

BIOFACH 2015: The World's leading Trade Fair for Organic Food, and VIVANESS, the International Trade Fair

Over 44,000 trade visitors from 136 countries travelled to this year's annual get-together for the organic industry in Nuremberg. With a pleasing increase of 5% in visitor numbers, BIOFACH, the World's leading Trade Fair for Organic Food, and VIVANESS, the International Trade Fair for Natural Personal Care, once again confirmed that Nuremberg is the meeting place for the organic world.

A total of 2,348 exhibitors, 202 of whom appeared at VIVANESS, presented products and services to buyers from the food and cosmetics industries. In 2014, German households spent 4.8 % more on organic food and drink than in the year before, with sales amounting to just under EUR 8bn according to the German Federation of the Organic Food Industry (BÖLW). The natural cosmetics market has also grown significantly. A general survey conducted by naturkosmetikkonzepte, GfK, IRI, IMS Health and BioVista shows that over EUR 1bn were generated from natural cosmetics in 2014, 10 % more than in 2013.



The 2015 BIOFACH and VIVANESS Congress, which included more than 100 separate discussions, was attended by 7,000 interested listeners and participants. Taking place this year for the first time, the Politics Forum experienced particularly strong interest, drawing more than 1,000 visitors to its events. The discussion on the free trade agreement between the EU and the USA "TTIP - an opportunity or a threat to the organic industry" proved to be especially popular.

Petra Wolf, a member of Nürnberg Messe's management board, said: "Like the organic industry itself, BIOFACH and VIVANESS impressed with their diversity, quality and dynamism. Their economic and political relevance also sets them apart, as does their passion for the products presented. In addition to the nice increase in visitors, we are particularly happy about the great atmosphere in the exhibition halls. We're already looking forward to next year's event!"

The next BIOFACH and VIVANESS take place from 10 to 13 February 2016 in Nuremberg.

Pakistani Companies at BIOFACH 2015

Katoon Industries (Pvt) Ltd.

Katoon Industries (Pvt.) Limited was established in 1980 as a laundry soap manufacturing company. Over the years, the company widened its horizons and today it is producing the finest brands of Toilet Soaps, Medicated Soaps, Laundry Soaps, Glycerine, Talcum Powders, Hair Shampoo, Face Wash, Lotions, Creams, Liquid Detergents, Carpet Wash and Carpet Shampoo. The company has





installed one of the most advanced soap machinery including glycerine extraction plant and has the ability to produce soaps of all sizes and colors whether packed in skillets, ordinary or pillow wrapped.

Minex International

Minex International is one of the leading cum pioneer export company of Himalayan Rock Salt and Products. They are the pioneer, largest and specialized company in pink salt exporting since 1977, with a monthly export volume of 500,000 kgs and customers in more than 35 countries. They have 3 units of processing, packing near Pink salt ranges, Punjab and Karachi.

ShafiGluco-Chem (Pvt.) Ltd.

ShafiGlucoChem (Pvt) Ltd was established in 2003 for the exclusive purpose of producing and supplying a wide range of rice based starch sugars and protein concentrates.

The company's wide range of rice based starch sugars combined with exceptional product quality and service makes ShafiGluco-Chem, the supplier of choice for consumers all over the world.

They are committed to manufacturing high quality and safe products and ensuring that our quality and food safety programmes are followed. They have been granted both ISO 22000 and ISO 9001 certification from the UKAS.

Taj Food (Pvt) Ltd

Located in the heart of Basmati rice region Gujranwala, Punjab Pakistan, which is known worldwide for its cultural heritage, tradition and rich harvest. Taj Food (Pvt) Ltd. represents a modern and sophisticated rice mill. It has state of the art processing facilities including paddy drying and cleaning, husking, pre-cleaning, de-stoning, single/double polishing, silky polishing (mist polishing), width grading, length grading and the latest

color sorting. For export quality, rice is produced at their modern Japanese plant with a capacity of 2.5 Mt/h. ♦

