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## PRESS RELEASE

### **SANA 2010.**

### **AN EVERMORE INTERNATIONAL SANA WITH A MEDITERRANEAN LOOK**

The discussion re-opens around the themes of free trade expected to happen in 2011. **Delegations of buyers expected from the Mediterranean basin, USA and South America.**

Sana returns in September with an **international feel** and a Mediterranean look in anticipation of the imminent opening of the free trade area. The removal of quota and duties will facilitate the speedy exchange of goods and services creating interesting new opportunities, and will focus attention on the resolution of any existing obstacles to trade. All this will be addressed in the conference set to take place on Friday the 10<sup>th</sup>, whilst a delegation of **buyers** originating from countries in the new trade area will be at work in the Exhibition center for the four day period.

In addition, thanks to the renewed agreement in force between the Ministry for Economic Development, FederBio and ICE regarding support for the internationalization of Italian Organic products, attendance at Sana by **buyers** from the **USA** and **South America** is on the cards.

***Organic is coming out (and with all its papers in order)*** is the theme of the “**main exhibition**” and the title of the conference where the new regulations governing the serving of organic food in restaurants, bars, eateries etc. will be presented to the trade and professional bodies.

Today the number of meals eaten outside the home is on the rise, especially in the big cities where the majority of organic consumers are concentrated, or at least those who have the socio-economic characteristics of such. The prospect of being able to **offer an organic menu** allows the restaurant trade the opportunity to meet the needs of this growing consumer group.

In the “quadriportico” at the heart of the exhibition there will be a showcase of bio eating out: an organic bar with “fast food” functions, an organic restaurant and an area for meetings and workshops.

The main players in the new well-being in the big shop window that is “**Health and well-being**” at SANA are the herbal plants. Natural remedies, food supplements and beauty products are becoming increasingly popular. It is a growth market which is self-regulating and putting quality at the heart of its activities. Seminars and workshops will be working to address some of the critical issues, such as the cost of the lack of quality in the herbalist’s supply chain, plant remedies in animal farming, the market for natural and organic cosmetics, the regulation of the use of herbal plants, the changing professional profile of the herbalist in Europe.

The **Herbal Zone** is back, an area strictly reserved for the Trade, where commercial negotiations take place alongside study workshops. A great success at the previous edition, the Herbal Zone returns in response to huge demand.

**Sana Kids**, in its third edition, will look to the future. The World through Children’s eyes. The products and ideas will show commitment to children and attention towards the environment. Initiatives which are healthy, natural, organic, eco friendly and sustainable. The Sana Kids area, co-ordinated by Lucy Salamanca, will exhibit things to be experienced and discovered. A journey between Nutrition, Well-being and Living to uncover a world on a children’s scale.

The **Living Space** presents solutions, furniture and objects which are the result of the use of eco-design throughout the whole production cycle: the choice of materials, the optimization of production methods and distribution chain, the reduction in energy consumption and the simplification of the process for dealing with waste products.

**In particular “the Eco House” will showcase a whole range of objects used in daily life made with recycled materials or using renewable energy.**

Amongst these is a rucksack with a built in solar panel for recharging your MP3, a table fan powered by solar energy, a lamp made out of palm leaves, a rug made of recycled wool, armchairs and other chairs made with recycled jeans and inflatable tubes; belts made out of recycled rubber tyres, chairs, stools, armchairs and tables all made out of recycled cardboard.

Keeping our eye on the media, following on from last year’s conference this year at SANA sees the launching of the **journalistic prize “Telling Organic”**.

Authors of articles or coverage focused on organic agriculture, on close ties between food and nutrition, health and the environment, and new approaches to consumption for which it is the spokesperson.

**First prize is 3,500 euro. Second prize a week in an organic resort with restaurant. Third prize is a stay in a Bio-agriturismo.**

In its fourth year of activity the **Permanent Observatory on Consumption Sana – GPF, created by Giampaolo Fabris** continues its working of monitoring the trends of Italians regarding perceptions of quality of life, how to take care of oneself, knowledge and use of natural products for health and beauty, the importance of food and nutrition in health, attitudes towards organic, sustainable consumption, the shared values and the differences across the Mediterranean area. The results of which will be presented on the opening day of Sana.

**Sana Off** sees healthy living makes its official entrance into city life involving bars, restaurants, herbalist shops and bookshops.

A collection of events is planned to take place in Pratello, with exhibitions and workshops on natural living taking place in this historical street in the centre of the city.

This will be where it will be possible to taste local organic food, discover excellent local products and learn how to really take care of oneself healthily.

From the 1<sup>st</sup> of September you can find the exhibition programme on our website at [www.sana.it](http://www.sana.it)

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