

Brazil Present in Germany at World's Largest Organic Fair

Contributed by Geovana Pagel
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Twenty-seven Brazilian companies will be participating in the Biofach organic product fair, to take place between February 21 and 24 in the city of Nuremberg, Germany. In sectors like food and cosmetics, they are part of the Organics Brazil Project, developed in partnership with the Institute for Promotion of Development (IPD) and the Brazilian Export and Investment Promotion Agency (Apex).

Biofach Nuremberg is the largest and most important fair in the sector, with over 2,600 exhibitors and 45,000 visitors from 110 countries. In 2007, the fair generated US\$ 5 billion in business.

Brazilian companies are going to occupy a space reserved for the Organics Brazil that is subdivided into individual stands. Most of the companies are going to launch new products at the fair.

One example is Ceni Mate Orgânico, which is going to present its first load of organic teabags at the Biofach. "The fair is going to serve as a great research. We are going to see how the foreign market receives our products. It is an opportunity to observe the market, as we have only just entered it," explained administrative assistant Adriana Ceni.

Although industrialization is recent, over the last ten years the company has had a herb plantation in the city of Chopinzinho, in the interior of the state of Paraná, which guarantees the supply of raw material to other producers of mate tea.

"In boxes, we are going to take roasted mate tea and green tea. We will also have soluble tea and mate tea in leaves for clients interested in bulk purchases," explained Adriana.

Another Brazilian company to present news at Biofach is Cia. Mogi de Café Solúvel, headquartered in the city of Mogi das Cruzes, São Paulo. The company is going to take to Germany four new soluble coffee packages - with 50, 100 and 200 grams, plus the 50-gram refill.

"We were pioneers in the launch of Organic Certified Soluble Coffee, which uses 100% arabica coffee and dispenses the use of chemicals in all phases of production. Prospecting new clients and expanding relations with the clients we already have is the great objective of the fair," informed commercial manager Carolina Atalla.

Among the main national participants in the cosmetics sector is Surya Brazil, which is going to launch an antiseptic gel for hands, Organics Hand Sanitizer. "Surya has already been present in the last edition and was very positive. We hope to continue with this great opening on the foreign market," guaranteed Clélia Angelon, the company president.

The products made by Surya, which has become specialized in the production of cosmetics based on plants and herbs of the Amazon and India, have already found clients abroad.

Apart from the headquarters in São Paulo, the company also has offices in the United States and India, and exports to Saudi Arabia, Lebanon, France, Belgium, Japan, the United States, Russia, Greece, Portugal, Chile and Uruguay.

The Organics Brazil project develops work for promotion of Brazilian organic product makers that are certified for export, through international fairs and trade missions. For three years, the project has been promoting products of its 54 associated companies, in events promoted on four continents.

"We participated in the Biofach editions in Germany, the United States, Japan and Latin America. The continued actions have made the Brazilian organic product sector very well known worldwide and are helping consolidate the growth of the sector," stated the project manager, Ming Liu.

Organics Brazil ended 2007 with exports of US\$ 21 million. According to Liu, the sector is going to be better organized with the recent regulation of trade of organics, through law number 10,831, to benefit the 15,000 producers who use 800,000 hectares of area, according to the Ministry of Agriculture, Livestock and Food Supply.

"This is an expanding market and Brazil has the best potential to supply the growing demand from the developed nations, which consume concept food and products that promote health," she explained.

Today, the organic product market has a turnover of US\$ 45 billion worldwide. "Brazil still has space for growth," said Ming Liu.

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