



BolognaFiere
6-9 Settembre / September 2019
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SANA 2019, LOOKING AHEAD WITH THE INITIAL PREVIEWS

Scheduled for the 6-9 September at the Bologna Exhibition centre is SANA 2019, the 31st edition of the reference event in Italy for the sector of Organic and Natural products, organised by BolognaFiere in collaboration with FederBio and AssoBio.

THE EXHIBITION AREAS

A new layout for **SANA – the international exhibition of natural and organic products** is set to welcome visitors and exhibitors to pavilions 25 and 26 as well as the latest additions, pavilions 28,29 and 30 that were opened last autumn. The new structures are the first step in a substantial development and renovation plan for the Bologna Exhibition Centre that will further enhance the exhibition space available for large events.

The addition of the new pavilions has enabled the creation of a layout that is even better equipped to enhance the exhibition facilities at SANA 2019.

Accessible directly from the Nord entrance, **SANA FOOD** will be held in **pavilions 29 and 30**, taking centre stage will be the companies involved in the organic food sector that are keen to make contact with professional operators and buyers.

On display at SANA, from Friday 6 to Monday 9 September, the main new innovations in fresh and packaged foods, dairy produce, cheese and ice-cream, meat and fish-based items, oils, pasta rice, cereals, sweets and baked products, diet products, honey and preserves, wines, drinks and all items relating to the Italian and international organic food market.

Situated in **pavilions 25 and 26**, the nearest to the Ovest Costituzione entrance, **SANA CARE&BEAUTY** is the space dedicated to businesses and professional networking in the sector of herbal remedies, cosmetics and personal care and will be hosting the companies that produce organic and natural cosmetics, beauty and body care products, dietary supplements, natural products and services for personal care.

Inside **pavilion 28**, adjacent to the Nord entrance, it will be possible to purchase all manner of products in the **GREEN LIFESTYLE** sector: eco-compatible technologies and solutions, natural fabrics, alternative environmentally-friendly products for the home and the workplace, hobbies and leisure activities and for people committed to making respect for the environment a part of their daily life.

The products on offer at the **SANA MARKET**, the combination of purchasing opportunities for visitors, is completed by the extensive selection of organic and natural foods, cosmetics and dietary supplements presented and on sale directly from the exhibiting companies.



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STATISTICS UNDERLINE SANA'S SUCCESS

SANA follows the sector but it also anticipates its developments, with world previews of products and predicted trends in addition to offering high quality training, each year the event registers some important successes.

Such successes were confirmed also in 2018 with an event that filled an exhibition space of 52 thousand square metres, showcasing more than 950 new products, hosting around 2000 meetings between exhibitors and international buyers, organising dozens of conventions (27% more training events as part of the SANA ACADEMY) and more than one hundred initiatives in the city.

SANA 2019: CONTENT

It's not all business, however. In parallel to the trade fair, SANA is also boosting knowledge and awareness through numerous events for both professionals from the sector and the public. Some standout examples are the seminars of the **SANA ACADEMY** and the presentation of the data from the **SANA OBSERVATORY**.

Further enhancing the line up will also be some **entertainment events** held in the city, created to share the values of SANA outside the confines of the Exhibition Centre.

VALUABLE PARTNERSHIPS AND SUPPORT

SANA, organised in collaboration with **FederBio** and **AssoBio** with the support of di **ITA - Italian Trade Agency**, enjoys the patronage of the **Ministry of the Environment and the Protection of the Territory and the Sea**. In addition to these important partners are the actors from the sector, the real lifeblood of the event: from the production and distribution companies to Italian and foreign buyers, from European organisations to trade associations and federations, local and national institutions to certification agencies. For all of these, the appointment is at the Bologna Exhibition Centre for the 31st edition of SANA.

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