## **BIOFACH**CHINA

## China Day - Organic 3.0 in China

Time: 9:30-12:30, Feb 16, 2017 Venue: Venedig in NCC West



With the increasing awareness of food safety issues, more and more consumers began to choose organic products. In 2014, the annual sales revenue of organic products in mainland China has reached above 3.7 billion Euros, which makes China the world's 4<sup>th</sup> largest organic food consumer market. As a stable growing market with huge potential opportunities, Chinese organic industry succeeds in attracting the attention from all over the world.

## Agenda

**9:30-9:40** Welcome message Mr. Darren Guo, Managing Director, NürnbergMesse China Co.,Ltd. Mr. Wang Yunhao, Director Genral, China Organic Food Certification Center

**9:40-10:00** Organic 3.0 in China – market, policies, and regulations Mr. Xia Zhaogang, Directtor, China Organic Food Certification Center

**10:00-10:20 BIOFACH CHINA – your reliable marketing partner in China** NürnbergMesse China Co.,Ltd.

**10:20-10:40** The revolution of organic technology in China Prof. Urs Niggli, TIPI International President

**10:40-10:55** China, a growing market for natural personal care products Mr. Yao Yongfeng, General Manager, Shanghai Jinmu Trading Co., Ltd.

**10:55-11:10 2017 China Organic food market and import policy** Tingting Zhang, Co-founder, Organic and Beyond; Zimo Ni, Global Sourcing Manager.

**11:10-11:25** The consumers and organic lifestyle in China HONA Organic, Ms. Kang Yanli

11:25-11:40 Chinese organic food with gergraphic characters – world's favorite products Heilongjiang Green Food Office, China

11:30-12:30 Network between Chinese and international organic companies



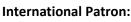








## Looking forward to seeing you at BIOFACH CHINA 2017! 2017.5.25 - 27 Shanghai World Expo Exhibition & Convention Center





Organizers:



