



Organic Africa Pavilion

BioFach 2009

BioFach 2009

- Largest organic trade fair in the world
- 19 -22 February 2009
- Exhibitors and buyers come from Europe, Asia, Australia, Latin America, North America and Africa

In 2008 12 countries and 87 companies



Why attend BioFach?

- Meet new buyers
- Meet old buyers
- Meet other exhibitors (also buyers)
- Show your products
- See your competitors
- Find new ideas for your production

Why a country stand?

- Your visibility increases
- Bigger interest from buyers when they see more possibilities from a country
- Colorfull
- More fun

Your country at Biofach

- For whom? traders, exporters, researchers, national movements, consultants, NGO's, policymakers, and development partners
- How? Meet with your national coordinator (name and address of Country Coordinator)

Be prepared

- Be sure to bring enough:
- Samples [for buyers and the common area]. Samples to buyers shall be same quality as the product for export, have a label with the name of the product, grading, date, season for harvest, your company name and your contact information.
- Business cards [no less than 100]
- Brochures & information material

Be active

- Well and comfortably dressed
- Welcoming visitors
- Stand up
- Visit www.biofach.de and look for exhibitors to visit at the fair

Preparation meeting on the day before BioFach start important for everyone attend



Building and decorating the pavilion will take hours!!!



Decoration the day before the fair starts – need for loads of products

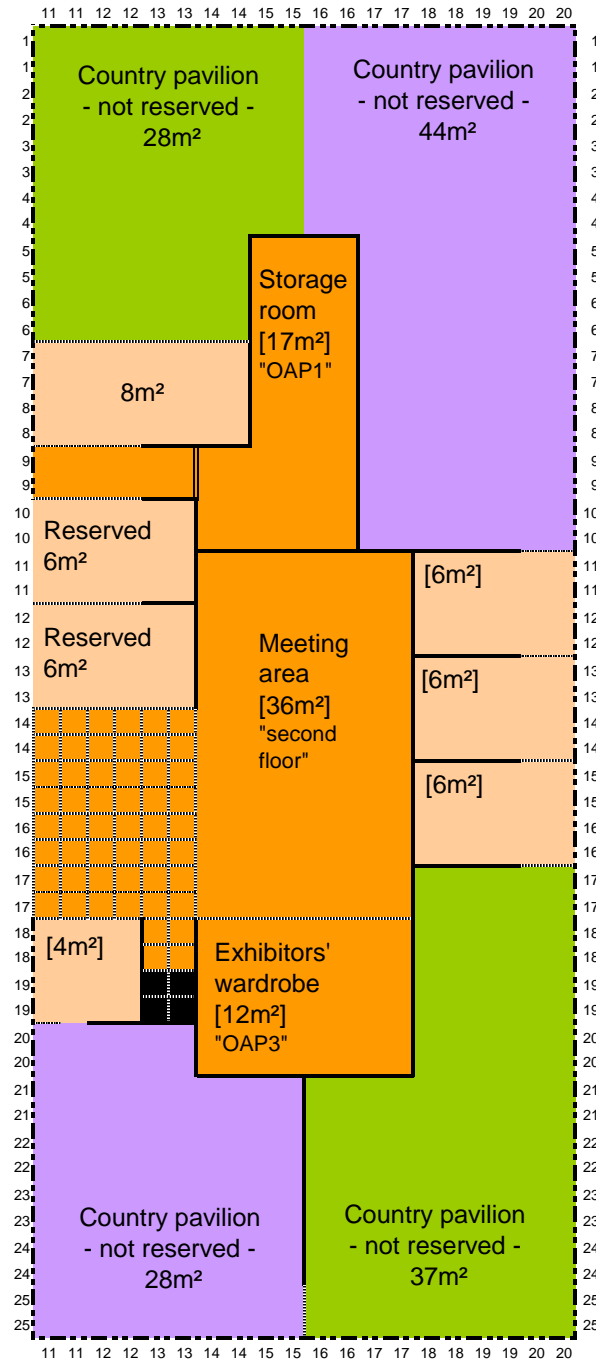
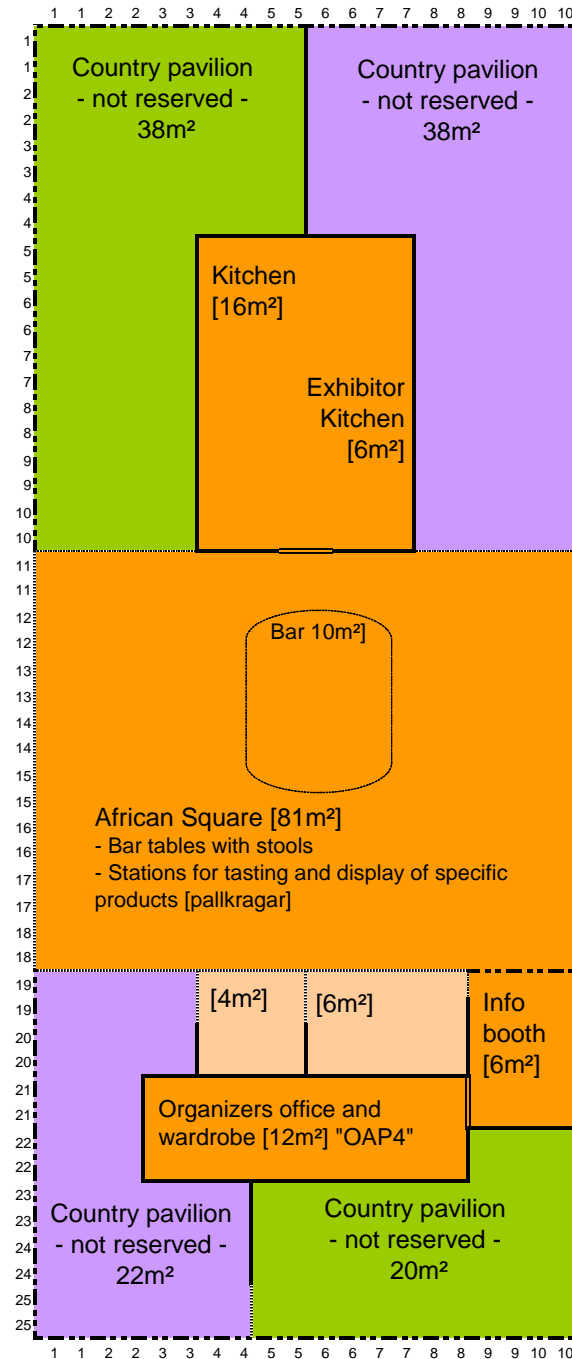


