



31° Salone internazionale del biologico e del naturale
31st International exhibition of organic and natural products

SANA 2019: BOLOGNA IS WHERE THE FUTURE OF THE SECTOR IS DECIDED

The 31st edition of the reference event for the organic and natural sector in Italy. Even more exhibition space: 60,000 m² available for more than 1000 exhibitors.

SANA is more international than ever before, with a significant 33% increase in the number of foreign companies compared with 2018, with buyers arriving from 30 countries.

The “plastic free” revolution at the fair. SANA is due to reduce its consumption of plastic by 10 tonnes over the four days of the event.

Italian organic products are very much in demand at home and abroad. Italy is the European Union’s top exporter of organic products with an annual exports totalling more than 2 billion euros. On the domestic front, Italy is in fifth place worldwide and in third place in Europe for national consumption of organic products.

Italy is the global leader in terms of the number of companies that transform organic products (18,000 businesses, 3000 more than France and Germany) and Italy is also leading the way in Europe with the highest number of organic farm businesses (75,000).

This data goes hand in hand with growing awareness amongst consumers of issues concerning the environment, so much so that in 2019 average household spending on organic products exceeded 4% of the total spending on food.

The growing attention to themes of sustainability also resulted in growth for the cosmetics sector, oriented towards environmentally friendly solutions concerning both the products and their packaging, as well as in other spheres of daily life such as leisure, clothing and accessories, tourism and mobility, where consumer choices are becoming more and more responsible with each passing year.

The scenario is evolving constantly but the direction is clear, and **SANA, the international exhibition of natural and organic products**, which for 31 years has been the reference event for the sector in Italy exhibiting exclusively certified organic products, is perfectly equipped to guide the way.

Taking place in **Bologna from 6 to 9 September**, SANA is organised by BolognaFiere in collaboration with AssoBio and FederBio, with the support of the Ministry of the Environment and the Protection of the Territory and the Sea and the Ministry of Agricultural, Food, Forestry and Tourism Policy and with the support of ITA, the Italian Trade Agency as well as the contribution from Cosmetica Italia.

5 AND 6 SEPTEMBER: BOLOGNA HOSTS THE GENERAL FORUM FOR THE ORGANIC SECTOR

The 2019 edition of SANA in Bologna will acknowledge the growing centrality of the world of organic products on 5 and 6 September with the initiative **FROM THE GREEN REVOLUTION TO THE ORGANIC REVOLUTION**, two days dedicated to a “General Forum for the Organic Sector”, with extremely high-level discussions to outline the strategic choices for the future of agriculture and fundamental factors such as sustainability, respect for the environment and the sound use of resources. The event, promoted by BolognaFiere in collaboration with FederBio and AssoBio, will stimulate reflection on the role of organics for Italian agriculture and on their correlation with essential factors that will be key in the future, such as biodiversity, the protection of water and climate change.

On its opening day, the event will examine – using a multidisciplinary approach – the key themes of interest concerning the future of organic agriculture, while on the second day will see the presentation of the



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Organic Manifesto 2030 in addition to a round table, which will coincide with the **Opening Convention of SANA**, involving the leading institutions and the most relevant national and international actors in the sector.

The “General Forum for the Organic Sector” taking place in parallel to SANA will provide a moment for maximum visibility for the organic world, underlining the event’s role as the place at which, each year, the relevant associations and institutions, the experts, operators and companies in the sector all congregate in order to take part in discussions concerning the topics of greatest importance for the protection of the environment.

SANA, in fact, is much more than a fair event: it is the platform for discussion and cultural exchange on themes concerning organic production and sustainability, and the venue at which operators from all over the world can meet. This business oriented event takes full advantage of the expertise of BolognaFiere, Italy’s second largest fair event organiser and one of the leading players in Europe with a consolidated know-how concerning the organisation of B2B events that are leaders in their respective sectors.

SANA 2019: THREE MACRO SECTORS, 1000 EXHIBITORS AND 60,000 M² OF EXHIBITION SPACE

More than 100 exhibitors present at SANA with a total **60,000 m²** of exhibition space spread across 6 pavilions (21,25,26,28, 29 and 30), the numbers for this year’s event have exceeded expectations due to the huge demand to participate in the event.

The three sectors around which the exhibition will focus are:

- **FOOD**, with the participation of the leading companies in the Italian and international organic food sector (pavilions 28, 29 and 30)
- **CARE&BEAUTY**, the space dedicated to producers of natural and organic cosmetics, body care products, dietary supplements, natural products and services for personal care (pavilions 25 and 26)
- **GREEN LIFESTYLE**, will propose eco-compatible technologies, products and solutions, for healthy and responsible lifestyles (Pavilion 21)

