



33rd international exhibition
of organic and natural products

THE NATURAL SIDE OF BUSINESS



FOOD



CARE &
BEAUTY



HOME &
GREEN



an event by



IN COLLABORATION WITH





THE **NATURAL**
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BUSINESS



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ID CARD 2019

- Almost 60.000 sqm gross of exhibition space on 6 Halls
- 30.000 visitors
- Over 1000 exhibiting companies
- 40 conference appointments
- 2.500 btb meetings organized between foreign operators (buyers from 30 countries) and exhibitors in the framework of the International Buyers Program (in collaboration with ICE and FederBio)
- 950 new products displayed at the Sana Novità exhibition
- More than 750 accredited journalists, newspaper and magazine correspondents, radio and television broadcasters and web publications, arriving from Italy and abroad



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INSTITUTIONS - OFFICIAL PARTNERS

SANA is organized by BolognaFiere in collaboration with:

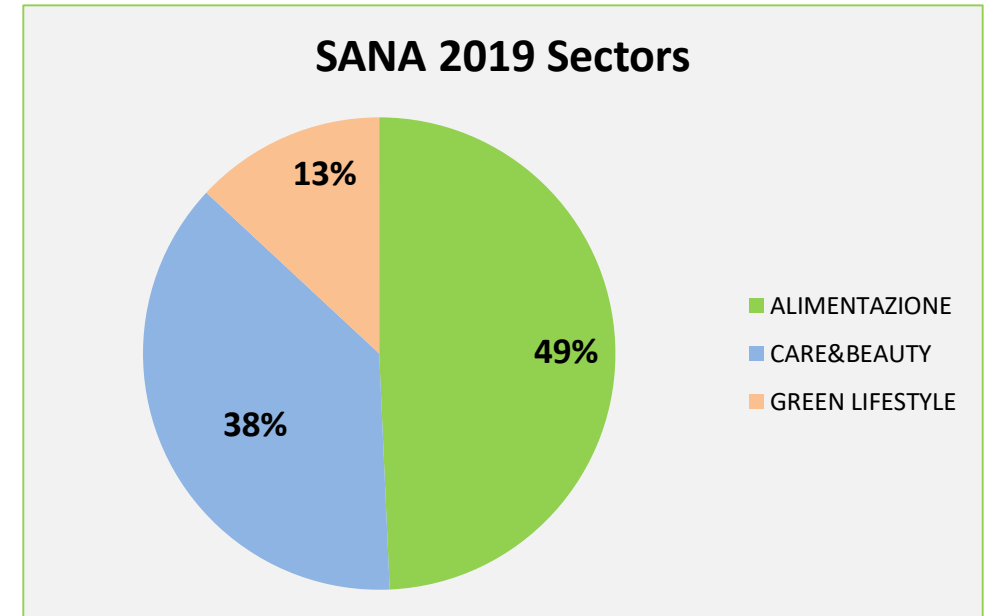
- FederBio - Italian Federation of Organic and Biodynamic Agriculture (in partnership with Coldiretti)
- AssoBio, National Association of Processing and Distribution of Organic Products

SANA has the institutional support of:

- COSMETICA ITALIA, Cosmetics Group for Aesthetics
- MIPAAF- Italian Ministry of Agricultural and Forestry Policies
- MINAMBIENTE – Italian Ministry of the Environment and the Protection of the Territory and the Sea
- ICE/ITA Italian Trade Agency
- EMILIA ROMAGNA Region
- BOLOGNA Chamber Of Commerce

SANA - THE EXHIBITORS

- Organic food (companies with certified organic production only)
 - Production and Transformation Industries
 - Large Scale Distribution
 - Distributors
 - Certification Bodies
 - Institutions and Regions
- Natural and organic body care (companies with organic and natural products, producers of medicinal herbs and dietary supplements)
- Green lifestyle (companies with reduced environmental impact products, for care, furnishing and beauty of the home, clothing and leisure)



SANA - THE VISITORS

- Sana is a b2b event whose visitors are wholesalers, owners of specialized shops and international distributors, herbalists and parapharmacists.
- Herbalists and parapharmacists are interested both in products on display in the food industry and in those exposed in the cosmetics sector, represent an interesting "trait d'union" of the sectors within Sana.
- Large Scale Distribution
- At Sana the exhibitor also meets consumers who give direct feedback on how the market will be able to accommodate their needs.

