

**THE BEST OF ORGANICS AT THE FAIR IN BOLOGNA FROM 8-11 SEPTEMBER
AT THE 29TH EDITION OF SANA
THE INTERNATIONAL EXHIBITION FOR ORGANIC AND NATURAL PRODUCTS**

**920 exhibitors (+10% compared with 2016) in an overall exhibition space of 22.000 m² (+ 13%),
around 70 scheduled events, including conventions, workshops and presentations,
2.500 meetings planned between companies and international buyers arriving from 30 countries (+11%)**

**The Deputy Minister of Agriculture, Food and Forestry Policy, Andrea Olivero is due to speak at the
inauguration of the event and at the opening convention on Friday 8 September**

Bologna – Set to open on **Friday 8 September**, the 29th edition of **SANA, the International Exhibition for Organic and Natural products** organised by BolognaFiere. Companies, operators from the sector, organizations, associations, buyers and members of the public are heading to the **Bologna Exhibition Centre** to attend the reference event for the sector, which will conclude on **Monday 11 September**. At SANA 2017 the showcase of the very best of national and international production attracts thousands of visitors over four days. The event is also a platform for debate and in-depth discussions with the leading players from the sector, institutions and private companies, governments and regional administrations, European organizations and trade associations, businesses and producers as well as distribution and certification bodies. The Exhibition of Natural and Organic Products in Bologna represents a sector in constant growth, an expression of the cultural change in people's lifestyles that have acquired a greater responsibility in relation to people and the environment, consumers that are knowledgeable and accustomed to choosing for themselves and their families quality products and solutions that safeguard their wellbeing.

SANA is spread across **an overall area of 22,000 m² (+13% compared with 2016) with 920 companies present (+10%)** and a greater presence of **international buyers arriving from 30 countries (+11%)**.

THE TRADE SECTORS

The growth has been reflected in the new layout for the event, larger and more functional: the number of pavilions dedicated to the sector of **Organic Food** has increased to three (25,26 and 32), which will host producers of fresh and packaged organic food products, primary ingredients, packaging companies and certification organizations, offering the best of national and international production in the sector.

Pavilion 21 and 22 are reserved for the increasingly rich sector of **Natural and Organic Body Care**. Operators can experience the most extensive collection of food supplements, organic and natural cosmetics, body treatments and medicinal plants.

A new development for 2017 is the reorganization of the **Green Lifestyle** area. With its enlarged selection of goods hosted in pavilion 16, the third sector at SANA is composed of six sub-categories: *Home&Office* with green solutions for the home and the working environment; *Mom&Kids* with ecological and natural products for growing, playing and looking after babies, children and mothers; *Clothing&Textiles* with eco-friendly clothes, footwear and accessories; *Pet&Garden* with natural and eco-compatible products and services for domestic animals, gardens and terraces; *Hobby&Sport* with solutions for leisure, sport and hobbies from a green point of view and *Travel&Wellness* with travel offers, holidays, treatments for psycho-physical wellbeing and getting in shape with a focus on nature and care for the environment.

“We are proud of the SANA pathway,” explains Antonio Bruzzone, General Manager of BolognaFiere, “and the excellent response in terms of exhibitors, with 920 companies present with an increase of 10% compared with 2016 and a significant presence of foreign exhibitors. The exhibition space too has been increased by 13% compared with the last edition. At the 29th edition of the event the profound change in the people’s lifestyles that sees producers and consumers increasingly sensitive to the environment and sustainability, is well represented.

The sector of natural and organic is an important driving force for our country, and one in which it already excels. It also offers significant growth potential. Through SANA,” continues Bruzzone, “BolognaFiere, with the contribution of our partner FederBio, aims to provide support and new business opportunities to the operators, many of whom are young, who intend to consolidate or launch new business initiatives.”

CUTTING THE RIBBON AT THE INAUGURAL CONVENTION

The inauguration of the event is scheduled for Friday 8 September at **10.30am at the Service Centre**, attending will be the Deputy Minister of Agriculture, Food and Forestry Policy, **Andrea Olivero**, **Gianpiero Calzolari**, President of BolognaFiere and the local authorities.

