

YOUR GATEWAY TO THE DUTCH ORGANIC MARKET



BIOBEURS

12-13 JANUARY 2022

**BRABANTHALLEN, DEN BOSCH
THE NETHERLANDS**

WWW.BIO-BEURS.NL/EN

WEBINARS
10-11 JANUARY

BIOBEURS
12-13 JANUARY

EXPERIENCE
14 JANUARY



10 T/M 14 JANUARY 2022

BIO KENNIS
WEEK

THE DUTCH ORGANIC MARKET CONTINUES TO GROW!

Based on the global growth figures and the European Commission's plans related to the Green Deal and Farm to Fork Strategy, Bionext expects the Dutch organic sector to continue to grow substantially in the years ahead. The sales value of organic products amounted to €1.7 billion in 2020 and they are ever-more widely available in supermarkets and restaurants. Meanwhile, the specialized organic retail channel has become more professional. The Dutch organic market is ready for diversification and specialities from abroad. The Biobeurs is the ideal event for companies looking to explore and ultimately enter the organic market in the Netherlands!

OUR HISTORY

Your guarantee of success!



Biobeurs trade fair is part of Biokennis Week

Biobeurs is expected to attract over 350 exhibitors from a dozen countries and around 10,000 visitors to the Brabanthallen venue in Den Bosch from 12 till 13 January 2022. Buyers from supermarket chains, organic retailers, health food shops and drugstores will be on the lookout for new products. Other key visitor groups include restaurant owners, catering companies and farmers/growers.

Biokennis Week 10 - 14 January 2022

A whole range of activities are being organized during Biokennis Week to generate maximum attention for the topic of organic. In addition to the Biobeurs trade fair, numerous webinars and company visits will ensure that visitors can gain new insights, expand their network in the organic sector and exchange knowledge.

Overview of activities during Biokennis Week 2022

Monday	10	January 2022	Webinars (80+ high-quality workshops)
Tuesday	11	January 2022	Webinars (80+ high-quality workshops)
Wednesday	12	January 2022	Biobeurs (Brabanthallen venue)
Thursday	13	January 2022	Biobeurs (Brabanthallen venue)
Friday	14	January 2022	Company visits throughout the Benelux region



THE LEADING DUTCH
TRADESHOW FOR THE WHOLE
ORGANIC CHAIN FROM FARM
TO FORK

BIOBEURS 2022

- Farmers / growers
- Associations
- Non-Governmental Organizations
- Government authorities
- Manufacturers
- Brands and private label suppliers
- Importers/exporters
- Wholesalers
- Service providers
- Retailers
- Organic shops
- Health and beauty shops
- Drugstores
- Beauty specialists
- Restaurants and catering businesses

With the following special zones:

- Pureness: Lifestyle, beauty and health
- BioMechaTech: machines & techniques for farming
- Vegan: organic vegan products
- Regional products

FACTS & FIGURES



370+ exhibitors
in 2 exhibition halls



**From farm
to fork**

The whole sector
is represented

50 International
exhibitors
and growing...



9,750+
visitors



Activities include

organic food truck zone,
workshops, matchmaking
program & organic product
innovation award



Media coverage
11,7 million
people



Meet and connect with the
**Dutch organic
market**



PRICE LIST 2022

All prices are excluding 21% VAT

Biobeurs (including Pureness and Vegan Zone)

- Floor space only (at least 12 sqm): € 132,50 / sqm
- Floor space including stand construction
 - Comfort package**, basic stand (at least 8 sqm): € 175 / sqm
 - Superior package**, complete stand (at least 8 sqm): € 210 / sqm
- Presentation table (2x3 m²): € 750
- Table at the Entrepreneur Zone (1x1 m²): € 399

Biomechatech Zone

- Floor space only (at least 12 sqm): € 55 / sqm



BOOK THROUGH OUR AGENCY

for Italy, France, Spain, UK, Ireland and South Africa

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WWW.BIO-BEURS.NL/EN

Biobeurs is organized by Bionext, the Dutch organic sector organization.

