

## SANA KEEPS ON GROWING

From Friday 8<sup>th</sup> to Monday 11<sup>th</sup> September 2017 SANA, the Italian fair that is a reference point for the world of natural and organic produce is set to return.

This coming edition will include many new developments, from a larger layout to the reorganization of the sector **Green Lifestyle** that will be presented in a formula enriched with seven exhibition sub-categories.

Events that have become mainstays of the SANA fair, such as *SANA Novità*, *SANA Academy*, *SANA Shop* and *VeganFest*, have all been confirmed.

The 2016 edition of SANA saw visitor numbers reach 47,221, with 833 companies in 50,000m<sup>2</sup> of exhibition space, over 60 events and workshops (involving 4,800 participants) and 2,300 meetings with buyers from 27 different countries. These figures demonstrate the impressive growth of the sector that is showing no sign of slowing down. SANA has continued to grow too; for years now the fair has been the reference exhibition platform for operators and enthusiasts of natural and organic products in all of their many forms.

One new feature worth noting this year is the new larger and more functional layout. In addition to Pavilions 25 and 26, which are reserved for the sector of **Organic Food**, a further two pavilions (21 and 22) will house the section **Natural and Organic Body Care**, a part of the event that is growing notably in terms of the number of companies present. Pavilion 16, with its own entrance (North entrance), will be dedicated to **Green Lifestyle** with the introduction of specific exhibition subcategories in order to better present the products and services: *Home&Office* with green solutions for the home and the workplace; *Mom&Kids* with ecological and natural products for growing, playing, care and clothing for babies, children and mums; *Mobility* with hybrid and electric vehicles and the latest in 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, terraces, plants and private swimming pools; *Hobby&Sport* with solutions for free time, sport and hobbies from a green point of view; *Travel&Wellness* with travel offers, treatments for psycho-physical wellness, health and fitness with an emphasis on nature and care for the environment.

The sector *Green Lifestyle* will thus be reorganized and upgraded in order to correspond to consumers' growing interest in green and organic issues and how these can be integrated into every sphere of daily life. The 5 pavilions, located on the ground floor, will be connected by walkways and made easily accessible from the Bologna exhibition Centre's North and West entrances.

### SANA 2017 – the new layout





Bologna  
venerdì 8 - lunedì 11  
settembre 2017

Friday 8th  
Monday 11st  
September 2017

salone internazionale del biologico e del naturale  
international exhibition of organic and natural products

In addition to the significant new developments many leading businesses from the sector that attended in 2016 have confirmed that they will be present once again in 2017. Already a large number of companies with a history of attending the event have confirmed their participation this year alongside those participating at SANA for the very first time.

In Pavilion 16, will be the **SANA Shop**, where visitors will be able to test and purchase the products on display, and **VeganFest**, the most important vegan initiative on a national level, organized in collaboration with VEGANOK.

At the centre of the service centre will be **SANA Novità**, the showcase inside the Service Centre, will be a key attraction for visitors who will be able to discover new products and the latest evolutions of existing products presented by companies at the Fair. Once again visitors will be able to vote for their favourite products.

**SANA Academy**, thanks to the contribution from university professors and researchers and professionals from the sector, will focus on the latest and most pertinent issues. Among the scheduled meetings worth noting are those on essential oils, their function, composition, biological activity and their potential use and a seminar on the evolution of the intestinal microbiota and their interaction with nutrition and the concept of aging. Also planned is a session of meetings about fitoterapia in the field of veterinary medicine and the different stages of life of women, in order to provide indications on the most suitable diet and the possible use of dietary supplements.

**Sana City** is due to return with ten days of green events organized in collaboration with **Eco-Bio Confesercenti** and other initiatives in the city promoted together with **Confcommercio-Ascom Bologna**.

Contributing towards making SANA the ideal terrain on which to cultivate opportunities for development and networking that can arise from the context of natural and organic, which is experiencing constant growth, is a schedule rich in B2B events, workshops and seminars, including the SANA Observatory, which will focus on products designed for vegetarian and vegan consumers, and the opportunity to meet international buyers, producers and professionals from the sector.

#### Sito web

[www.sana.it](http://www.sana.it)

#### Canali social

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

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

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

[Instagram/Sana\\_fiera](https://www.instagram.com/Sana_fiera)

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