- Agent
- Associated retail
- Cosmetics and supplement Production
- Distributors
- Food and beverage production/Ingredients
- Herbalist/Naturopath/Omeopath/Doctors
- Herbalist' s shops
- Import/Export
- Independent retail specialized
- Large Scale Distribution
- Machines, Plants and equipment
- Nutritionists, Food technologists
- Pharmacy/Drugstores
- Restaurant/Chains/catering for large groups
- Specialized Shops
- University/training schools/ Institutions
- Wholesaler

SANA: NEW DAYS



In 2021 the event will run from **Thursday to Sunday**: **Thursday and Friday** available to top professional Italian and foreigner buyers mainly coming from sectors such as Large Scale Distribution, Import Export, Retail, Restaurant/Chains/catering, collective catering, Distribution, E Commerce. Saturdays and Sundays will allow qualified visits of the many specialized shops, parapharmacies, as well as herbalist shops, nutritionists and the organic business community which recognizes SANA Store as the most qualified place for testing and buying new products.



SANA THE SECTORS – What's new?

■ ORGANIC FOOD #1

All the good food

Sana is the main stage for the organic market in Italy.

It's the ideal space for the best organic products, and the meeting point for manufacturers, distributors, institutions, control bodies, technical equipment for organic agriculture and new ideas for low environmental-impact packaging.

The **large-scale retail** will exhibit with their own stand (Coop, Despar, Carrefour) and thanks to the know how of Bolognafiere in Private label, retail buyers will be invited at SANA.



SANA THE SECTORS – What' s new?

■ ORGANIC FOOD #2

Focus on **FOOD SERVICE** and **COLLECTIVE CATERING** with main topic on fruit and vegetables, in collaboration with Federbio and Angem (Collective Catering Companies Association). The project aims to put collective catering buyers in contact with exhibiting companies.

FREE FROM HUB: large-scale distribution requires more and more organic products and 'organic free from', in this perspective SANA inaugurates a big focus that will host national and international companies that deal with free from products, in-depth activities and training sessions

Sana also addresses the issue of **DIGITAL TRANSFORMATION:** the issue of multichannel will be explored with **Amazon** and other operators in the same sector, on online sales of organic products



SANA THE SECTORS – What's new?

■ **NATURAL AND ORGANIC** BODY CARE and BEAUTY

Mother nature's essence on your body

For the last few years, SANA has been extending its focus to **certified and natural cosmetics**, launching an area dedicated to body care: think natural pampering, supplements and body care products. With SANA Academy it will be possible to participate in training sessions

Observatory on the theme of food (human and animal), food supplements, homeopaths, cosmetics obtained from plants and spices, production, marketing and consumption of these medicinal plants, as materials raw materials and their use

Organic Tea Festival: an immersive experience entirely dedicated to tea, herbal tea, tea leaves, an area that develops the concept at 360 °, from the historical and cultural aspect, passing through the distribution channel. The herb project will complement the **Via delle Erbe** project already launched in SANA RESTART 2020 with the "Golden Herbs", The project will be developed in collaboration with SISTE / ASSOERBE.



SANA THE SECTORS

■ GREEN LIFESTYLE

The future is all about choices

Eco-friendly, healthy, and responsible lifestyle: This area is entirely dedicated to the ethical choices everyone can make in their daily life: from green building products to home decor, without forgetting the most innovative offers in natural-fiber clothing.



SANA Successful initiatives



The **SANA Academy** stages courses and master classes for professionals in the natural and organic products sector.

SANA Novità: a window on the future of the industry. It gives visibility to every brand on show at the exhibition staged in the Service Centre.

The **SANA Observatory**, managed by Nomisma under the patronage of Federbio and Assobio, is a monitoring tool for understanding key trends in the organic products market, from production levels to the size of the market.





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■ Contacts

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