



BolognaFiere  
7-10 SETTEMBRE  
SEPTEMBER 2023

35° Salone Internazionale del Biologico e del Naturale  
35<sup>th</sup> International Exhibition of Organic and Natural Products

## **SANA 2023 turns B2B and aims at internationalization**

*The main changes are in the FOOD area which inaugurates a space dedicated to products for a healthy diet and remains open from Thursday 7<sup>th</sup> to Saturday 9<sup>th</sup> of September, confirming the focus on Breakfast and Bio Aperitif. The CARE & BEAUTY and GREEN LIFESTYLE areas will also be open on Sunday 10<sup>th</sup> September. SANA will enhance the experiences and skills of women in the sector: the choice of speakers at conferences and workshops will be equal.*

Nuremberg, February 15<sup>th</sup> 2023 – In 2023, **SANA**, the International Exhibition of Organic and Natural Products, turns **35 years old** in a strictly B2B version, aiming to welcome only an audience of professionals and buyers of organic and natural products.

Organised by BolognaFiere in cooperation with AssoBio, FederBio and Cosmetica Italia, SANA 2023 - is the leading international trade fair for the organic and natural sector in Italy and, thanks to its collaboration with a wide international network and ITA - Italian Trade Agency, is increasingly expanding its reach abroad.

The novelty is already in the opening dates, differently organized to meet the needs of visiting buyers and professionals. In fact, **SANAFOOD** will take place from Thursday 7<sup>th</sup> to Saturday 9<sup>th</sup> of September, one day less than the **SANA CARE & BEAUTY** and **SANA GREEN LIFESTYLE** areas which will be open from Thursday 7<sup>th</sup> to Sunday 10<sup>th</sup> of September.

**SANA FOOD**, dedicated to organic and natural agribusiness, will highlight **new consumer trends** and **environmentally friendly product innovations**.

After the excellent debut, the **Breakfast** area and **'Organic Aperitivo'** area will return. An organic reinterpretation of two fundamental moments of consumption. The **'Organic Aperitivo'** area, in partnership with Slow Food and Drink Factory will offer exhibitors products together with tastings of organic wine and spirits.

**Healthy diet area** will be strengthened as result of the continuous ferment and dynamism of this market segment, due to the dietary needs of vegans, vegetarians, as well as of people allergic or intolerant to some ingredients and in any case attentive to a healthy and quality diet in their domestic or away-from-home consumption choices.

**SANA CARE & BEAUTY**, the cosmetics, natural and organic body care products, supplements and medicinal herbs sector, and **SANA GREEN LIFESTYLE** will therefore welcome operators and professionals from **Thursday, September 7<sup>th</sup> to Sunday, September 10<sup>th</sup>**.

Together with the quality of green products for cosmetics and personal care, "**Via delle Erbe**", the area created in collaboration with Tecniche Nuove and dedicated to professionals, will have a large show case area plus a talking area where **phytotherapy**, **herbal medicine** and **herbalist experts** can answer the clients' questions.



BolognaFiere spa  
Viale della Fiera, 20 - 40127 Bologna, Italia  
Tel. +39 051 282111 - Fax +39 051 6374004  
bolognafiere@pec.bolognafiere.it  
Capitale sociale € 106.780.000,00 i.v.  
C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296

Show Office  
Via Alfieri Maserati, 16 - 40128 Bologna  
Tel. +39 051 282111  
Fax +39 051 6374031  
sana@bolognafiere.it  
www.sana.it



BolognaFiere

7-10 SETTEMBRE

SEPTEMBER 2023

35° Salone Internazionale del Biologico e del Naturale  
35<sup>th</sup> International Exhibition of Organic and Natural Products

Promoted by BolognaFiere with FederBio Servizi and organized by Avenue Media, **SANATECH** is confirmed. **SANATECH** is the exhibiting area that completes the entire sector supply chain, the ideal space for all players to present the main solutions and innovations for the organic process, from the raw material to the finished product. **SANA NOVITÀ** (Novelty Area) also returns with the exhibition dedicated to the exhibitors' new products, which will be used to intrigue international buyers and to attract them to visit SANA 2023

What's 'New on SANA' is a special exhibition area that will turn the spotlight on start-ups and young companies in all sectors of SANA.

### HIGH-LEVEL MEETINGS AND DEBATES

**SANA 2023** will be opened by the Organic States General with "**Rivoluzione Bio**", the main stage for all organic stakeholders and opinion leaders to meet for two days in an intense exchange of information. The Overview of the Organic Sector is promoted by BolognaFiere, in collaboration with AssoBio and FederBio – as part of the **BEING ORGANIC IN EU project** managed by FederBio in partnership with Naturland DE and co-financed by the EU under EU Reg. n.1144/2014 – and promoted with the organisational secretariat of Nomisma. The event will also host the presentation of the **SANA Survey** compiled with the support of ITA – Italian Trade Agency.

Starting this year, the entire scientific part of **SANA 2023** will enhance the skills and experience of women; so, female and male speakers of the SANA conferences and workshops will be on stage in equal numbers, because culture, at SANA, has no gender.

#### Press Office SANA

Absolut eventi & comunicazione  
Mariagrazia Lioce/Sara Telaro  
[sanapress@absolutgroup.it](mailto:sanapress@absolutgroup.it)  
Tel. 051 272523 / 340 9214636

#### Web

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

#### Social media

Linkedin.com/SANA – Twitter.com/sanafiera  
Facebook.com/sanabologna – Instagram.com/sanafiera – Youtube.com/BolognaFiere



#### BolognaFiere spa

Viale della Fiera, 20 - 40127 Bologna, Italia  
Tel. +39 051 282111 - Fax +39 051 6374004  
[bolognafiere@pec.bolognafiere.it](mailto:bolognafiere@pec.bolognafiere.it)  
Capitale sociale € 106.780.000,00 i.v.  
C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296

#### Show Office

Via Alfieri Maserati, 16 - 40128 Bologna  
Tel. +39 051 282111  
Fax +39 051 6374031  
[sana@bolognafiere.it](mailto:sana@bolognafiere.it)  
[www.sana.it](http://www.sana.it)