



2015, Organics from EXPO to SANA, from SANA to EXPO

See you in september 2016

In special connection with



Attendance
45,820

Exhibitors **+25%**
2015
+10% 2014

International Buyers
+40%

6 Halls

- Food
- Wellbeing
- Other Natural Products



1 Vegan Bar **1** Organic Restaurant

4,000
B2B Meetings

65
Workshop and conferences

6,000
Attendees



.....www.sana.it

106,000
visits
+13% of single visitors traffic compared with 2014

755,000
views

15,198
views

58 videos

10,469 fans
+112% compared with 2014

3,256,000
views +171%

2,600 follower
+172% compared with 2014

117,590
views +30%

5,000
posts

Bologna goes green

sana city

10 days
180 of green events

curated by

Restaurants in Bologna with organic food proposals

Organic White Night downtown

in collaboration with

"The Right of the Earth. The Right to the Earth"

International Forum of the Organics

Sana and BolognaFiere bring organics in the Milan Charter.

It is the statement of Expo Milan 2015 for combating undernutrition, malnutrition and waste, promoting equitable access to natural resources and ensuring sustainable management of production processes.

What is the Milan Charter?

Markets and retail trade of Organic Food

Italian Market
Source Bio Retail
+20% in 2015 first half year
Specialized channels
+15% last 5 years

Turnover
+337% last 5 years
+1,4 billions € in 2015
Export
Source IFA/Normisma
4% of the total Italian export