



34th international exhibition
of organic and natural products

Naturally
Organic.

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SANA
ORGANIC FOOD



SANA
CARE & BEAUTY



SANA
GREEN LIFESTYLE



SANA TECH



an event by



IN COLLABORATION WITH

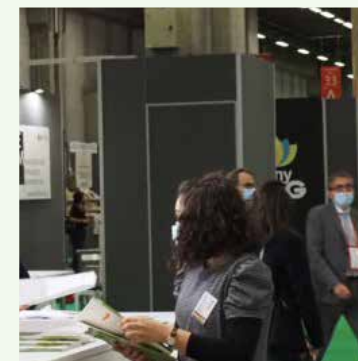


ID CARD 2021

Almost
30.000 mq
gross of exhibition
space on **3 hall**

50.000
overall visitors

Over **600**
exhibiting companies



25 conference
appointments

2500 btb
meetings organized between
italian and international
operators and exhibitors
through the B2match platform
and in the framework of the
International Buyers Program
(in collaboration with ITA ICE
and Federbio)

More than
**325 accredited
journalists**
newspaper and magazine
correspondents, radio
and television broadcasters
and web publications,
arriving from Italy and abroad



INSTITUTIONS - OFFICIAL PARTNERS

SANA IS ORGANIZED BY BOLOGNAFIERE IN COLLABORATION WITH:

- ✔ **FEDERBIO** - Italian Federation of Organic and Biodynamic Agriculture
- ✔ **ASSOBIO** - National Association of Processing and Distribution of Organic Products



SANA HAS THE INSTITUTIONAL SUPPORT OF:

- ✔ **COSMETICA ITALIA** - Cosmetics Group for Aesthetics
- ✔ **MINISTERO DELLA TRANSIZIONE ECOLOGICA**
- ✔ **MINISTERO AFFARI ESTERI**
- ✔ **ICE ITA TRADE AGENCY**



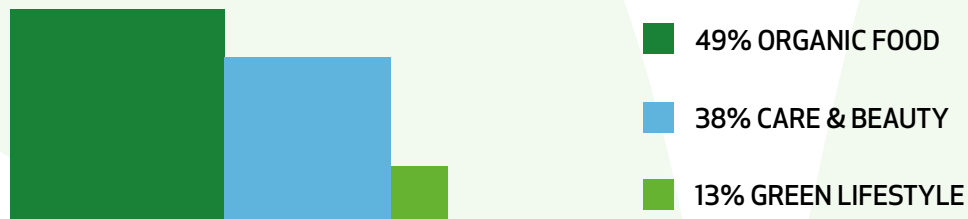
THE EXHIBITORS

🌿 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 life style (companies with reduced environmental impact products, for care, furnishing and beauty of the home, clothing and leisure)



SANA 2021 – 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
- ✔ 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/cCatering for large groups
 - ✔ University/training schools/ Institutions
 - ✔ Wholesaler



INTERNATIONAL BUYERS PROGRAM

A UNIQUE BUSINESS OPPORTUNITY FOR THE ORGANIC AND NATURAL SECTOR SPECIALISTS!

Thanks to an **international network of official delegates**, to the collaboration with **ICE ITA trade agency** and to the **International Guest office** of Bolognafiere the exhibitors of SANA meet selected buyers from all over the world through a customized program of B2B meetings held in a dedicated lounge. In 2021, SANA hosted buyers from 31 countries.

SANA DIGITAL SESSION: in the run-up to the fair, buyers has been able to schedule online meetings with Exhibiting companies on a dedicated platform. Inaugurated during the lockdown to stay by the side of companies and support them in their business, the platform has become an important and much appreciated appointment that precedes the days of the fair and allows companies to plan meetings and establish relationships with buyers from whose countries it is still difficult to travel. The platform's advanced search filters (by country and type of product for example) match detailed participant business profiles to set up flexible, personalized online meeting schedules.



SANA 2022 - THE SECTORS

ORGANICFOOD#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 the iron stand and thanks to the know how of Bolognafiere in Private label, retail buyers will be invited at SANA.



SANA 2022 - THE SECTORS

ORGANICFOOD#2

HEALTHFOODS: large-scale distribution requires more and more organic products, 'organic free from' and healthy foods in this perspective **SANA inaugurates a big focus** that will host national and international companies that deal with free from products, healthy and natural food in-depth activities and training sessions

TEA AND COFFEE: Tea, a sector that increasingly fascinates not only drink lovers but also the catering and restaurant world. A trend that in Italy is growing in double figures.

COFFEE: The increase in consumption of healthy and organic products, owing to various benefits associated with these products, is projected to drive the growth of the organic coffee market for the years to come. Tea and coffee will be the stars at SANA and will be given special visibility to buyers and visitors.