African Pavilion

- your own space in a country or regional stand
- free access to the joint areas of the African Pavilion, the square, the meeting spaces, etc.
- cultural program, music and dance which will draw visitors to your stand
- an African reception for the visitors on the 22nd of February
- a stand design
- support with hotel booking and visa
- service of the pavilion

DRAFT from August 2008 of Organic African Pavilion

Nr: 13



Costs

- You need minimum 4 m²
- Cost per m² is € 450
- BioFach communication package € 613
- Hotel single room from € 140 – 200 per night
- Flight
- Transport in Nürnberg U-Bahn (subway) approximately € 15/person

Burkina Faso



Cameroon



Ethiopia



Ghana



Kenya



Tanzania



Uganda



Zambia



The spices attracted many buyers – good example small stand but a lot of products



Never leave bags in the stand,
and there is a need of good
posters



Make sure that you fill up your
booked space
picture = empty space



Who to invite

- Buyers you want to meet
- VIP's
- Your Ambassador in Germany

Event

- Make a country or company event
- Important that visitors get to smell and taste your products
- Be sure that you bring a lot of products for the event
- Have a nice brochure or recepies for the visitors

Event – destilling essential oils



Event – Ethiopian coffee ceremony



Event – African Singing



Event – organic wines from South Africa



Event – Zambia launch new organic book



Reception evening



African band at reception



Nr:

