



33° salone internazionale del biologico e del naturale
33rd international exhibition of organic and natural products

SANA DIGITAL SESSION: INTERNATIONAL COMPANIES AND BUYERS CAN ALSO MEET ONLINE

BolognaFiere's new initiative that will accompany the in-person event with the possibility to organize a schedule of online meetings between exhibitors and buyers in the run up to the fair is under way. The appointments take place on the B2MATCH platform, which is easy to consult and use. Many hundreds of appointments have already been scheduled and even more are currently being organized. The initiative involves 40 nations from Europe, Asia, the USA and the Middle East.

SANA DIGITAL SESSION is the new project by BolognaFiere conceived to boost opportunities for dialogue and networking between exhibiting companies at SANA and buyers, retailers, distributors and operators in the organic and natural sector.

The initiative represents an **effective and immediate solution** to overcome the logistical difficulties partly due to the pandemic and involving companies and professionals arriving from abroad, in particular from countries outside the EU.

For those who do not have the possibility to take part during the days of the event, SANA DIGITAL SESSION represents a precious tool to enter into contact with exhibitors at SANA and to activate a pathway of collaboration that can be consolidated in the future. SANA DIGITAL SESSION is an important opportunity also for those who have already planned their in-person visit to Bologna, enabling them to fix preliminary appointments, useful for making an initial introduction that can be developed at further meetings at the fair.

Thanks to the collaboration with **ICE Agenzia**, important international retailers and buyers selected in markets of particular interest concerning exports have confirmed their participation at **SANA DIGITAL SESSION**. The international operators involved were the subject of scouting activities also by the SANA's own Incoming Office and BolognaFiere's international network of agents that was recently created to promote SANA more effectively abroad.

Among the 40 countries represented are: Austria, Belgium, Bulgaria, Canada, China, South Korea, the United Arab Emirates, Estonia, Finland, Germany, Great Britain, Indonesia, Israel, Japan, Latvia, North Macedonia, Moldavia, Norway, the Netherlands, Romania, Russia, Serbia, Singapore, Slovenia, Spain, the United States, Sweden, Turkey, Hungary, Vietnam.

SANA DIGITAL SESSION also involves the owners of specialist shops, managers in grocery retail and distributors active across the national territory.



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



33° salone internazionale del biologico e del naturale
33rd international exhibition of organic and natural products

A SMART PLATFORM FOR NEW BUSINESS

At an operational level, **SANA DIGITAL SESSION** enables the definition of a calendar of personalized meetings based on specific needs and areas of business, within the online **B2MATCH** platform, which is extremely **intuitive and easy to use**.

Thanks to the creation of detailed profiles and advanced search filters based on country and the type of product, it is possible to build a bespoke agenda of one-to-one meetings, with the benefit of allowing users to **manage their time in a more flexible way and in compatibility with other engagements**.

When the meetings are held through the integrated video system on the online platform, **B2MATCH** can also be used to plan in-person meetings at the fair in the dedicated lounge.

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

Press Office SANA

Absolut eventi & comunicazione - Mariagrazia Lioce/Sara Telaro - ufficiostampa@absolutgroup.it - Tel. 051 272523 / 340 9214636



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