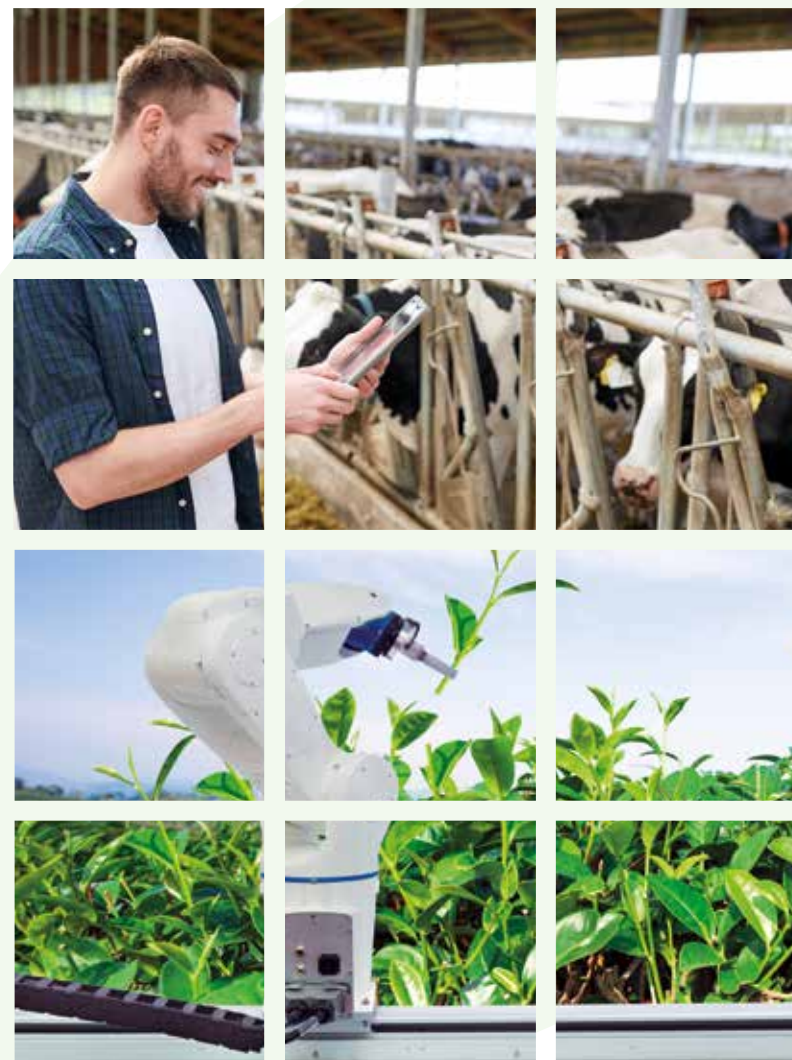
SANA 2022 - THE SECTORS



The professional exhibition dedicated to the organic and eco-sustainable agri- food, livestock and wellness production chain. Promoted by BolognaFiere, with the support of FederBio Servizi and the technical-scientific office of Avenue Media, SANATECH offer important moments of reflection on key issues for the sector, from packaging sustainability to bio-control, highlighting the need for an opportunity for debate and discussion involving the entire the supply chain.

A successful initiative of 2021 that will return in 2022 by expanding the product categories and the moments of in-depth analysis and education.

Sanatech is a BolognaFiere event that will be managed by the specialized partner Avenue Media.



SANA 2022 – THE SECTORS

NATURAL COSMETICS AND ORGANIC BODY CARE AND BEAUTY

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.

The sector, in short time, has become a key meeting point for the business world producing cosmetics, supplements, medicinal herbs and well-being products.



SANA 2022 - THE SECTORS

GREEN LIFESTYLE

THE FUTURE IS ALL ABOUT CHOICES

Eco-friendly, healthy, and responsible lifestyle: this area is entirely dedicated to the ethical choice severy one can make in their daily life: from green building products to home decor, with out for getting the most innovative offers innatural-fiber clothing.



SUCCESSFUL INITIATIVES

OSSERVATORIO SANA 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.

SANA NOVITÀ a special exhibition area that highlights the latest organic and natural exhibitor's products presenting their innovative features.

New products or extensions to existing lines, but also new types of packaging or new formulations and changes to ingredients in existing products are just some of the features enhanced by SANA Novità to ensure appropriate visibility.

Open to three product categories: **Organic Food**, covering the whole universe of food, **Natural and Organic Personal Care**, including health and wellness, and **Green Lifestyle**, showcasing products marketed in the latest year, despite the difficulties companies faced with the pandemic.





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