ALSO
FOR **GENERATING BUSINESS**



49%

Visited the fairs for
the first time

55%

Participated in the
purchasing process

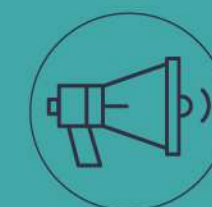
70%

Hold management
positions

TOP 3 GOALS WHEN VISITING THE EVENT



New Business



Meet new Trends and Releases



Meet new suppliers

MEET SOME BUYERS WHO VISITED THE EVENT



FEATURES & EVENTS



The event had an extensive program for all categories of visitors.



Lectures with top speakers, personalities, and representative professionals in their areas of activity, who bring reflections and inspiration on subjects that permeate the organic, natural, and sustainable universe.



Space where guest chefs and brands prepare incredible organic recipes presenting experiences with flavors from Brazil that will be tasted by the participants. Brought by:



Show classes with interaction, tastings, and several culinary sessions, in which renowned specialists and chefs teach quickly and easily how to prepare tasty and nutritious vegan dishes, curated by SVB.



It presents the news, challenges, and benefits of natural products, as well as consumer trends in the areas of beauty, health, and well-being.



Lectures aimed at retailers and brands in the organic and natural segment, which present ideas and ways to attract and retain customers, improve and boost results in sales channels and perform more.



Specialists, authorities, and references in the organic production sector bring important topics to the sector to expand knowledge, taking market updates and strengthening the businesses of the organic segment.





Update, present scenarios and encourage discussions for nutritionists, physicians and health professionals.



Talks with guests and nutritionists specialized in healthy and vegan food, curated by SVB, presenting topics for those interested in learning more about veganism or starting to adopt a vegan diet.



A series of conversations with renowned nutritionists in a meeting full of networking opportunities among guests curated by Equilibrium | Nutrition Academy.



Space destined to the meeting of professionals of the area, chats with specialists, pitches, demonstrations and actions of exhibitors.



Visit and product presentation of TOPS clean label exhibitors selected in the AWARD 2023.



With the theme “From the field to nutritional prescription”, the course is aimed at nutritionists, doctors, nutrition students and health professionals with experience in nutritional care, or who wish to seek expertise in this segment.

Brought by: Centro de nutrição funcional 



Consultancy and exhibition on types of materials, packaging and reverse logistics, where visitors and exhibitors also spoke with specialists in packaging and cleared their doubts.. By Naturaltech e eureciclo.



Business roundt

NATIONAL AND INTER

THE BIO BRAZIL FAIR | BIOFACH AMERICA LATINA E

NATURALTECH promoted 3 days of matchmaking between buyers and exhibitors in an exclusive environment that boosted more business.



NATIONAL

292

Meetings

17

Buyers

**R\$24.6
MILHÕES**

In completed trade

INTERNATIONAL

218

Meetings

**US\$
75.000,00**

In expected business

**US\$
16.005.000,00**

In expected business for the next 12 month



New FRANCAL FEIRAS Relationship Program in a Private Area at the event, equipped with all the necessary amenities so that VIP guests from the sector can make the most of the event, in addition to the opportunity to connect with other executives and business leaders.

+200 Executives, business leaders, authorities, buyers, and personalities





Inaugural edition for the 1st
AWARD BIO BRAZIL FAIR and
NATURALTECH.

The award aims to recognize
products on the market and
strengthen the positioning in
Health & Nutrition for visitors to
the event, the media and the
entire sector.

Divided into categories: **FOOD**,
BEVERAGES, **SUPPLEMENTS**
AND INNOVATION, the winners
were recognized on the first day
of the fairs.

[CLICK HERE FOR MORE INFORMATION](#)

Winners



1st Place: FOOD
Coconut milk chocolate

1st Place: BEVERAGES
Robusta coffe

1st Place: INNOVATION
Sprinkle Biscuit with Popcorn Flour



1st Place: FOOD
Planteiga (Vateli)

1st Place: BEVERAGES
Almond drink with vegcalcium +d

1st Place: SUPPLEMENTS
Colosfort Lactoferrin plus (Vitafor)



MARKETING AND COMMUNICATION OF RESULTS

Effective strategies and actions that increased the visibility of events and brands.



