

Application
deadline:
1st September 2023

Join ProFound's Organic Africa Pavilion at Biofach 2024

13th - 16th February 2024

It's time to meet again in **Europe!**



Organic Africa Pavilion 2024 Brochure

[Visit the Organic Africa Pavilion page](#)

About the Organic Africa Pavilion at BioFach 2024



8 years of experience

Although having longer experience participating at BioFach, **since 2016**, Pro Found organises the Organic Africa Pavilion, a platform for African exporters to find new business opportunities.

Why Biofach?

BioFach is the major platform for organic trade and visitors to the fair come from countries all around the world.

In 2023, the fair was held in its original form after three years of Covid. This edition welcomed 36,000 visitors and 2,765 exhibitors from 134 countries.

Co-exhibitors from the Organic Africa Pavilion benefited from **shared co-exhibiting** space and **tailored matchmaking services**.

The Organic Africa Pavilion:

Nuremberg, Germany

13th - 16th February 2024



Full-Service Stand

Your booth at the Organic Africa Pavilion, with everything you will need.

Join us at the fair with our full service stand

Your own space in the Organic Africa Pavilion

4m2, including a desk to showcase your products, use of meeting space, and access to storage and kitchen, with water, tea and coffee facilities.

Promotion material

You will be provided with Biofach's marketing package, creating exposure on their website and their booklet. Additionally, will ProFound provide an individualized poster with your picture, slogan and company logo. ProFound will create 250 A6- flyers for you to give away during the fair and will make active online promotion through its social media channels.

Pre – fair webinar and pre-fair meeting

Pre-fair webinar will be held 19th of December to prepare you for exhibiting at the pavilion during Biofach. We will give insights in how to prepare , what to expect and what to take with you. Monday before the fair, we will host a pre-fair meeting in Nurnberg to inform on EU organic market, what to expect during the fair, tips on promotion, do's and don'ts in stand behaviour and getting to know other exhibitors. After the pre- fair we will go to the pavilion to set up promotion materials.

Complementary Services

Additional services are a great way to secure your success at Biofach. These modules can be added only when contracting our full-service stand.

Tailored matchmaking

€ 700

ProFound will identify interesting partners before (online) and during the fair (onsite). This includes active matchmaking in the weeks leading to Biofach, extra digital promotion and appointments with potential buyers.

Post fair follow-up

€ 400

Assistance in the follow-up with business leads: tips and guidance to transfer top leads into actual business.

Digital marketing accelerator

€ 700

Reviewing your company's online presence before the fair and giving you tips and priorities to work on. This includes an assessment of your digital presence, a meeting to discuss your strategy, and a proposal and concrete advice to improve strategy and planning.

You will get out of this package an online marketing strategy that leads to:

1. An improved online branding and online exposure
2. Leads generation
3. Create storytelling
4. An expected increase in relevant visitors during BioFach

Organic Africa Pavilion Application

Choose here the complementary services you prefer. Mark your preference per option and send us back this signed page to Cdrenth@thisisprofound.com to confirm your application to participate in the Organic Africa Pavilion.

Full-service stand

Full Service Stand	€ 6, 200	Yes / No
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Complementary services selection

Matchmaking	€ 700	Yes / No
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Post fair follow-up	€400	Yes / No
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Digital marketing accelerator	€ 700	Yes / No
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Total	€ __, __
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Date :

__ / __ / 2023

Name and company (in print) :

Signature :

There are no refunds for companies that cancel after the 15th of September.

Sign up now and join more than 2,750 exhibitors from more than 130 countries.



Benefit from **increased online and onsite visibility** at the **Organic Africa Pavilion**.