



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

## SANA 2021: PREVIEW OF EVENTS

*An increasing area of agricultural land is being used for organic production and consumption of organic products is growing: the relevant data confirms that Italy is leading the way in Europe. SANA 2021, scheduled to take place from 9 to 12 September in Bologna, will be an opportunity to take stock of a market that is experiencing constant growth and to focus on the main trends in purchasing habits, lifestyles, the selection of raw materials, production techniques and packaging.*

*Four days to create and disseminate culture concerning the organic world, with a range of initiatives and in-depth events of great interest for both operators and the public: from THE ORGANIC REVOLUTION, the General Overview of the organic sector to La Via delle erbe; from new features SANATECH and SANA TEA to the scheduled conventions.*

The issue of the environment has become increasingly central in Europe and there is a growing awareness among stakeholders and institutional representatives of the need to intervene with targeted policies that fully take into account the **Farm to Fork** strategy as part of the **European Green Deal**. In Italy, the importance of proposing effective solutions on the sustainability front has been recognised with the recent creation of the Ministry for the Ecological Transition: the entire food agriculture system, from production to distribution, needs to move beyond traditional models and ways of thinking, to better face the challenges that await all citizens, businesses and public administrations in the coming years.

This and much more will be discussed at SANA 2021, beginning with THE **ORGANIC REVOLUTION, the General Overview of the Organic sector**. The initiative, which is promoted by BolognaFiere in collaboration with FederBio and AssoBio, with Nomisma as organizational secretary, is scheduled to take place at SANA on **Thursday 9 and Friday 10 September 2021**. For operators from the sector, THE ORGANIC REVOLUTION represents the main opportunity for discussion and dialogue about the market and its prospects, as well as policy trends at Italian and European level and at various points in the production chain.

Of particular relevance is the presentation of the data from the **SANA OBSERVATORY**, scheduled for Thursday 9 September (2.30pm to 6.30 pm), promoted by BolognaFiere and curated by Nomisma, with the support of FederBio and AssoBio and the support of ICE, the Italian Trade Agency. This presentation is now recognised as an unmissable event offering an overall but detailed picture of the organic market.

Another key convention as part of THE ORGANIC REVOLUTION 2021 is the round table on Friday 9 September (10.30 am to 1.30 pm) entitled **Organics between the present and the future: the institutions in discussion** that, thanks to the contributions of leading experts and institutional representatives, will examine the strategies and actions to facilitate the transition to ecological, sustainable agriculture.

## 2021 CONVENTIONS TO FOCUS ON INNOVATION, SUSTAINABILITY, RESPONSIBLE PACKAGING, GREEN COSMETICS AND MORE

Among the most topical issues for SANA are also **innovation** and **sustainability**. According to information revealed in the Food Industry Monitor, curated by the University of Gastronomic Sciences in Pollenzo (Unisg), companies in the food sector that have chosen innovative and sustainable business models have



**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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experienced an increase of 4.8% in revenues (or to be more precise, in their Compound Annual Growth Rates between 2015 and 2019), compared with 1% for conventional companies.

The event THE ORGANIC REVOLUTION will also include an **in-depth analysis of responsible packaging in the agri-food sector**. The appointment, scheduled for Friday 10 September beginning at 2.30 pm and curated by Nomisma in collaboration with AssoBio, will focus on this particularly important aspect of production, highlighting how packaging materials and techniques have an increasingly relevant impact also on consumer choices.

Packaging, furthermore, will be the connecting theme at the first edition of **SANATECH**, the international festival of the organic and natural production chain: a fair within the fair that will offer a complete vision of the entire organic productive process.

In addition to the convention focused on agri-food, **packaging will be at the centre of another focus session, this time in the sector of beauty**: Friday 10 September (10.30 am to 1.30 pm) will see a meeting held on the subject of packaging for cosmetics products, with detailed analysis of the latest innovations concerning sustainability and circularity. The initiative is organized by BolognaFiere-SANATECH and Cosmetica Italia.

Of undoubted interest for operators will also be the technical conventions curated by Avenue Media, incorporated into the broader context of SANATECH.

An evident green vocation has also emerged for the cosmetics sector: according to the Research Centre of Cosmetica Italia, demand is growing among consumers for natural cosmetics and those created with respect for the environment. This will be one of the topics on the agenda on Saturday 11 September during the convention organized by Cosmetica Italia's Herbal Cosmetics Group, **Cosmetics and the post pandemic: greener, more sustainable, organic and natural. The herbalist shop model**.

**SANA 2021 - The 33<sup>rd</sup> edition of SANA, the international exhibition and conference for the organic and natural sector will be held at the Bologna Exhibition Centre, from Thursday 9 to Sunday 12 September 2021, with the support of the Ministry for the Ecological Transition and the Bologna branch of the CCIAA, the Chamber of Commerce and Industry, craft and agriculture, with the support of ITA - Italian Trade Agency and in collaboration with AssoBio and FederBio.**

Organized into three macro areas – **FOOD, CARE&BEAUTY and GREEN LIFESTYLE** – the event will take place in conjunction with **OnBeauty by Cosmoprof** for key actors in the cosmetics industry, and with **Cosmofarma**, focused on Health Care, Beauty Care and services for the pharmacy sector.

Unique within the national and international panorama of fair events, the development of new synergies and commercial contacts will be encouraged, taking further advantage of the points of contact between converging sectors and bringing to the Bologna Exhibition Centre a public of visitors that vary based on their areas of operation but are all linked by a common interest in natural and organic care & beauty, which will bring together the leading companies from the sector at a single event.

**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. +39 051 272523 / +39 340 9214636



**BolognaFiere spa**

Viale della Fiera, 20 - 40127 Bologna, Italia  
Tel. +39 051 282111 - Fax +39 051 6374004  
bolognafiere@pec.bolognafiere.it  
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Fax +39 051 6374031  
sana@bolognafiere.it  
www.sana.it