

SANA 2017, EVERYTHING IS GREEN

At the Bologna Exhibition Centre from Friday 8 to Monday 11 September 2017, the International Exhibition of Natural and Organic Products.

Pavilion 16 is reserved for the section Green Lifestyle, which this year has been divided into exhibition subcategories in order to diversify the many souls of sustainability. In pavilions 25, 26 and 32 the sector Organic Food, pavilions 21 and 22 Natural and Organic Body Care.

THE TRENDS IN THE ORGANIC AND NATURAL SECTOR

The entire system of organic food is growing, the latest estimates relating to 2016 sales in the specialized channel show growth of +3.5%, while in grocery retail the updates from Nielsen highlight growth of +16% (in the year ending June 2017), while the share of the organic market represents over 3% of the total of food sales (five times more than the figure for the year 2000).

Great results also for the green cosmetics sector that, according to estimates for 2017 by Cosmetica Italia, recorded revenues of 950 million euro, reaching a share of 9% of the entire cosmetics sector.

The evolving requirements of consumers, who are increasingly oriented towards wellbeing, health and care for the environment, are driving the growth of the organic and natural sector, boosting the attraction of the reference event for the sector in Italy.

SANA – International Exhibition of Natural and Organic Products. This year's edition is set to be even bigger with a more diversified range of products on offer, more training and a richer calendar of events at the Exhibition Centre and beyond.

GREEN LIFESTYLE: EXHIBITION AND EVENTS

There is an air of innovation in pavilion 16 for the 29th edition of SANA. The sector **Green Lifestyle** this year will be organised specifically into exhibition sub-categories in order to better present the offer: *Home&Office* with green solutions for the home and the working environment; *Mom&Kids* with ecological and natural products for growing, playing and taking care of babies, children and mums; *Mobility* with new solutions for sustainable mobility; *Clothing&Textiles* with eco-friendly clothes, shoes and accessories; *Pet&Garden* with natural and eco-compatible products and services for pet care, gardens and terraces; *Hobby&Sport* with solutions for free time, sport and hobbies from a green point of view; *Travel&Wellness* with travel offers, psychophysical and keep fit treatments based on nature and care for the environment.

Taking place at the same time at BolognaFiere is also an important calendar of themed events including the two events of Friday 8 September. The first, organized by **SISTE, the Italian Society for Science Applied to Medicinal Plants and Health Products** has the title "Novel foods and traditional foods vs. food supplements" and will take place at 2.30pm in Sala Bolero. In Sala Concerto at 3pm will be the award ceremony for the "Bio&Consumi Awards 2017, prizes for excellence in retail."

EVERYTHING ELSE IS...SANA

The area reserved for **Green Lifestyle** will be complemented by the exhibition and events of the section **Organic Food** in pavilions 25, 26 and 32, while pavilions 21 and 22 are set to host the sector **Natural and Organic Body Care**.

In the area for **Organic Food** can be found fresh and packaged food items, dairy produce and ice creams, food products including meats, fish, oil, pasta, rice, cereals, desserts and bakery products, dietary foods,

honey and preserves, wines and drinks and much more to propose to visitors the very best of Italian and international organics.

Cosmetics, hygiene products and body care, beauty treatments and a wide selection of medicinal plants alongside dietary supplements, products for personal care and equipment for wellness centres, and spas. Every aspect of the world of wellness, as seen from a green point of view, will find its home at SANA that will represent a showcase of the excellence in the sector, guaranteeing an extensive offer capable of satisfying both enthusiasts and professionals from the sector in the area **Natural and Organic Body Care**.

Returning to the event are some appointments that have become classics, such as **SANA Novità** and the **SANA Observatory**. The former will provide visitors the chance to discover the latest innovative products showcased by exhibitors and then vote for their favourite. The winners of each of the three categories will receive a prize offered by **Biorfarm: the "digital distance adoption"** of a fruit tree cultivated by a farmer, who for one year will send the fruit harvested from the tree to its adoptive owner.

The presentation of the SANA Observatory's report "All of the numbers of Italian organics", curated by **Nomisma** and promoted by **BolognaFiere** with the support of **FederBio** and **Assobio**, will offer the latest data on the organic sector with a focus on new trends in the Italian market and on products dedicated for vegetarian and vegan consumers.

Also confirmed is the calendar of meetings and professional training events of the **SANA Academy**, with the participation of teachers, university researchers and professionals from the sector.

The schedule includes: the appointment about essential oils explained based on their function, composition and potential use; the seminar on the evolution of intestinal macrobiotics in relation to their interaction with nutrition, the perception of old age and a session of meetings on herbalism in veterinary medicine and in relation to the diverse phases of the female life cycle.

In addition to the in-depth events organized inside the Exhibition Centre are also numerous other initiatives at the event such as **SANA Shop**, where visitors can purchase products directly from exhibiting companies; **SANA City** with 10 days of Green events, managed in collaboration with **Eco-Bio Confesercenti**, and **SANA Day** with all of the initiatives in the city promoted together with **Confcommercio-Ascom Bologna** and **VeganFest**, the reference event in Italy for vegans, organised in collaboration with VEGANOK.

Organised by BolognaFiere, SANA is the only reference event in Italy for the sector of natural and organic products and boasts over 800 exhibitors and more than 47,000 visitors.

From 8-11 September 2017 at the Bologna Exhibition Centre SANA will be offer a marketplace and an opportunity for networking for professionals, operators and those interested in the sector, in addition to being an important training and cultural event thanks to the qualified programme of conventions and workshops curated by BolognaFiere, the companies, institutions and associations from the sector.

Completing the event is SANA NOVITA, the space that the Fair dedicates to innovation, SANA SHOP, the area reserved for testing and purchasing products and services but also SANA ACADEMY with professional conventions, the SANA Observatory for updating knowledge of the data relating to organics and a calendar of external events that each year animate the streets and shops of the city of Bologna.



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