

AT SANA 2016 FOUR DAYS OF DEBATES ON THE THEME OF ORGANIC AND NATURAL PRODUCTS

Bologna, 9th September – SANA has lined up over 60 events for professionals and visitors, including workshops and meetings organized by companies, associations and organizations from the sector, and set to take place in the congress halls, to raise the profile of organic and natural products, highlighting their role and their potential. Within the pavilions are scheduled a similar number of initiatives promoted by the exhibitors.

The **inaugural conference “Organic agriculture: a strategic opportunity for the country”** is due to take place at 11.30am on Friday 9th September in the Sala Concerto. Speakers include: Antonio Bruzzone, Director General of BolognaFiere, for the opening meeting; Gabriele Canali from the Cattolica S. Cuore University in Piacenza; Dino Scanavino, President CIA (Italian Confederation of Agriculturalists); Mario Guidi, President of Confagricoltura; Paolo Carnemolla, President of FederBio; Simona Caselli, Assessor for Agriculture, Hunting and Fishing for the Emilia-Romagna Region. The debate will be chaired by Lorenzo Tosi of New Business Media/Edagricole while summing up will be Andrea Olivero, Italian Deputy Minister of Agriculture, Food and Forestry.

This will be followed at 2pm with the meeting organized by the Emilia-Romagna Region **“Facing the international market. Food agriculture in Emilia-Romagna from trade barriers, Brexit and international agreements”** taking place in the Sala 20 Maggio in Viale della Fiera 8.

At 4pm in the Sala Notturmo the appointment is with **“All the statistics of Italian organics”** with the presentation of data from the SANA Observatory and statistics from SINAB-MIPAAF and ISMEA.

The SANA Observatory is a project promoted and financed by ICE in collaboration with BolognaFiere, created by Nomisma with the support of FederBio and AssoBio.

On Saturday 10th at 3pm in the Sala Melodia **“Everything you wanted to know about organics (but were afraid to ask)”**, with experts from the sector available for the public and journalists.

Among the events curated directly by SANA, are also three conferences of the **SANA ACADEMY** held by figures from Italian academia, planned for Saturday 10th and Sunday 11th September.

The **IFOAM AgriBioMediterraneo International Conference**, in its second edition, returns on Saturday 10th September at 10.30am in the Sala Notturmo and will be dedicated to the theme **“Organics 3.0 in the Mediterranean: accounting the effective costs and the right price for organic agriculture”**.

There will also be numerous meetings organized by associations for the sector: SISTE- Italian Scientific Society applied to medicinal plants and health products, in collaboration with AIIPA – the Italian Association of Food Producing Industries and CEC EDITORE, propose for Friday at 2.30pm in the Sala Arpeggio the meeting **“Foods for special medicinal purposes versus food supplements.”**

SISTE will be collaborating with CCPB for the event on Saturday 10th at 11am in the Sala Melodia titled **“Organic Cosmetics: questions of labelling?”**

On Saturday at 9.30am in the Sala Suite will be the workshop, “The strategy for promoting organic products in different countries of the European Union”, organized by the CIA (Confederation of Italian Agriculturalists) in collaboration with Anabio, the National Association for Organic Agriculture.

AssoBio on Saturday at 3pm in the Sala Melodia will be holding “Everything you wanted to know about organics (but were afraid to ask)”, with experts from the sector available for the public and journalists.

The event proposed by F.I.P.P.O. – the Italian Federation of Producers of Medicinal Plants, which will take place over the whole day of Saturday 10th Saturday beginning from 10am in the Sala Bolero, is titled “The technological solutions for the harvesting and consequent handling of medicinal plants : a review.”

Cosmetica Italia – Herbal Cosmetic Group is promoting three meetings, all at 11am: they begin on Saturday with “The Italian Cosmetic Industry, focus on the herbalist channel” in Sala Ouverture, this will be followed on Sunday with “#Focuserboristeria. How to change the scenario in social commerce and how to face up to it. The value of the consumer community,” and concludes on Monday in the Sala Armonia with the conference “Consumer perception and behaviour towards cosmetics derived from natural products – problems and opportunities for herbalists.”

On Monday 12th at 10am will be the meetings “Importing and utilizing raw materials and vegetable products: rules, obligations, procedures” organized by Assoerbe in the Sala Arpeggio; “The Promotion of organic products: new certifications and new markets” by Bioagricoop in collaboration with Bioagricert in the Sala Vivace and, in the Sala Notturmo “Organic Agriculture: the global response to global warming” promoted by FederBio- the Italian Federation for Organic and Biodynamic Agriculture in collaboration with the Kyoto Club.

In addition to the schedule of meetings and conferences curated by SANA and organizations and associations for the sector during the event, there will also be numerous appointments and presentations on the stands organized by companies, for promotion and training in the field of Organic food, Natural and Organic Body Care and Green Lifestyles.

The complete programme for SANA is available on: <http://www.sana.it/iniziativa/sana-academy/4712.html>

For information

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