

*The numbers of the first edition of Veronafiere's on-line show dedicated to Bio-foods & Natural self-care*

**For B/Open “digital edition” over 800 traders, 160 meetings and 70 international buyers  
In 2021 Veronafiere’s b2b show has been scheduled for 9-10 November**

**Verona, 10<sup>th</sup> December 2020.** After the excellent result of its first digital edition, B/Open, the show specifically for Bio-foods & Natural self-care, will be back on 9<sup>th</sup> and 10<sup>th</sup> November 2021, upholding the two-day, exclusively b2b formula that distinguished the debut of Veronafiere's start-up dedicated to organic products. An all-business model that the sector needed and which allowed traders to forge useful contacts, also in terms of internationalization, without forgetting professional training moments and on-line debates.

At the first digital edition of B/Open, the Veronafiere Plus (VF+) on-line platform hosted a community of over 800 traders, connected during the two days of the event and until 30<sup>th</sup> November, 160 meetings and video calls, including the participation of 70 international buyers selected by Veronafiere and Ice-Agenzia.

During the two days of the show (23-24 November), 21 live events featuring 89 speakers were organized with the conference programme gaining a total of 1,598 viewings thanks to content that was able to unite institutional aspects with community planning as well as the more technical and scientific details, demonstrating the evident efforts of companies, certifying bodies and universities in terms of research and development. Not only food, of course, since the spotlights were also on cosmetics and the food supplement market. The recurring theme at B/Open was the quality of the events aimed exclusively at a public of professionals, sector insiders, the press and business purposes.

The digital formula had already brought excellent results in the run-up to the event through specifically-themed webinars for companies operating in the organic industry, Blockchain funding opportunities and the necessary certifications for exporting Made in Italy organic products. The platform will also accompany the 2021 show in order to offer an additional business formula.