



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

THE INTERNATIONAL MARKET TAKES CENTRE STAGE AT SANA 2019

The international dimension at SANA is becoming increasingly attractive and is experiencing constant growth in the number of foreign operators interested in exporting Italian organic products and evaluating all available opportunities for commercial trade. Testament to this is the important **programme for incoming attendees**, organised with the support of **ITA – the Italian Trade Agency** to encourage meetings between exhibitors at the event and select buyers from all over the world.

Already 30 countries will be represented by operators at SANA 2019. From the European Union: **Austria, Bulgaria, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Latvia, Lithuania, Moldavia, Norway, Holland, Poland, Romania, Russia, Serbia, Slovenia, Sweden and Hungary**; from outside the EU, **Canada, Japan, China, South Korea, India, Indonesia, Singapore, United Arab Emirates and the United States**.

Buyers taking part in the initiative will participate in B2B meetings with the exhibitors at SANA, encounters that form part of a bespoke calendar that in 2018 saw well over 2000 meetings take place.

It is not only the foreign companies that recognise the growing role of the Italian market and its reference event for the organic sector; Italian companies too are increasingly interested in foreign markets. The 2019 edition of the **SANA Observatory** will confirm as much with a focus on exports of organic products and with two in-depth events concentrating on Japan and Russia.

Promoted by **BolognaFiere** and compiled by **Nomisma** with the support of **FederBio** and **AssoBio**, the **SANA Observatory** is the main tool for monitoring the key statistics from the Italian organic sector, from production to market dimensions. This year it will include an in-depth examination of the **statistics and trends concerning 'Made in Italy' organic exports**, the numbers for which will be presented at the Fair in the afternoon of **Friday 6 September** as part of the convention the "**SANA Observatory – competitive positioning on foreign markets of Made in Italy organic products**" (3 pm, Sala Notturmo).

Through the identification of the main destination markets and the role of diverse categories of exported products, it will be possible to define which are the best tools to support businesses entering international markets.

Two markets in particular will be the focus of particular analysis; those of Russia and Japan, with the participation of **Giuseppe Russo**, director of the ITA office in Moscow, and **Antonella Marucci**, vice director of the ITA office in Tokyo. Japan will be the protagonist also in the event with the exhibition section, thanks to the collective of 20 companies from the food sector that will take part in SANA 2019, coordinated by JETRO- Japan External Trade Organization.

For further information

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