

NATURALWORLD

into ecological

天然世界

BIOFACHCHINA

into organic

中国国际有机食品博览会



天然产品“抛砖”论坛 Natural Product Forum

2017年主办方首次展会现场与上海色瑞斯认证有限公司共同主办的天然产品“抛砖”论坛，以“回归天然，关注健康”为主题，探讨了天然产品的深加工工艺，天然产品在中国市场的机遇与挑战等观众感兴趣的话题。论坛上，色瑞斯认证发布了《洁净成分标准》和《天然和有机化妆品标准》，进一步推动了中国天然市场的发展。

NürnbergMesse China Co., Ltd. and CERES (Shanghai) Certification Co., Ltd. co-organized the first Natural Product Forum. The forum released the criterion of the natural products. The active component extraction, the development trend and marketing of the natural products are also discussed in the forum. It aims at accelerate the development of natural market in China.

《中国有机天然产品目录》 <China Organic & Natural Product Directory>

深耕中国有机市场十余载，汇集千余家有机及天然企业，万余款有机天然产品，BIOFACH CHINA打造的《中国有机天然产品目录》，为企业提供更多渠道宣传机会，将企业信息及展品直接推送至5万余条全球采购商、进出口商的手中，助力企业对接全球贸易，全方位整年持续为企业提供服务。

Deeply rooted in the Chinese organic market for 10 years, BIOFACH CHINA has collected the information of more than a thousand organic enterprises and thousands of organic products. The <China Organic & Natural Product Directory> will be launched to provide comprehensive information about the market, companies and products to the global industry. It provides buyers with richest information, and the producers with a perfect opportunity to find business.

如您想了解天然产品或我们的展会，
欢迎随时与我们联系！

We are happy to help you with any aspects of your
trade fair exhibit. Simply get in touch!

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安全、天然、无添加 成为中国消费市场新趋势

安全、天然、无添加的高质量天然产品已越来越受到国内消费者的追捧，而近年来展会上展示的亚洲天然及有机市场正迅速增长，根据美国有机贸易协会的全球有机贸易指引，直至 2020 年，亚洲市场的年度增长率为百分之十。

尼尔森健康与食品成分意见调查显示，82%的中国消费者愿意花更多的钱购买不含有不良成分的食物，这一比例高于全球平均水平（68%）。中国消费者的健康意识不断提升，越来越关注饮食中所含的各种成分（79%）；并希望能够见到更多纯天然食品（67%），安全和健康已经成为消费者衡量商品重要的标准。

Healthy and Safe is Becoming the New Trend in the Chinese Market

Natural products with high quality have aroused people's attention in China for years. Natural and organic market in Asia is undergoing rapid growth and, according to the US Organic Trade Association's Global Organic Trade Guide, will experience at least 10% annual growth until 2020.

According to Nielsen's Global Health and Wellness Survey, 82% Chinese consumers prefer to buy non-additive food, which is higher than the global average (68%). Chinese consumers' awareness of health has been increasing, more and more people focus on the component (79%), 67% of them want to purchase more natural food. Safety and health is becoming the important standard of consumption.



“天然世界” 强势来袭

“天然世界”在2015年首次登陆BIOFACH CHINA中国国际有机食品博览会，天然食品、化妆品、洗护用品和纺织品等天然产品连续3年得到了专业采购商和消费者的高度关注和热烈拥护。参加“天然世界”的产品必须符合两大要求：暂不属于中国有机认证类别的产品，但持有国际有机认证证书和无添加、环保的以有机原料为主的产品。

BIOFACH CHINA立足于中国有机市场，致力于为寻求高质量产品的专业采购商提供良好的信息收集及采购平台。“天然世界”将继续扩容，打造中国天然产品品牌展，以独特的形象、绝佳的展示为天然产品寻找高端买家提供契机！

NATURAL WORLD is Successfully Launching

“NATURAL WORLD, together with BIOFACH CHINA” has been proved a reliable and professional platform for 3 years since 2015. NATURAL WORLD welcomes products with organic or natural ingredients, such as natural foods & beverages, natural cosmetics, personal care products and natural wellness products.

With a variety of exhibits displayed at NATURAL WORLD will be even more diverse and unique for the traders and buyers around the world!



展品类别 Product Groups

- 有机原料制成的深加工食品/保健品
Natural food & beverages
- 天然化妆品/护理品
Natural cosmetics and personal care products
- 天然纤维/纺织品
Natural fibers & textiles
- 天然及环保清洁用品
Natural and eco-cleaning items and household
- 健康产品
Natural wellness products
- 其他相关服务
Services and media