WEBSITE

916 THOUSAND

Single visits



E-MAIL MARKETING

92

Campaigns sent to

+ THAN 140 THOUSAND

contacts from the fair's database



SPONTANEOUS MEDIA

325

Articles

447

MILION

People reached

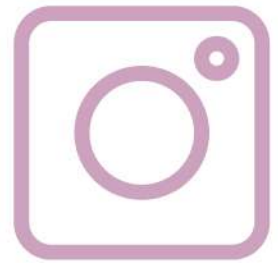
+ R\$180

BILLION

Estimated at valuation

SOCIAL MEDIA

There are more than 123 thousand fans engaged in our channels



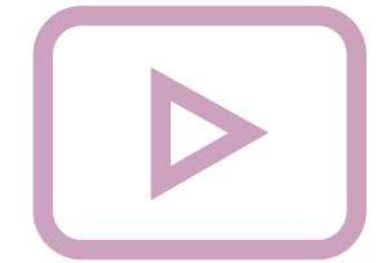
INSTAGRAM



FANPAGE



LINKEDIN



YOUTUBE

5.042.018

Reach

237.455

Page engagement

1.094.714

Reach

52.662

Engagement

15.634

Reach

5.284

Engagement

66.180

Channel views

24.189

Video Views

SOCIAL MEDIA

Real-time coverage for the 4 days of the event



+460 videos

between Stories and Reels
impacting

+2 million

users, organically, during the
fair period



+60

publications on the site



+100

proprietary content
produced on digital
channels



480

images published between
exhibiting brands, features,
and contents





The space brings together several special guests who share with our audience a light chat with news, stories and success stories.

73

EPIISODES

Click to check
all episodes

- 1  [VIDEOCAST] Augusto Cruz Neto - VITAMINE-SE
Bio Brazil Fair - Naturaltech
- 2  [VIDEOCAST] Matheus Faria - AXCELL
Bio Brazil Fair - Naturaltech
- 3  [VIDEOCAST] Vitor - ESSENTIAL NUTRITION
Bio Brazil Fair - Naturaltech
- 4  [VIDEOCAST] Ananda Boschilia - BS&CO COSMÉTICOS
Bio Brazil Fair - Naturaltech



SUSTAINABLE AND INSTITUTIONAL ACTIONS



TETRA PAK DISTRIBUTES WATER AND COLLECTS PACKAGING AT NATURALTECH 2023



With 3 distribution points for water in carton packs and 4 collectors for discarding packaging for recycling, Tetra Pak encourages visitors to take packaging to collectors and even receive gifts at Tetra Pak's stand.

COLLABORATE FOR THE RESTORATION OF THE ATLANTIC FOREST



And in this edition, with each donation to SOS MATA ATLÂNTICA via the event link, you contribute to the purchase, planting, maintenance and technical inspection of seedlings of native species of the Atlantic Forest, in an area chosen by the technical team of the Florestas do Futuro Program.

DIGITAL ACTION - ZERO WASTE KIT FOR VISITORS



Incentive for visitors to bring their glass, bottle, cloth napkin and cutlery from home to collaborate in reducing the waste generated or, even if they don't have it, to buy it from the exhibitors. This is everyone's commitment.

FAIRS - CARBON NEUT



Emissions of greenhouse gases that could not be avoided are quantified and an environmental compensation action is carried out in the same proportion, such as support for environmental projects.

WASTE COLLECTION AND MANA



For almost two decades we have carried out this structured work in loco at events, a practice that has always reinforced Francal Feiras' concern to reduce the environmental impacts of major events.

ENVIRONMENTAL COMPENSATION OF 100% OF PACKAGES COLLECTED



This seal represents the compensation of 100% of the materials generated during the event, through the payment of Recycling Credits to the cooperatives associated with the eureciclo seal.

SELO VIVA VERDE CAMPAIGN WITH EXHIBITORS



Together we can go further!

