



32° Salone internazionale del biologico e del naturale
32nd International exhibition of organic and natural products

IN SANA, THE INTERNATIONAL EXHIBITION OF ORGANIC AND NATURAL PRODUCTS, ORGANISED BY BOLOGNAFIERE IN COLLABORATION WITH FEDERBIO/ASSOBIO, THE ORGANIC SECTOR HAS A REFERENCE EXHIBITION PLATFORM FOR ITALY AND EUROPE

A platform created 32 years ago, with the expertise of an organisation that is Italy's second largest trade fair operator and one of Europe's leading players, as well as being the most active at international level; a platform that is further boosted by BolognaFiere's know-how in the fields of cosmetics and agro-industry for which it organises and hosts the leading international B2B events. It is precisely this vision of the industry that ensures operators and exhibitors an event that is highly specialised and skilled at anticipating future trends, responding to innovation and possible commercial developments also in foreign markets.

SANA is an event that is promoting awareness of the value of the organic sector as an important opportunity for the market and an informed choice by consumers, in order to achieve its goals, the event proposes to the business community only certified organic products.

The statistics concerning the Italian organic sector provide evidence of its dynamism: in Italy almost 2 million hectares of agricultural land are under organic cultivation (+3% compared with 2017, and 15.5% of total agricultural land nationwide); there are more than 79,000 Organic Companies (+66% in the period 2010-2018) and we are leading the world for the number of companies transforming organic products; the organic market generates more than 4 billion euros (+171% since 2008) and the country is the European Union's leading exporter of organic produce (2 billion euros annually). This growth sector offers vast potential for further expansion and in SANA has a high profile annual reference event.

The 2019 edition of SANA registered the presence of around 900 exhibitors, more than 31,000 professional operators and numerous foreign delegations that scheduled more than 2,500 B2B meetings.

A CONSTANTLY EVOLVING EVENT

There are many new features for the 2020 edition scheduled in Bologna from Thursday 10 to Sunday 13 September 2020 for a SANA that is even more packed with initiatives and content to respond to the trends shaping the organic sector and offering new business opportunities at both national and international level.

The **first new features concern the scheduled days of the event**. The fair will begin (in order to respond to the requirements of operators and exhibitors) on a Thursday to conclude on a Sunday: a scheduling that will facilitate visits from professional buyers on the first two days of the event (Thursday 10 and Friday 11 September), while enabling the following two days to (Saturday 12 and Sunday 13 September) cater to operators such as owners/managers of specialised shops, wellness and herbal remedy stores, which are usually closed on Sundays and can therefore plan their visits to the event more easily.

The fair will be taking place in an exhibition space of 63,000 square metres, involving pavilions 21, 22, 25, 26, 28, 29 and 30, with a layout that will see the Food section in pavilions 29 and 30; Cosmetics, Dietary Supplements and Self-Care products with an important focus on herbs and medicinal plants, in pavilions 25 and 26; Pavilions 21 and 22 will be those in which exhibitors will be able to ascertain the response to their products from end users as in this section visitors will be able to purchase the products on display and it will also host the section Green Lifestyle.



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



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There will be various new themes at the event and these will include the substantial attention that the 2020 edition will dedicate to medicinal plants and herbs, which have always been a key ingredient of natural health products and cosmetics. In fact, beginning from this edition a multi-year programme of initiatives is set to begin based on the title **La via delle erbe (The pathway of herbs)** that will focus on the benefits, the current regulations and the uses of these allies in beauty and health. Organised in collaboration with SISTE (the Italian Society for Science Applied to Medicinal Plants and Health Products), **La via delle erbe** will propose, at each edition, an in-depth focus session. The focus at the 2020 edition will be dedicated to “**The Golden Herbs: Ginkgo biloba, Helichrysum, Turmeric and Saffron**”. Also in collaboration with SISTE, an established partner of SANA, BolognaFiere will be creating a new tool for operators at SANA: an **Observatory** that will analyse the data concerning production, trade and consumption of medicinal plants as raw materials, for the production of foodstuffs (for humans and animals), dietary supplements and as homeopathic and cosmetic products.

