

# New Zealand German Business Association (AHK New Zealand)

„we make our  
customers‘ business grow“



## Invitation- Exhibit In The “New Zealand Pavilion”

The New Zealand-German Business Association are pleased to offer Natural and Organic Cosmetics companies like yourselves, an opportunity to participate in VIVANESS – the worlds leading International Trade Fair for Natural and Organic Personal Care.

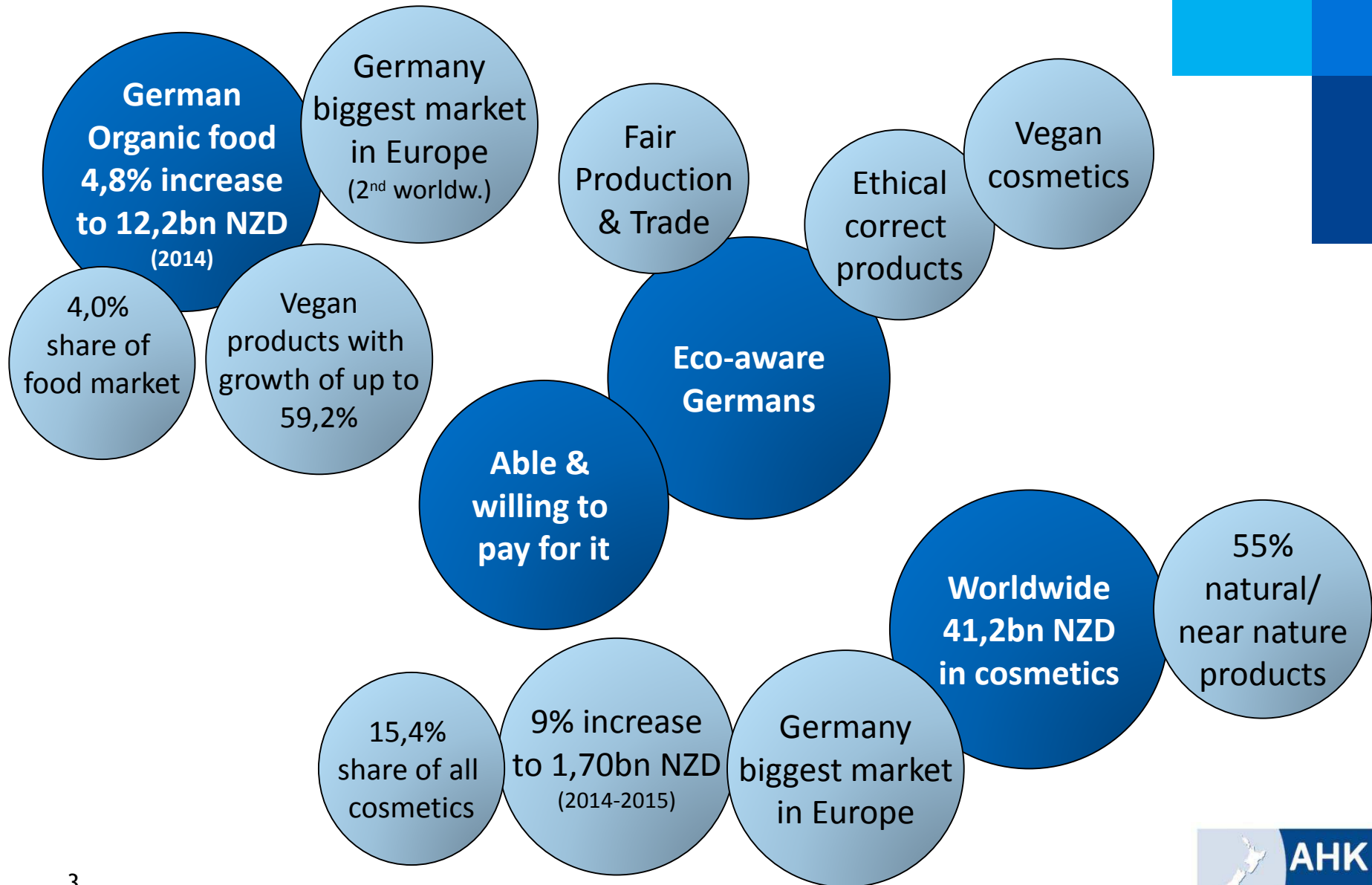
VIVANESS, which is held in the Exhibition Centre in Nuremberg, brings together the traditional with the modern and pioneers with newcomers from the international cosmetics sector in a unique manner.