Scheduled for **11.00am**, on Friday 8, the opening convention on **“Regulations to boost the growth of European organics”**, organized by **BolognaFiere** and **FederBio**. In addition to a welcome from the President **Gianpiero Calzolari**, the scheduled speakers will include: **Paolo De Castro** Deputy president of the Commission for Agriculture and Rural Development at the European parliament; **Fiona Marty**, Head of European Affairs at FNAB (the French National Federation of Organic Agriculture); **Antje Kölling**, Head of External Relations and Policy, Demeter(Germany); **Miriam Van Bree**, Head of Common Interest Policy and Knowledge Projects, Bionext (Holland); **Eduardo Cuoco**, Manager of IFOAM EU; **Roberto Zanoni**, President of AssoBio, Italy; **Paolo Carnemolla**, President FederBio, Italy; **Maria Teresa Bertuzzi**, the advocate of legislation concerning organic agriculture at the Italian Senate.

Deputy Minister **Andrea Olivero** will be bringing the convention to its conclusion.

THE SANA OBSERVATORY 2017

At **2.30 pm** in the Sala Notturmo the in-depth analysis of the organic agriculture sector continues with the conference **“All of the statistics of Italian organics”**, with the presentation of the data from the **SANA Observatory 2017**, promoted and financed by **BolognaFiere** with the support of **FederBio** and **AssoBio** and compiled by **Nomisma**. The focus of this edition is on organic products that are completely plant-based. The meeting includes also the presentation of data about the operators and agricultural land in Italy compiled by **SINAB (the Ministry of Agriculture, Food and Forestry’s National System of Information on Organic Agriculture)** and **ISMEA**, the Institute for Services for the Agricultural Market.

THE THEMED AREAS

SANA is organized into different themed areas and further initiatives: **SANA Academy**, **SANA Novità**, **SANA Shop**, **SANA City**, **SANA Day** and **VeganFest**.

SANA Academy involves a calendar of four appointments for operators from the sector and led by teachers, university researchers and professionals, who in this edition will be discussing essential oils, examined based on their composition and application, the evolution and interaction between diet and intestinal microbiota, the concept of aging, nutrition and wellbeing during the various phases of the female life cycle and the application of plant derivatives in veterinary medicine.

Not to be missed is the appointment with **SANA Novità**, the exhibition of innovations launched during the last year proposed by the companies attending the fair and on display in the Service Centre at the Exhibition Centre. With a record number of items in display (over 700), visitors to SANA are invited to vote for their favourite product in each of the categories of the Exhibition. A special prize will be assigned by the **official bloggers** for the event in the category of #BloggerForSana. The award ceremony is due to take place on Sunday 10 September at 4.00pm in the covered square in the Service Centre.

The event programme also includes: the **SANA Shop** (pavilion 16) where visitors can purchase organic food, natural and organic cosmetics, food supplements and many more natural products; 10 days of green events as part of **SANA City**, from 8 -17 September, organized in collaboration with **Eco-Bio Confesercenti**; the initiatives of **SANA Day** on Saturday 9 September, promoted in collaboration with **Confcommercio-Ascom Bologna**; and **VeganFest**, Italy's leading vegan event, organised together with **VEGANOK**.

PARTNERS

Key to the event's success are the numerous relationships BolognaFiere has established with strategic partners such as **FederBio**; **Cosmetica Italia**; the support of the **Ministry of the Environment and the Protection of the Territory and the Seas**; **MIPAAF, the Ministry for Agriculture, Food and Forestry Policy**; **IFOAM, the International Federation of Organic Agriculture Movements**; **ICE, the Italian agency for the internationalization and promotion of Italian business abroad** and the support of local institutions such as the Emilia-Romagna regional administration.

SANA INTERNATIONAL

The event's success has succeeded in attracting attention from beyond Italy's borders, with the attendance of **international buyers from 30 countries** (+11% compared with 2016) from Albania, Austria, Belgium, Canada, South Korea, Croatia, Denmark, United Arab Emirates, Germany, Japan, Great Britain, Iran, Israel, Mexico, Norway, Holland, Oman, Poland, Qatar, the Czech Republic, Serbia, Singapore, Slovenia, Spain, South Africa, Sweden, Switzerland, Taiwan, Hungary and the USA.

A significant presence made possible thanks to the **International Buyer Program**, the initiative organized in collaboration with **ICE, the Italian Agency for the internationalization and the promotion of Italian business abroad** and **FederBio**.

The schedule includes **2,500 B2B events**, for exhibitors these represent important opportunities to meet, in a dedicated lounge in pavilion 32, an extensive range of interlocutors specialized in the natural and organic sector. In the same pavilion, in the International Room, presentations will be made about the markets in South Korea, Croatia, Iran, Scandinavia, the United Kingdom and Hungary.

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