EUROPE’S LARGEST TEAROOM AT SANA 2020

SANA Organic Tea (the initiative set up in collaboration with In-TE’), will create the largest Tearoom in Europe in which Italian style and the finest Organic teas will be available to operators at the event. In Italy tea is the food&beverage product with the highest predicted growth in the entire sector (+22% between now and 2022) with a global turnover of 350 million euros (Source Euromonitor). At **SANA 2020**, in order to increase the market share of the product, in particular in the foodservice industry, some of the infinite uses of tea will be illustrated (from breakfast to dinner, through lunch breaks to working breakfasts) with a wide selection of the best organic teas as well as tips from chefs, bakers, baristas and café staff.

AN INCREASING NUMBER OF ITALIANS ARE EATING ORGANIC PRODUCTS AT HOME AND OUTSIDE OF THE HOME

This consolidated trend derives from a growing attention to food quality and the awareness of the importance of healthy eating, a trend supported also at institutional level: last year the Ministry of Agriculture, Food and Forestry Policy granted 10 million euros to various institutions to increase the adoption of organic food without having to raise costs for the end users.

Also from the perspective of “eating organic” is the in-depth session dedicated to **Organic Baby food** with the involvement of paediatricians and nutritionists, who are increasingly advising an organic diet for the very young.

Another key element of SANA 2020 is the space dedicated to an emerging theme – **free-from** products, i.e. those that cater to the requirements of people with food allergies and intolerances, with products that do not include certain ingredients, and are composed of substances that consumers prioritise for various reasons. Increasingly common, in fact, are products free from gluten and lactose, which are flanked by a growing number of other products free from ingredients such as eggs, salt, yeast, and various allergens. The theme will be examined as part of a new initiative, the **FREE FROM HUB**, which has immediately elicited interest from operators across the industry.



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PACKAGING AND STRATEGIC FRUIT AND VEGETABLES FOR ORGANICS

Packaging is a field in which innovation plays an essential role in identifying new solutions with an ever-lower environmental impact and with quality standards, in terms of conserving product quality, that are constantly raising the bar. SANA 2020 will dedicate a series of in-depth sessions to this topic while showcasing a vast array of innovative solutions.

Organic fruit and vegetables, however, is the theme that SANA 2020 will examine with a vision of the entire industry that will include not only the products, but also their distribution and packaging solutions. The 2020 event will also see the presentation to operators and exhibitors of the initiative MARCA FRESH 2021 that (from January of next year) as part of MarcabyBolognaFiere, the leading event for private label products, will begin a focus on the theme of organic fruit and vegetables and their packaging.

THE MAIN DISTRIBUTION CHANNELS ARE HIGHLIGHTING ORGANIC PRODUCTS

In order to respond to the growing demand for organic products, also the Italian grocery retail sector is expanding its ranges and increasing the number of organic products in its retail selections. SANA 2020 will offer a preferential contact channel between companies attending the event and managers from the grocery retail sector. Eco-Organic products are increasingly present in grocery retail often included in product ranges branded with the group's own private label. In 5 years the revenues from organic products in grocery retail have doubled and in the first 9 months of 2019 Eco-organic ranges represented 7.7 per cent with a growth rate of 8% (Source: IRI)

ITALIAN ORGANICS ARE TOP OF THE RANGE

Our country is among the main producers of organic products and the Italian food and wine culture is leading the way in organic excellence – from wines to cheeses, pastas to rice, as well as typical regional specialities – these are highly attractive in retail points in Italy and abroad. SANA will also be paying notable attention to this aspect by supporting commercial activities in national and international markets.

ORGANIC AND DIGITAL: A SYNERGIC STRATEGY

The digital realm is proving to be a strategic partner for organic products. SANA will be taking a closer look during the exhibition with in-depth focus sessions on the latest developments. Collaborations with high profile partners, such as Amazon, have already been confirmed and there will be a particular focus on the role of Blockchain in the organic sector. A special Blockchain Plaza, will present the benefits of including organic specifications with smart contracts, which enable a continuous virtual audit and constant control, using IoT technology, of product conformity (from the field to the shop shelf in real time) using an accessible language.

Already, seven months ahead of the event, numerous participants, including major brands, have already enrolled (Precatalogue: <http://www.sana.it/cataloghi/precatalogo-2020/9581.html>).

Communication and External Relations Manager

Isabella Bonvicini - isabella.bonvicini@bolognafiere.it - Tel. +39 051 282 920 / +39 335 7995370

Press Office

Gregory Picco - gregory.picco@bolognafiere.it - Tel. +39 051 282 862 / +39 334 6012743



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