These present products to industry professionals from all the relevant sales channels, such as natural food specialist stores and also retailers such as specialised online stores, chemists, drugstores and perfumeries.

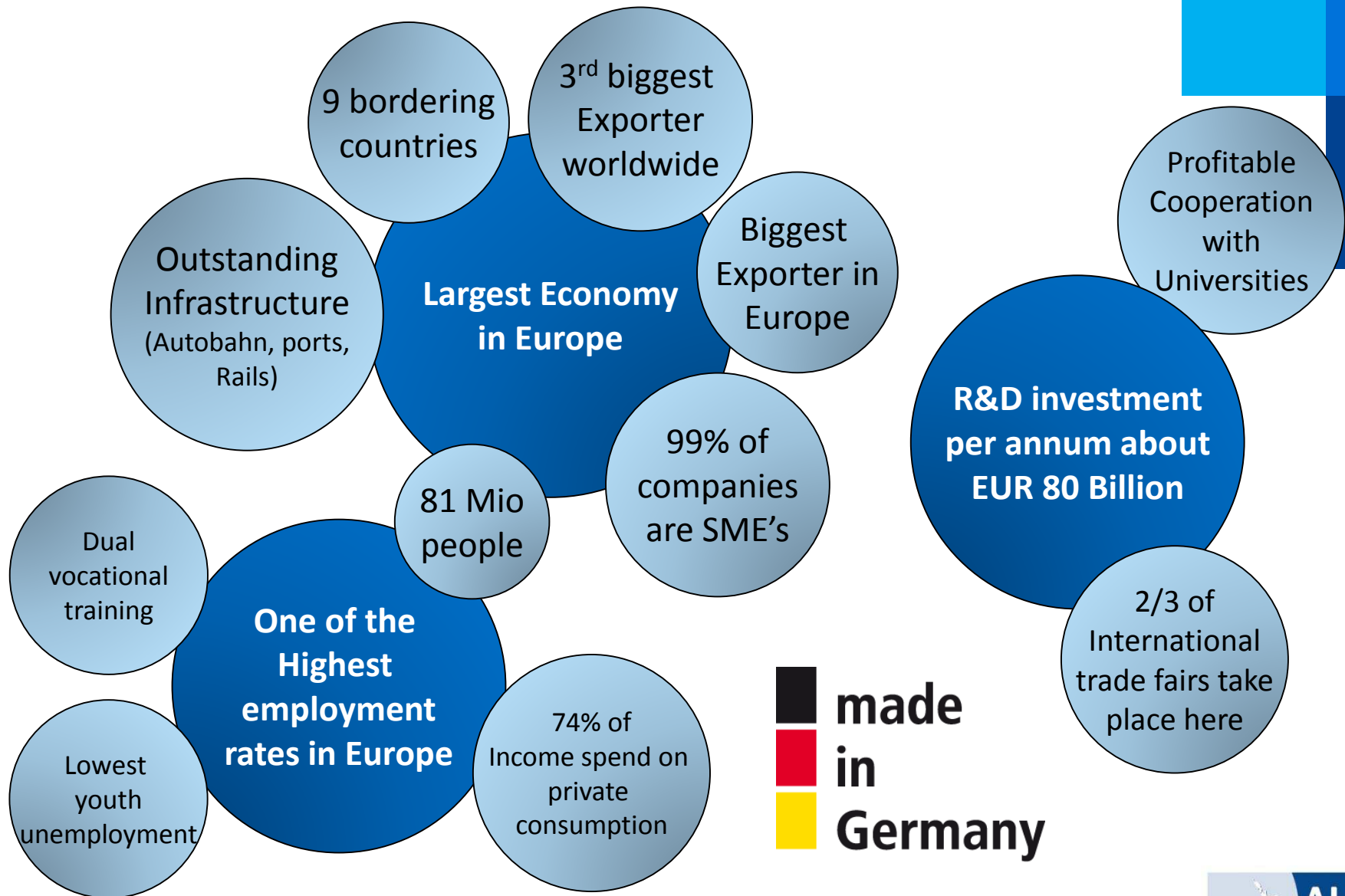
As an exhibitor you will be able to make a visible impact and gain valuable targeted brand exposure. Sharing the costs of exhibiting allows small and medium enterprises to participate in ways which would be otherwise unaffordable.

