







Sana

SANA - the International Exhibition of Organic and Natural Products - is Italy's premier trade show for businesses and professionals operating in the organic and natural products sector.

Food, Care&Beauty, and Green Lifestyle are the key themes that have made SANA Italy's major showcase for organic and natural products.

Sana Organic Tea – in partnership with In Tè, the association that in the last four years has organized a Festival in Italy entirely dedicated to tea – will now become the most important venue, gathering producers, distributors and key figures on the Italian and European Food & Beverage market.





October 2020

From Friday 9 to Sunday 11 October



Bologna Fiere

Viale della Fiera



Covid19 Safety

BolognaFiere – the first professional trade-show operator to be granted 18001 Safety Certification – will ensure the trade show takes place in compliance with the most stringent safety norms. Logistics solutions have been studied and put in place to prevent any form of risk.

Why exhibit





Europe's key showcase

The Sana Organic Tea Festival will be the most important tea event in Europe in 2020



Hospitality Industry Focus

Sana is a must-attend venue to meet top professional specific-interest buyers



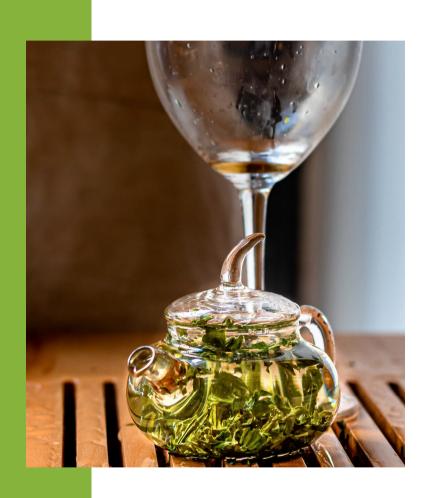
Penetrate the Italian market

Overall tea sales in Italy top €350 million, with growth forecasts of 22%









How to participate



In person

Rent a booth and have your staff present your products



Remote attendance

Send your tasting and sales material for our tea specialists to serve and explain to visitors