

## Conditions for the competitive selection of Ukrainian exhibitors for the BIOFACH 2025 trade fair at the National Pavilion of Ukraine

### Participation conditions and technical specifications of the pavilion:

The National Pavilion of Ukraine will be located in Hall 4A, booth 625.

Total booth area: 180 sq.m. with four open sides.

Maximum number of companies-co-exhibitors in the National Pavilion of Ukraine - 20.

Three groups of participants will be organized:

- Group A: 50% of the booth area will be allocated to SMEs<sup>1</sup> that have participated in BIOFACH trade fair no more than twice or have not participated at all.
- Group B: 30% of the booth area will be allocated to experienced SMEs that have participated in BIOFACH trade fairs trade fair three times or more.
- Group C: 20% of the booth area will be allocated to large businesses and SMEs that require broader representation and are ready to pay for additional space.

The pavilion will be organized as a common space with shared utility rooms and a reception area. Three placement options will be offered to companies:

- Standard placement: The company's reception desk with a logo (up to 60 cm long) can be designed as a showcase for samples. There is also a stand for printed materials, a negotiation table (one table for two companies), use of the common area and utility room, and use of the shared coffee machine, kettle, and water cooler. The approximate area per company (including the common area) is 5 sq.m.
- Representative placement: The company's reception desk with a logo (up to 1 m long) (which can be designed as a showcase for samples), stand for printed materials, glass cabinet for samples, negotiation table, negotiation area with a sofa (one area for 3 companies), use of the common area and utility room, and use of the shared coffee machine, kettle, and water cooler. Approximate area per company (including the common area): 9 sq.m.
- VIP placement: The company's reception desk with a logo (up to 1 m long) can be designed as a showcase for samples. There is also a stand for printed materials, a glass cabinet for samples, two negotiation tables, an individual negotiation area with a sofa, use of the common area and utility room,

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<sup>1</sup> **Small and medium size business (SME) definition:**

**Company category**

**Staff headcount**

**Turnover**

**Balance sheet total**

**Medium-sized**

< 250

≤ € 50 m

≤ € 43 m

**Small**

< 50

≤ € 10 m

≤ € 10 m

**Micro**

< 10

≤ € 2 m

≤ € 2 m

and use of the shared coffee machine, kettle, and water cooler. The approximate area per company (including the common area) is 12 sq.m.

Upon additional request, participants can request additional equipment and services, which they will pay for themselves.

The booth organizers will provide the following:

- Registration of National Pavilion participants in the catalog and other electronic resources of the trade fair.
- Informational support for exhibitors of the National Pavilion regarding participation in the trade fair .
- Organization of the construction and operation of the National Pavilion.
- Organizational support for companies on-site and assistance in negotiations (if needed).
- Navigate visitors to companies at the booth according to the visitors' interests.
- Organization and holding of Blue Night (Ukrainian evening).

Information about the National Pavilion of Ukraine at BIOFACH 2024 is available at this link <https://business.diia.gov.ua/history-of-success/ukraina-na-BIOFACH-2024>.

## 2. Conditions for competitive selection

Organizing the National Pavilion of Ukraine at the international trade fair BIOFACH trade fair 2025 aims to promote Ukraine as a producer of high-quality organic food and feed products. The booth will showcase the broadest range of products from companies of different sizes.

Companies eligible to participate in the competitive selection of Ukrainian exhibitors of the National Pavilion of Ukraine at the BIOFACH 2025 must:

- Be legal entity registered in Ukraine (preference is given to business entities, at least 50% of shares belong to Ukrainian citizens).
- Have a valid organic certificate confirming compliance with organic production and/or circulation of organic products.
- Have a website and promotional materials in English.
- Have English-speaking employees (company representatives at the trade fair ) and be ready to send them to BIOFACH for the trade fair duration of the trade fair.
- Be ready to cover the costs of logistics, accommodation, meals/daily allowance for company representatives, logistics for equipment and product samples (if needed), and co-financing of the booth.
- Have no legal or financial ties with the Russian Federation and/or Belarus.