We *estimate* the cost per company to exhibit on the NZ stand to be no more than € 3,700.00 for a walk on option, subject to at least *four* confirmed NZ exhibitors

# Eco-aware Germans



# Germany - Overview



# Vivanness & Biofach Nuremberg

International trade fair for Natural Personal Care combined with world's leading  
Trade fair for organic food

- 51,453 Visitors from 134 Countries (2017)
- 2,785 Exhibitors (+ 259 VIVANESS) (2017)

## 5 Reasons to go there:

- Platform for positioning, observing & analysing the market
- Meeting place for the whole sector with all stakeholders on-site
- 1,000 Media representative from 39 countries offer image building opportunities
- With 106 events, the congress is an important knowledge platform for the sector
- Representatives from politics, associations, NGOs etc. gather to discuss the future of the market
- 93% of exhibitors could reach their most important target markets

**BIOFACH**2017  
into organic

**VIVANESS**2017  
into natural beauty





# Travel Information

## Need assistance making your air travel arrangements and finding accommodation in Nuremberg for Vivanesse 2018?

A package price for the show from the 14th of February to the 17th of February would start from \$4,095 including Economy class fares on Lufthansa or Swiss International, 5 nights accommodation with breakfast at a 4 star hotel (NH Collection Nurnberg City) in a single room and 4 day pass to the Vivanesse Trade Fair. Upgrade to Business class from an additional \$5,100 return.

These costs are based on specials with Lufthansa and Swiss that are valid for sales until the 30th of June and are all subject to availability at time of booking. Taxes will differ depending on routing. Accommodation costs for 5 nights – arrival one day before show and depart the day after.

If you just want airfare costs then the lead in Economy fare with Swiss International and Lufthansa on this special is \$1,399 plus taxes of approximately \$300. Business class would start from \$6,499 plus taxes of approximately \$300 . These are the lead in levels and have limited availability. These are valid for sales until the 30th of June. The specials have a minimum stay of 6 nights or no earlier than the first Sunday after departure.

If you would like to receive more information, please email Sandy and we will ask one of our travel members to make contact. If there is sufficient interest for Nuremberg accommodation, we would negotiate a group rate at a selected hotel in Nuremberg. We recommend early booking as the best located hotels in Nuremberg get booked out early.

\*merchant fees will apply for credit card bookings

# Market Entry Services

## **We can help you with:**

- Identifying German trade fairs and conferences suitable for your products
- Trade Fair Workshops – learn how to successfully participate
- Market Information – From answering your individual questions to writing an extensive market study about the German market for you
- Finding the right business partner and organising meetings
- Translation of marketing materials

## **We can support you with information about:**

- Visitor/company registration, booth booking, equipment hiring or catering
- Travel information, flight and accommodation bookings
- On-site support - interpreters, extra staff at stand



# Contact Details

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