

**LOOKING FOR
MARKET LEADS
INTO EUROPE
AND AROUND
THE WORLD?**

**BioFach Nuremberg
is the main gateway
event for organic product
trade worldwide.**

Mark Best:

Chef & Owner, Marque (Sydney) and Pei Modern (Melbourne)

2012 Australian Gourmet Traveller Restaurant of the year

2011 Restaurant of the year Sydney Morning Herald 'Good food guide'

2010 'Chef of the Year' Mark Best Sydney Morning Herald
'Good food guide'

2010 Finalist for 'Restaurant of the Year' 'Australian Gourmet Traveller'
Rated 2/100

2010 18/20 Three Hats Sydney Morning Herald 'Good food guide'

2010 'Restaurant of the Year' Restaurant & Catering Association
of Australia

2010 San Pellegrino & Restaurant Magazine UK Top 50 "Break
through award"

Who will be turning eyes at the 2013 BioFach fair?

This year it's Australia's turn, presenting entertaining and perfection-driven Australian multiple award winner and World Best Restaurant Award-winner Mark Best, on a stand that the world's buyers won't forget.

Secure your place today!

The Australian Certified Organic stand

BioFach Germany is an annual trade fair event based in Nuremberg, specifically for certified organic products. Each year the BFA presents an Australian stand at BioFach, branded with the recognisable Australian Certified Organic "Bud" logo, and open to participation of all Australian and New Zealand certified businesses. The stand typically represents a large array of Australian products, from food and drinks through to textiles and cosmetics. The 2013 stand will be the first to feature a celebrity chef.

The BFA Group is able to offer affordable packages for certified clients to suit every budget from as little as a brochure display to a full wall display.

Since 2010 the BFA has increased its commitment to growing Australia's export trade market in collaboration

with Australian Culinary Foods (refer to separate company profile). This partnership has led to an increased presence of Australian products at BioFach Germany in addition to greater trade support for both large and small businesses alike.

Best of the Best

Be part of a stunning and highly popular stage for organic trade. Suitable food ingredients have the opportunity to be presented like never before by celebrity chef Mark Best and sampled by organic buyers from around the world.

This venture, organised by Biological Farmers of Australia, in collaboration with export market consultants Australian Culinary Foods, is contingent upon sufficient interest and funds being raised from Australian organic exhibitors and industry organisations by September 2012 so register your interest now - details further below.



The benefits in exhibiting:

BioFach, the World Organic Trade Fair, is distinguished by its vigour, internationality and the opportunities it creates for trade and networking. BioFach Germany brings together about 2,500 exhibitors – more than two thirds from overseas – and approximately 44,500 trade visitors from around 130 countries each year.

For a company to participate in BioFach Germany it can be both costly and daunting in terms of exhibiting as well as meeting trade expectations and requirements in a foreign country. By companies collaborating together in an Australian/New Zealand pavilion, resources are pooled and efficiencies created to make reaching export markets affordable for even smaller

sized companies. Additionally there is the benefit of an increased visibility of Australian and New Zealand products at the fair.

By working with BFA and ACF staff you benefit from approximately 20 years of combined export market experience, including a decade of Europe trade experience.

For further information on BioFach Germany, visit www.biofach.de/en. For further information regarding ACF, please refer to the company profile document.

Other Information:

Stand display packages:

Packages are tailored to your budget and requirements.

Freight:

Freight is not included in the above display space costs. The BFA will arrange export documentation and consolidate freight on behalf of all co-exhibitors.

Individual co-exhibitors will be invoiced their share of costs on a per-weight basis.

Freight must be forwarded to Australian Culinary Food's nominated address in Sydney no later than 10th December 2012.

** Note that BFA will not freight display products back to Australia unless requested to do so. In most cases remaining display items are taken up by interested trading parties.*

Export documentation required

All exhibiting clients are required to supply upon registration:

- Signed Co-exhibitor Agreement
- Current Organic certificate
- Product list
- Export pricelist (indicative to gain export sales), gross weight and net weight. (ACF is willing to discuss this requirement with you)

Other services

Special requirements for furniture (refrigerators, storage, etc), can be arranged on your behalf. These may incur extra costs and you should notify BFA of your requirements as early as possible.

Travelling to Germany

ACF and BFA have the experience and market knowledge required to effectively market your product on your behalf. It is not a requirement that you travel to the event, however should you wish to attend you are welcome to assist in the representation of your products. If you are thinking of attending, please contact BFA or ACF as soon as possible to discuss arrangements.

What we need from you:

- The export documentation listed above
- Product display materials, leaflets, brochures etc with product information and contact details. (Note: product pricing should be available for the purpose of providing indicative pricing to traders, but should not form part of take-home brochures and materials)
- Products for display and extra for possible sampling (if your product meets requirements of German customs)
- A briefing or summary on your product/s selling points, both verbal and written if possible
- Two original signed copies of the co-exhibitor agreement must be returned as soon as possible and at the latest by 3rd September 2012. A 30-day invoice will be issued upon receipt of your agreement and a copy of this sent back to you for your records
- 100 word company overview and logo/ product shot as a jpg
- Unique sales points
- As noted earlier in this document goods for freight must be forwarded to Australian Culinary Foods' nominated address in Sydney no later than 10th December 2012

Request your BioFach application form today...

For further information regarding exhibiting:

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