Co-financing amount:

- Group A: For SMEs that have not previously participated in BIOFACH trade fairs or have participated 1-2 times, 300 Euros per company will be charged for a standard booth space.
- Group B: For SMEs that have participated in BIOFACH trade fairs 3 or more times – 1,500 Euros per company for a standard booth space.
- Group C: For large companies or SMEs that require broader representation – 3,000 Euros for representative placement and 6,000 Euros for VIP placement.

Organizers expect to select 9 companies from Group A, 8 companies from Group B, and 3 companies from Group C.

**The following evaluation system will be used for company selection in each of the three Groups A, B, C:**

№	Criterion	Points
1	Previous experience in BIOFACH	<p>1 point – companies that have participated in BIOFACH more than 3 times.</p> <p>2 points – companies that have participated in BIOFACH 1-2 times.</p> <p>3 points – companies that have never participated in BIOFACH.</p>
2	Export potential	<p>1 point – companies that have never exported products to EU countries and have not participated in international trade fairs.</p> <p>2 points – companies that have exported products to EU countries without experience in international trade fairs.</p> <p>3 points – companies that have exported products to EU countries and have experience in international trade fairs besides BIOFACH.</p> <p>4 points – companies that actively export products to EU countries and can generate visitor traffic to the National Pavilion of Ukraine.</p>
3	Products` diversity	<p>1 point – companies offering products for which more than one application has been received with low-added value<sup>2</sup>.</p> <p>2 points – companies offering products for which more than one application has been received with high added value.</p> <p>3 points – companies offering unique products for the National Pavilion with low added value.</p> <p>4 points – companies offering unique products<sup>3</sup> for the National Pavilion with high added value.</p>
4	Sample representation	<p>1 point – companies that do not plan to bring product samples.</p> <p>2 points – companies that bring product samples but do not plan to exhibit them.</p> <p>3 points – companies that will bring samples and present them at the trade fair for the general public.</p>
5	Gender equality and inclusion	<p>1 point – companies owned and/or managed by men.</p> <p>2 point – companies owned and/or managed by women or veterans.</p>

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<sup>2</sup> Higher value added products - agricultural produce that comprise an overall high(er) value, due to the involvement of (a) more labor in its production process (i.e. 'value crops', 'following higher/ stricter production standards') and/or (b) processing (i.e. 'semi-finished' or 'ready to eat products'), and/or (c) marketing activities (i.e. 'branding', 'price policy', 'direct supply to consumers', etc.).

<sup>3</sup> Unique products for the National Pavilion of Ukraine here are products with only one application for participation at BIOFACH 2025

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The selection of companies will be carried out by a team of experts – representatives of the organizers and organizations that provide financial support for the National Pavilion of Ukraine at the international organictrade fair BIOFACH 2025.

After the selection, each applicant will receive a letter informing them whether they have been selected or not. In the event of a rejection, the applicant will be informed in a clear manner why they have not been selected.

**Schedule:**

Application submission deadline: November 1, 2024.

Announcement of results and invoicing for co-financing: by November 15, 2024.

The National Pavilion of Ukraine at BIOFACH 2025 is organized by the [Ukrainian Berries Association](#) and the state institution [“Office for Entrepreneurship and Export Development,”](#) the national project [Diiia.Business](#), under the patronage of the [Ministry of Agrarian Policy and Food of Ukraine](#), and with the support of:

- Switzerland within the framework of the [Swiss-Ukrainian program “Higher Value Added Trade from the Organic and Dairy Sector in Ukraine” \(QFTP\)](#) implemented by the [Research Institute of Organic Agriculture \(FiBL, Switzerland\)](#) in partnership with SAFOSO AG (Switzerland).
- [Ukraine-Moldova American Enterprise Fund \(UMAEEF\).](#)
- [German-Ukrainian cooperation in the field of organic agriculture \(COA\)](#) with financial support from the [Federal Ministry of Food and Agriculture of Germany \(BMEL\).](#)
- [Swiss Import Promotion Programme \(SIPPO\)](#) – a trade promotion program of the State Secretariat for Economic Affairs of Switzerland (SECO) for developing and transition economies on four continents.

This initiative is implemented in cooperation with organic organizations of Ukraine.