Kora music every day at BioFach



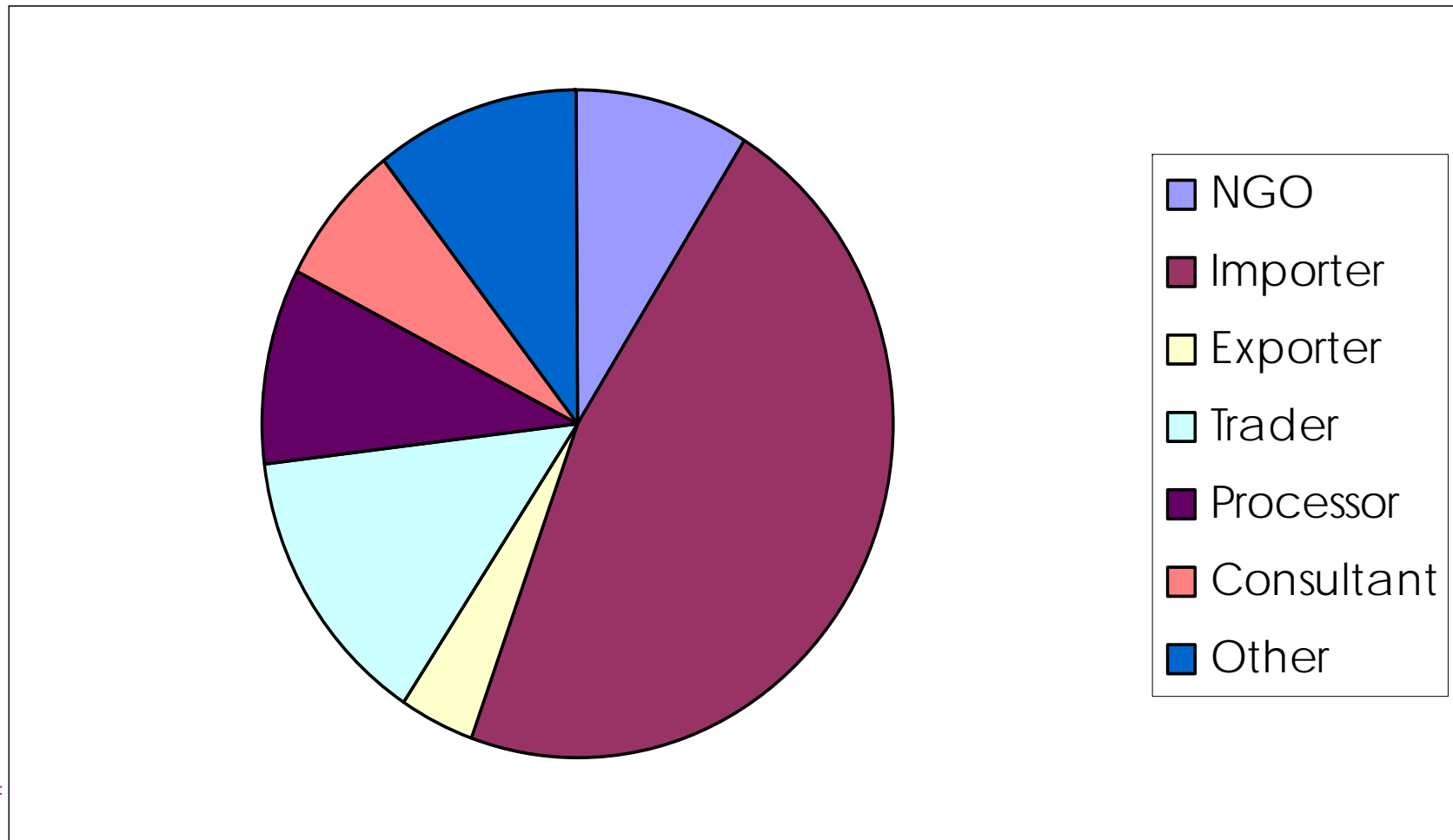
Business meetings



The day after BioFach - evaluation



2008: What professions do the persons have you talked with?



Nr:

Business contacts 2008

- 10 companies indicated value of orders of 2.3 million Euro in total. Most other had no products or where in conversion
- Those that had existing buyers had met them, and in some cases re-confirmed orders, agreed on specifications etc.
- 13 of the respondent reporting in total 240 new promising business contacts

Evaluation country coordinator 2008

- Positive things
 - 90% of participants arrived and had good possibilities to expose themselves
 - Activities (music, events, meeting areas, reception, symposium, brochures)

