

SANA 2016 CONTINUES TO GROW. NATURALLY.

Sharp rise in the number of exhibitors and a 30% increase in surface area for Italy's international exhibition of organic and natural products organised by BolognaFiere

The 28th **International Exhibition of Organic and Natural Products** is taking shape. Scheduled from **Friday 9th to Monday 12th September, at the Bologna Trade Fair**, a revamped SANA is getting ready to welcome even more exhibitors and visitors.

This international showcase of Italian organic food and products will cover **over 50,000 sqm – a 30% increase on 2015** – occupying Halls 25, 26, 29, 30 and 36 in Bologna Trade Fair's grounds.

The new exhibition layout will include the three main sectors, now even more diversified: **Organic Food** spanning the whole food sector, **Natural Personal Care and Organic Products**, including the health and wellbeing sections, and **Green Lifestyle**, other natural products such as fabrics, products and accessories for the home, leisure and "green" lifestyles.

Meeting with increasing interest from international operators, SANA, Italy's premier sector tradeshow, will offer professionals and members of the general public a broad overview of what's new in the world of natural and organic products and services.

The many newcomer exhibitors as well as the presence of major sector players continue the very positive trend seen during the 2015 edition, with 45,000 visitors, more than 40% more foreign buyers from some 21 countries, and 25% more exhibitors.

The tradeshow will be flanked by a broad raft of sidecar events - both in and outside the trade fair grounds – attracting large numbers of sector operators and buyers from both Italy and elsewhere. As well as sector-specific meetings for professionals, there will be workshops and theme-focused conferences. The previous edition of SANA saw 4,000 B2B meetings and 65 seminars and meetings attended by over 6,000 participants. Other networking opportunities will be offered by **SANA NOVITÀ** - a dedicated area where exhibiting companies can present their latest innovations - and **SANA CITY**, a rich and varied programme of green events in and around Bologna's old town centre during the days of the tradeshow.

"The growth of SANA, which we like to see as a long-term trend, reflects Italian consumer attitudes that are increasingly attentive to the ingredients, composition and type of foods, cosmetics and general products they consume. Figures show that the organic and natural products sector is growing steadily and with it, sector-specific tradeshows", reports SANA organiser, BolognaFiere.

Organized by BolognaFiere, SANA is the reference event in Italy for the sector of organics and natural products, with over 700 exhibitors and more than 45,000 visitors. Due to take place from the 9th to the 12th September 2016 at the Bologna Exhibition Centre, SANA is the marketplace and opportunity for networking for professionals, operators and those interested in the sector, in addition to being an important cultural event and opportunity for training, thanks to the qualified programme of conferences and workshops organized by BolognaFiere and the companies and institutions associated with the sector. Completing the programme is SANA NOVITA, the space dedicated to innovation, SANA SHOP, the area reserved for testing and purchasing products and services and SANA CITY, the calendar of 'external' events that each year bring the streets and shops of the city of Bologna to life.

For further information

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Web site

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Official event hashtag

#SANA16
#SANAEXPERIENCE

Social channels

[Facebook.com/sanabologna](https://www.facebook.com/sanabologna)

[Twitter.com/sanafiera](https://twitter.com/sanafiera)

[Youtube.com/BolognaFiere](https://www.youtube.com/BolognaFiere)

Themed hashtag

#SANAfood
#SANAwellbeing
#SANAlifestyle