Campaign that engages and highlights exhibitors committed to holding more sustainable events! For SEAL achievements it needs to adopt a series of criteria in space. During fairs, we advertise brands with the VIVA VERDE SEAL on the website and social networks for you to visit and honor.

[Click here to know the](#)

2023 EXHIBITORS WITH VIVA VERDE SEAL

And more:

- ACCESSIBILITY
- RECYCLING OF BADGES
- REDUCTION OF PRINTED MATERIAL
- FACILITATED MOBILITY AND COLLECTIVE TRANSPORT
- CATERING WITH ORGANIC INPUTS AND VEGAN OPTION
- INCLUSION AND DIVERSITY IN STAFF HIRING

At each edition, we at francal fairs are always looking for practices that increase the positive impacts and reduce the environmental impact.

Francal Feiras DESDE 1969

EXHIBITOR TESTIMONIALS



“ We treat the BIO BRAZIL FAIR | BIOFACH AMERICA LATINA as an excellent opportunity for exhibitions of our brand. We have a portfolio of products in the wellness category and have been participating since the first edition. This year, we had good exposure and recognition from our customers. Our objective is always to exhibit our complete portfolio of products and, therefore, we want to evaluate together with you the possibility of participating in Natural Tech”.

Alexandre Vieira, Marketing Manager.



“The event is of extreme importance, essential to promote the natural food industry, interaction with the final public, customers, and health professionals. It was the first time we participated and it was an incredible, intense, and very prosperous experience. We intend to participate in all always! Now we expect to participate with a larger and more innovative stand. Congratulations to everyone at Francal for this incredible fair! Thank you so much for the opportunity!”

Aline Saraiva Marques, Owner



“At Pronatura, I have been exhibiting with Francal since 2003. We took a break from 2016 and returned last year at BIO BRAZIL FAIR | BIOFACH LATIN AMERICA. I consider this participation essential, as the fair generates visibility, awareness and is always a success. We will participate in 2024, with launches in the line of essential oils, vegetables, floral waters, and certified natural, vegan, and organic cosmetics”.

Maria Priscila de Arruda Botelho, Founding Partner Director.



“The fair is fundamental for the promotion of organic products and new, very talented brands that are emerging in 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 of a lot of learning and growth, in addition to realizing that our strategies are very much in line with what the public responded to. We hope that in 2024 it will be as fruitful as this one and that we can learn even more and bring an even better and immersive experience to visitors”.

Gabriel Duarte, Relationship Analyst



“The Fair is very important to us. We had a very good experience with the people and the acceptance that our products receive. It was the first time we participated and we already had a very good impression!

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”!

Taiana Pires Pereira, Commercial Area



“The event is important for expanding this market. The MDA has already exhibited at the fair in previous editions and it was good that we were here to publicize the Ministries and Cooperatives from our stand.

In 2024, we desire to better organize ourselves to further expand our participation.”

Antônio França Pinto Nascimento, Agroindustry Support Coordinator at the Ministry of Agrarian Development and Family Agriculture (MDA)

PARTNERS AND SPONSORS 2023

BIO BRAZIL FAIR | BIOFACH AMERICA LATINA

COLLABORATION



OFFICIAL SPONSOR



NATURALTECH

OFFICIAL SPONSOR



DIAMOND SPONSOR



SPONSOR



INSTITUTIONAL SUPPORT



INNOVATION PARTNER



MEDIA PARTNER



ENVIRONMENTAL PARTNER





**HAVE A GLIMPSE
OF HOW THESE 4
DAYS OF BIO
BRAZIL FAIR AND
NATURALTECH
WENT!**



**CLICK THE IMAGE
AND WATCH THE VIDEO**

SEE YOU IN 2024!

JUNE 12th TO 15th IN A NEW ANHEMBI

SAVE YOUR PLACE!

- ▶ [CLICK HERE](#) IF YOU HAVE ORGANIC CERTIFIED PRODUCT
- ▶ [CLICK HERE](#) IF YOU HAVE A NATURAL PRODUCT



@biobrazilnaturaltech
#biobrazilfair | #naturaltech



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