

KOAN BIOFACH 2023

KOAN has secured a space under the Organic Africa Pavilion to promote organic exports from Kenya. The space is a first step in Kenya's journey to become a renowned organic product origin (as a country) and a serious export market linkage organisation (for KOAN).

Why you need to be at Biofach 2023

BIOFACH 2023 expects over 3000 professional exhibitors to bring their latest and most innovative and forward-looking products, contributing to one of the most comprehensive organic food product displays. The show floors will overflow with grocery products, fresh and frozen foods, non-food, snack and drinks, raw ingredients, packaging equipment and solutions and more. Suppliers, international manufacturers and potential customers find excellent opportunity-rich meetings grounds at BIOFACH 2023. The event is widely publicised with over 1000 professional journalists from 40 countries representing leading sector-specific publications. All fair participants looking to develop their brand awareness and business image should attend BIOFACH 2023. The busy conference schedule of BIOFACH and VIVANESS Congress 2023 spanning during the four days of the exhibition will enrich the attendees' experience with a valuable overview of the future themes concerning the entire organic food industry.

As an exporter here are 3 main reasons you should be at Biofach 2023

1. BIOFACH is the meeting place for sector and people!

The world's leading exhibition is the get-together for customers, suppliers, all partners and potential new customers. Nowhere else do all the organic stakeholders meet in a comparable way than at BIOFACH.

2. BIOFACH is the platform for positioning!

This is where supply meets demand. Exporters present their company and products at the world's leading exhibition and observe and analyse the market and position themselves for the competition at the same time.

3. BIOFACH is used for imagebuilding!

BIOFACH is used for imagebuilding by exporters and traders and all the stakeholders involved. With more than 1,000 media representatives from about 32 countries and extensive media reporting, BIOFACH offers a powerful PR platform.

HOW TO BE PART OF THE STAND.

KOAN is offering an opportunity for companies to be part of the KOAN stand at the Organic Africa Pavilion in Biofach 2023 and the following requirements will be expected for all participating companies.

Package Options

1. For companies looking to be registered and actively marketed by BIOFACH, a fee of **820 Euro will be charged**. This fee will also allow the company to bring samples to the conference. A current EU organic certificate will be required to qualify for this service.
2. KOAN will offer our space for those not officially registered but might need a meeting point with prospective buyers. A fee of **200 Euro** will be charged for **KOAN members** and **300 Euro for non-KOAN members**. EU organic certification is not required, but this must be in process.
3. KOAN will also provide space for companies' paper promotion/ marketing material to be placed on the KOAN Stand. This facility is **100 Euro** for KOAN members but will be charged **150 Euro** for non-KOAN members (EU Organic certification required).
4. For other additional official promotion through our partner Profound – a Fee of **1500 Euro** will be charged.

Please note that all other travel costs and accommodation will be at the exhibitor's expense. KOAN will only provide space and materials for promotion (design at the discretion of the exhibitor).

Others

KOAN will also be offering training and capacity building for participating partners. This will be one of a number of services to be provided under export preparedness which will include;

1. Kenya Pavilion space
2. Export readiness training –
 - a. Identifying relevant tradefairs.
 - b. Pre-trade fair preparation; design of marketing materials
 - c. Buyer identification (before the tradefair)
 - d. Participation during the tradefair (Match making)
 - e. Post tradefair activities (Follow ups and follow through)

Other KOAN services provided include;

3. Pre-certification advisory for organic, fair-trade and global gap standards Internal control systems (ICS) for organic, fair trade, global gap certification, Sustainable wild harvesting and sustainable fisheries.
4. Organic product development