

Organic Trade Shows

The Organic Federation of Australia (OFA) runs Australian stands at 3 international trade shows, at no profit, to assist producers who want to sell their products to buyers around the world.

These are Biofach in Europe, Natural Products Expo Asia in Hong Kong and All things Organic in Chicago, USA. The OFA chose these shows, as they are the ones that will give producers the most exposure in the major organic markets around the world.

All Things Organic, Chicago, USA, April 27- 29, 2008

This is the largest organic trade show in the Americas. The USA is the world's second largest organic market. The Organic Farming Research Foundation stated that sales of organic food in the USA have risen to about A\$17 billion a year and continues to grow at about 20 percent a year.

The USA is a major importer of organic products as demand outstrips supply in most areas. The show also has trade buyers from Canada, Mexico and Latin America.

Natural Products Expo Asia, Hong Kong, June 26-28, 2008

This is Asia's largest natural and organic trade show. It has over 500 booths with around 15,000 buyers from 30 countries. Hong Kong is the major trading hub for the fastest growing region in the world. Last year trade buyers from China, Hong Kong, Japan, Korea, Taiwan, Philippines, Vietnam, Malaysia, Thailand, Singapore, Indonesia and India visited the OFA stand to source products from Australia. Asia is the world' third largest organic market after Europe and the USA.

Current estimates of the value of the Japanese organic market, by marketing specialists, are around A\$4.5 billion. According to official government figures the value of the Chinese organic market is around A\$10.7 billion.

BIOFACH, Nuremberg, Germany, February 19 –22, 2009

BioFach is the world's largest organic trade fair. More than 2,600 exhibitors presented their products to 46,484 trade visitors from 116 countries at BioFach 2008. Biofach represents a wonderful opportunity for organic producers to showcase their products to the world. The majority of buyers come from Europe, however at \$25 billion, this is the world's largest organic market. Europe imports a significant proportion of its organic food.

COSTS

Expressions of Interest to take a share of the booth space are invited for the following options and indicative terms:

EXHIBITORS

1. 1 square metre of space at Australian Organic Products stand (comprising 2.5 sq m wall space and 1 sq m floor space): AUD1000 if unmanned or AUD700 if manned and contributing to stand manning rota.
2. Option for exhibitor to hire at exhibitor's expense extra display shelving and/or freestanding cabinet

DISPLAY OF LITERATURE ONLY

1. OFA to display literature in the booth at a cost of \$250.

If you are interested please contact:

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Please remember that the OFA makes no profit and organises these events as a service to industry.