CONVENTIONS, WORKSHOPS AND SEMINARS: SANA THE CENTRE OF DISCUSSIONS CONCERNING THE ORGANIC SECTOR

- The exhibition offer at SANA is further complemented by a packed line up of conventions, workshops and seminars beginning with the **Opening Convention** (6 September at 11am Sala Maggiore/Ex Gam di Bologna). The event, which represents the symbolic passing of the baton between SANA and the “General Forum for the Organic Sector”, following the opening addresses by Phil Hogan (European Commissioner for Agriculture and Rural Development) and Gianpiero Calzolari (President of BolognaFiere), will involve Simona Caselli (Assessor for Agriculture, Hunting and Fishing at the Emilia-Romagna regional administration), Giorgio Mercuri (President of the Alleanza Cooperative Agroalimentari), Dino Scanavino (National President of CIA Agricoltori Italiani), Ettore Prandini (President of Coldiretti), Roberto Zanoni (President of AssoBio) and Maria Grazia Mammuccini (President of FederBio), Paolo De Castro (Commission for Agriculture and Rural Development at the European Parliament) and Carlo Ferro (President of ICE). Chairing the event will be Luigi Gia (Chief editor of *La Repubblica/Affari&Finanza*).



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On Friday 6 September, at 3pm, will be the presentation of the **SANA Observatory** (curated by Nomisma), this year dedicated to “the competitive positioning on foreign markets of Made in Italy organic products”, including an in-depth analysis of Russian and Japanese markets, thanks to the participation of **Giuseppe Russo**, director of the ITA office in Moscow, and **Antonella Marucci**, deputy director of the ITA office in Tokyo. In addition to this will be the presentation of key statistics from the Italian organic sector and the results of an analysis of consumer trends in Italy, a presentation that each year pinpoints the new consumption trends in the domestic market.

Three themes will be at the heart of the conventions of the **SANA Academy 2019**, the event’s “cultural branch” that each year offers opportunities for in-depth analysis of the very latest topics for the sector; last year’s edition registered an increase of 27% in the number of participants. On **Saturday 7 and Sunday 8 September**, discussions will focus on food intolerances and allergies, dedicating particular attention to Celiac disease, which is now classified as an autoimmune condition. The subject of the second meeting is dietary supplements that contain ‘botanicals’ and their interaction with other ingredients and pharmaceutical products. The third and final in-depth session will examine the possible use of by-products from the food agriculture sector in the development of new products to benefit human health.

THE INTERNATIONAL DIMENSION OF SANA 2019- The event’s international credentials are becoming increasingly evident, and are highlighted by a 33% increase in the number of foreign exhibitors compared with 2018. Among the standout participants is the collective of **20 Japanese companies** which will participate at SANA thanks to coordination by **JETRO - Japan External Trade Organization**. This overall trend is further supported by the important incoming visitor initiative for **trade delegations** which will be arriving from **30 different countries**. In 2018 more than 2000 planned meetings took place between exhibiting companies and international buyers.

SANA 2019 “PLASTIC FREE” Zero plastic in the bars and restaurants at SANA, which this year is proving to be even more coherent with the themes of sustainability and respect for the environment that are a central concept of the event, both in terms of the training events and the exhibition side.

Thanks to the collaboration with, and the commitment of, **Camst**, single-use plastic will be replaced by glass and biodegradable materials, while mineral water will be provided free from special distributors.

The food and wine available will also have an emphasis on organic products, with snacks, sandwiches, pastries, pizzas, salads, fruits and drinks, including wines, that are all rigorously organic and sold in biodegradable containers.

The sustainability of the event will also extend to the structures of the Exhibition Centre, which respond to the highest standards in terms of energy saving: the new pavilions 28, 29 and 30 are proof of BolognaFiere’s attention to the environment and best practices.

SANA NOVITÀ: INNOVATION IS ORGANIC – SANA once again will host the exhibition of the latest innovations in the sector, with more than 950 items on display, composed of: 44% from the Food sector, 48% for Care & Beauty and 8% for Green Lifestyle.



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A large space at the Service Centre of BolognaFiere, where professionals and the public can discover the very best of organic and natural production: a concentration of innovation that gives full expression to the wealth and variety of products and services that the exhibiting companies produce and offer. This initiative is unrivalled in Italy: creativity, research and design are placed at the service of sustainability.

SANA STORE: DISCOVERING THE LATEST TRENDS – The number of produces is growing and so is the size of the exhibition space at the **SANA Store**, the space in which organic and natural, health, beauty and personal care products as well as the latest dietary supplements, natural clothes and ecological accessories are presented and made available for purchase.

Pavilion 28 will host the organic food area of the SANA Store, while pavilion 21 will offer visitors the possibility to test and purchase cosmetic and body care products as well as solutions and services for environmentally sustainable lifestyles.

THE ORGANIC FESTIVAL – Saturday 7 September, the splendid **Palazzo Re Enzo in Bologna** will host the new edition of the **Organic Festival**, the initiative promoted **FederBio** in partnership with **BolognaFiere** and **Eco-bio Confesercenti** and structured in a series of debates, show cooking events and in-depth analysis sessions with experts from the sector, to promote the values of the organic sector and the excellence of Made in Italy organic products.

For further information

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