

30 YEARS OF ORGANICS, 30 YEARS OF SANA: BOLOGNA 7-10 SEPTEMBER, THE 30TH EDITION OF THE INTERNATIONAL EXHIBITION OF NATURAL AND ORGANIC PRODUCTS

The world of organics has an important date in the diary, SANA 2018 in Bologna. 52,000 square metres of exhibition space dedicated to Organic Food, Natural and Organic Personal Care and Green Lifestyle, in addition to a packed line up of conventions and meetings scheduled between producers and international buyers.

*Bologna, "In 2018 we are celebrating the thirtieth edition of SANA, in these years the event has become acknowledged as both an interpreter and a showcase, both in Italy and internationally, for an evolving market that has experienced constant growth. SANA," explains **Antonio Bruzzone, General Manager of BolognaFiere**, "is a mouthpiece for a sector, that of natural and organic products, that is becoming increasingly important to the development of our country. Over the years we have seen its transformation from a niche sector to a driver of growth and innovation, organic and natural products are now present in almost all aspects of daily life and are driving the purchasing choices of a growing number of consumers, who are ever more sensitive to factors such as environmental sustainability and health considerations. With the contribution of FederBio, SANA offers an extensive showcase that includes all of the vast variety of this market, reserving space for the top quality products and those that represent the latest trends."*

SANA – 30th International Exhibition of Natural and Organic Products is set to take place from **Friday 7 to Monday 10 September at the Bologna Exhibition Centre**, a long weekend dedicated to commercial relations, networking and training. SANA 2018 will not be without moments of entertainment with a packed schedule of collateral initiatives set to take place both inside and outside the confines of the Exhibition Centre.

THE THREE SOULS OF SANA: ORGANIC FOOD, NATURAL AND ORGANIC PERSONAL CARE AND GREEN LIFESTYLE

The brand new layout for SANA 2018 involves 4 pavilions (pavilions 21,22, 31 and 32) reserved for **Organic Food**, which will include food products, machines for processing and packaging, agricultural equipment, services, certification bodies and all of the leading players in the organic food agriculture sector. Pavilions 25 and 26 are dedicated to Natural and Organic Personal Care, and will see presentations of natural and organic cosmetics, dietary supplements, medicinal plants and green body treatments. Pavilion 19, meanwhile, will house the Green Lifestyle area dedicated to sustainable products and solutions for all aspects of daily life.

CUTTING THE RIBBON AND THE OPENING CONVENTION

On Friday 7 September at 10am **Alessandra Pesce**, Undersecretary at the Ministry of Agricultural Policy, Forestry and Tourism is due to inaugurate the 30th edition of SANA in the company of the local authorities and management of BolognaFiere.

At 10.30 the Sala Notturmo is the venue for the inaugural Convention "**30 YEARS OF ORGANICS, 30 YEARS OF SANA. 30 years of success for the agriculture of the future,**" organised by BolognaFiere and FederBio.

Strategies and perspectives for the market will be the focus of the debate which will begin with a profile of a sector that in just a few decades has been transformed into an area of excellence for Italian agricultural production, while making respect for the environment, safeguarding biodiversity and high quality produce, the hallmarks of the sector.

THE SANA OBSERVATORY 2018

At 2.30pm on Friday 7 September, the Sala Notturna will host the presentation of the **SANA OBSERVATORY 2018 – all of the statistics concerning Italian organics, consumer motivations and the latest news from the specialized channel**, promoted and financed by BolognaFiere with the support of FederBio and AssoBio and compiled by Nomisma. The key topic of the 2018 edition is an analysis of the consumer habits concerning organic products

and the responses that specialized retailers have adopted in order to meet the evolving requirements of the consumer. The meeting will include the presentation of the latest data collected by **SINAB**, the National Information System for Organic Agriculture, on behalf of the Ministry of Agricultural Policy, Forestry and Tourism, and by **ISMEA**, the **Institute for Services for the Food Agriculture Market**.

THE INITIATIVES: SANA ACADEMY, SANA NOVITÀ, SANA SHOP, SANA CITY AND VEGANFEST

5 conventions are scheduled for Saturday 8 and Sunday 9 September as part of the SANA Academy: in the Sala Bolero of the Service Centre, university professors and researchers and professionals from the sector will discuss biotechnologies for the production of ingredients for natural cosmetics, botanicals and food for gastrointestinal disorders, probiotic and prebiotic properties, vegetarian diets for sport and health and the correlation between nutrition and longevity.

The Service Centre will also be the venue for **SANA Novità**, the exhibition of the most recent innovations that companies have brought to the event. At this year's edition there will be **more than 950** such examples and visitors will be able to vote for their favourites in each trade category. The products with the most votes will win the SANA Novità Award, while there will also be a special prize #BloggerForSana, awarded by the event's 6 official bloggers. The award ceremony is due to take place on Sunday 9 September.

Also confirmed are **SANA Shop** (pavilion 32), the space in which to purchase a wide selection of articles proposed by the exhibiting companies, some of which are limited edition products or difficult to find in traditional retail channels and also **VeganFest** (pavilion 19), Italy's leading event for the world of veganism, organised in partnership with VEGANOK.

Also returning this year is **SANA City**, the calendar of green events planned for the city of Bologna. **Eco-Bio Confesercenti** together with **Eco-bio in Città** has organised 100 events, which will take place over 10 days, focusing on organic and natural products, **FederBio** has scheduled the final stage of its **Festa del Bio** in Bologna; **Ascom Confcommercio Bologna** will be taking part in SANA with the extended opening of around 40 restaurants and shops.

THE PARTNERS

Organised by BolognaFiere, SANA enjoys the collaboration of **FederBio** and the support of **ITA, the Italian Trade Agency** as well as the **Ministry of Agricultural Policy, Forestry and Tourism and the Ministry of the Environment and the Protection of the Territory and the Seas**.

SANA INTERNATIONAL

There will be a significant international presence at SANA. In addition to the thousands of accredited operators, international buyers are due to arrive from 30 countries: Albania, Austria, Belgium, Canada, South Korea, Denmark, United Arab Emirates, Estonia, Finland, France, Germany, Japan, Jordan, Great Britain, Indonesia, Kosovo, Latvia, Montenegro, Holland, Poland, Russia, Serbia, Singapore, Slovenia, Spain, Sweden, Switzerland, Taiwan, Hungary and the USA. The large presence of foreign delegations is due to the consolidated collaboration with **ITA - Italian Trade Agency** as part of the **International Buyer Program**, the project to promote and invite international delegations in order to encourage contact between the companies exhibiting at SANA and the selected buyers from all over the world through a calendar of bespoke B2B meetings in a special area with dedicated services provided.

Website

www.sana.it

Social Media

[Facebook.com/sanabologna](https://www.facebook.com/sanabologna) – [Twitter.com/sanafiera](https://twitter.com/sanafiera)
[Youtube.com/BolognaFiere](https://www.youtube.com/BolognaFiere) – [Instagram.com/Sana_fiera](https://www.instagram.com/Sana_fiera)

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