



## Unlock Your Potential: Connect with Global Markets & **ReGen55!** at BIOFACH 2025.

Phases & Spaces Inc.

Showcase your products to **36,000**  
Visitors from **128** Countries!

From 11th to 14th February 2025 in Nuremberg,  
Germany!



*Become part of the ReGen55 Community and  
share the Future of Agriculture.*

**APPLY BEFORE**  
**1st September 2024**



The **BioTrade Asia Pavilion (BAP)** offers a unique opportunity for exporters to gain visibility at the largest international organic trade fair: [BioFach](#).

Since 2020, the Pavilion has created business and investments by portraying Asia as a unique organic, sustainable, and high-quality supplier.

## THE BIOTRADE ASIA PAVILION: THE BIOTRADE COMMUNITY OF AGRI-ENTREPRENEURS

### ReGen55!

This year, being part of the **BAP** means so much more than enjoying a hassle-free trade fair and joining our vibrant community!

It's about actively engaging in the new movement initiated by ProFound and Agrea Agricultural Systems: **ReGen55!** a global community of agriEntrepreneurs. Stay put for more news on this soon.

#### Why choose ProFound as your BioFach agent?

ProFound has over 30 years of experience in facilitating trade. Since 2016, we have hosted the Organic Africa Pavilion and, since 2020, the BioTrade Asia Pavilion at BIOFACH.

Throughout these years, we have built up a network that we use to provide you with the best chances of expanding your business.





“BioFach is the best organic trade fair. It's a great place to meet people and learn. Teaming up with ProFound allows us to help improve the world. ProFound's team knows a lot and has a lot of experience, which allows us to work together even better.”

HASNAIN IRFAN, FROM UNITED  
GUMS INDUSTRIES PVT. LTD,  
PAKISTAN





## Full Booth Service Stand

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

### Join BioFach with your own stand!

- ✔ **Your own hassle-free stand in the Organic Africa Pavilion**  
Make use of a fully designed 4m2 stand and be ready to do business at a good location. We take care of all promotional materials and secure a meeting space for your business meetings. You also have access to storage and a kitchen with water, tea and coffee facilities
- ✔ **Promotional material**  
Our marketing package includes your presence on the BioFach website & an individualised poster (with picture, slogan and company logo), we design 250 A6-flyers for you and offer online promotion through ProFounds channels.
- ✔ **On-site training on trade fair preparation from our team of experts**  
We offer detailed information on the EU organic market and discuss BioFach at length. Is this your first time at a trade fair? Don't worry—we'll tell you what to expect during the fair, tips on promotion, and do's and don'ts in stand behaviour. You also have the opportunity to learn from our community of partners in the Pre-Fair Event we host a day before the fair starts.
- ✔ **Receive matchmaking services**  
Our team will help you find other exhibitors on the fair that might be interested in your products.

**PRICE** € 6,350

Want to learn more? Reach out!  
[tmeijer@thisisprofound.com](mailto:tmeijer@thisisprofound.com)



“This was one of the best experiences at Biofach! working with ProFound is one of the best solutions.”

LYN PYAE HTUN,  
FROM POWER MAW  
SHAN, MYANMAR



## Shared Stand Full Service

Your shared stand at the Organic Africa Pavilion, with everything you need.

### Join BioFach with a shared stand!

- ✔ **Your shared hassle-free stand in the Organic Africa Pavilion**  
Make use of a shared 4m2 stand and be ready to do business at a good location. A shared stand allows you to showcase your company and products together with another company at the fair—for half the time! We take care of all the promotional materials and secure a meeting space for your business meetings.  
You also have access to storage and a kitchen with water, tea and coffee facilities.
- ✔ **Promotional material —half the price, half the material**  
Our marketing package includes your presence on the BioFach website. You will also receive space on half of a poster for your company (with a picture, slogan, and company logo). Additionally, you will receive 250 A6 flyers (for both companies), and online promotion through ProFound's channels.
- ✔ **On-site training on trade fair preparation from our team of experts**  
We offer detailed information on the EU organic market and discuss BioFach at length. Is this your first time at a trade fair? Don't worry—we'll tell you what to expect during the fair, tips on promotion, and do's and don'ts in stand behaviour. You also have the opportunity to learn from our community of partners in the Pre-Fair Event we host a day before the fair starts.

PRICE € 3,740

Want to learn more? Reach out!  
[tmeijer@thisisprofound.com](mailto:tmeijer@thisisprofound.com)

# BioTrade Asia Pavilion

## Application



Choose your preferred option and send the signed page to: [tmeijer@thisisprofound.com](mailto:tmeijer@thisisprofound.com). We will contact you as soon as possible with more information!

### Full-service stand

Full Service Stand

€ 6,350

### Shared stand

Full Service Stand—Half Stand

€ 3,740

Date \_\_\_\_\_ / \_\_\_\_\_ / 2024

Company Name \_\_\_\_\_

Name \_\_\_\_\_

Signature

Questions? Reach out!  
[tmeijer@thisisprofound.com](mailto:tmeijer@thisisprofound.com)



“My passion is trade promotion. Guiding companies toward their ideal markets has always been deeply rewarding for me. Witnessing local businesses transition into the international market is incredibly fulfilling. Moreover, aiding in the development of a country's agriculture sector and its entire value chain means so many possibilities of impact.”

ADRIANA TASCÓN  
MARKET ENTRY  
EXPERT AT PROFOUND





# Our team is here to help you in making BioFach a success!

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## **Adriana Tascon**

Adriana Tascon is a trade promotion expert and economist with an Executive MBA and 18 years of experience in the private and public sectors. Adriana has worked with SMEs in Colombia and Latin America as an independent consultant, assisting them in their international expansion into specialised markets and promoting sustainable trade and innovation throughout the food value chain.

[atascon@thisisprofound.com](mailto:atascon@thisisprofound.com)

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## **Tjalling Meijer**

Tjalling has a background in International Economics, Business and Development. Through his work with ProFound as market analyst, he knows a lot about the European market trends and opportunities. He manages all logistical aspects of your BioFach participation.

[tmeijer@thisisprofound.com](mailto:tmeijer@thisisprofound.com)

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## **Milena Solot**

Milena works on the interface of our Communications, Community Engagement & Impact Storytelling. She believes strongly that an inclusive and positive message is possible through transformative conversations among the community members we work with.

[msolot@thisisprofound.com](mailto:msolot@thisisprofound.com)

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**ProFound**  
ADVISERS IN DEVELOPMENT

**PROFOUND: YOUR  
AGENT AT BIOFACH.**

