



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

## **SANA 2019: MORE THAN 900 EXHIBITORS FOR AN EVENT THAT IS EVEN MORE SUSTAINABLE “FROM THE GREEN REVOLUTION TO THE ORGANIC REVOLUTION”: THE REPRESENTATIVES OF THE ORGANIC SECTOR IN BOLOGNA**

The 31<sup>st</sup> edition of SANA, the International Exhibition of Natural and Organic Products, is due to take place in Bologna from 6 to 9 September 2019. 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 Seas, as well as the ITA, the Italian Trade Agency, **SANA is much more than a trade fair event: it is the destination for the business connected to the world of organics, the platform for promoting culture and debating topics relevant to the sector, and a venue at which it is possible to meet operators from all over the world.**

This business-oriented event takes full advantage of the expertise of BolognaFiere, Italy's second-largest trade fair organiser and one of the leading players in Europe with extensive experience in the organisation of B2B events that are international leaders in their respective sectors.

*“Our company,”* announced Giampiero Calzolari, President of BolognaFiere, *“has accumulated know-how that positions us among the very top players at international level, identifying us as a destination and priority partner for the trade fair business. The International Exhibition of Organic and Natural products is testament to this as can be seen in the constant increases in the numbers of exhibitors and operators attending the event and in an ever more incisive interaction with international buyers. The new features of the 2019 edition further reinforce SANA as a platform for discussion for the organic sector and for debating key themes for the future in economic and environmental terms.”*

### **SANA 2019: THREE MACRO SECTORS, MORE THAN 900 EXHIBITORS, 52,000M<sup>2</sup> OF EXHIBITION SPACE**

Once again this year's edition of SANA has been organised to involve the broadest possible range of exhibiting companies – more than 900 exhibitors, filling a surface area of 52,000 square metres divided into the sectors of:

- **FOOD**, the protagonists of which will be the leading Italian and international companies involved in the sector of organic food (pavilions 29-30);
- **CARE&BEAUTY** will be the space dedicated to the producers of: organic and natural cosmetics, body care products, dietary supplements, natural products/ services for personal care (pavilions 25 and 26);
- **GREEN LIFESTYLE** will present environmentally friendly technologies, products and solutions for lifestyles that are healthy and responsible (pavilion 28).

### **CONVENTIONS, WORKSHOPS AND SEMINARS: DEBATES ABOUT ORGANICS AT SANA**

The exhibition offer at SANA will include a packed line up of conventions, workshops and seminars and an important initiative to promote incoming foreign trade delegations; at the 2018 edition more than 200 meetings were scheduled between exhibiting companies and international buyers.

Also confirmed for the 2019 edition is the presentation of the **SANA OBSERVATORY** with a focus on the scale of Italian exports of organic food products (curated by Nomisma) as well as other events dedicated to training at the **SANA ACADEMY**, which in the last edition enjoyed a 27% increase in the number of participants.



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## SANA 2019 “PLASTIC FREE”

In keeping with the themes at the heart of the event, SANA 2019 is set to be a “plastic free” event in the restaurant and bar areas, thus further reducing its environmental impact. With a ban on single-use plastic, there will be a greater use of glass and biodegradable materials in containers and furnishings; mineral water will be supplied freely from special distributors and visitors will be able to use reusable water bottles that have been made available for this very purpose.

Also the food and drink options will have an emphasis on organics, offering snacks, sandwiches and pastries, pizzas, salads, fruit and drinks, including wines, that are all rigorously organic and supplied in biodegradable containers. These small gestures become meaningful for the environment when they transform into choices that each and every one of us incorporates into our daily lives.

## FROM THE GREEN REVOLUTION TO THE ORGANIC REVOLUTION: THE REPRESENTATIVES OF THE ORGANIC SECTOR IN BOLOGNA

At the 2019 edition of SANA the initiative **FROM THE GREEN REVOLUTION TO THE ORGANIC REVOLUTION** on 5 and 6 September acknowledges the Bologna event’s importance for the world of organics. The two days will involve representatives from the organic sector and high level debates that will determine the strategic choices for the future of agriculture and essential aspects such as sustainability, respect for the environment and the sound use of resources.

The event promoted by BolognaFiere in collaboration with FederBio and AssoBio aims to encourage a reflection on the role of organics for Italian agriculture and on the correlation between essential factors in key areas, such as biodiversity, safeguarding water and climate change.

On its first day **FROM THE GREEN REVOLUTION TO THE ORGANIC REVOLUTION** will use a multi-disciplinary approach to examine the topics of utmost interest from the perspective of the 2030 scenario for organic agriculture. On the second day there will be space for debates involving the main institutions and the key national and international players in the production chain.

Holding the “**FROM THE GREEN REVOLUTION TO THE ORGANIC REVOLUTION: the representatives of the organic sector in Bologna**” in parallel with SANA will boost the visibility of the world of organics, reinforcing the event that is an established meeting place at which associations and institutions, experts, operators and companies from the sector meet each year to discuss the topics of greatest importance for the protection of the environment.

SANA is part of an exhibition event platform based on networking and dialogue that also involves the sector of mass retail, represented at MARCAbyBolognaFiere, the European reference event for the Private Label sector that boasts the participation of almost all of the leading retail groups involved in grocery retail, and ZOOMARK INTERNATIONAL, the preeminent event for the pet industry.

### For further information

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