

Bologna, 8th September 2011

## PRESS RELEASE

### **SANA 2011**

### **THIS YEAR'S EDITION IS IN TUNE WITH ITALIAN ORGANIC'S BIG PLANS**

**Sana's new format offers the organic & natural products' market a great professional platform, open to both research and innovation.**

**The Minister for Agriculture Francesco Saverio Romano will open the exhibition on Thursday 8th September at 10 am and will speak at the opening conference on organic agriculture as a tool for sustainable development.**

**Bologna, 8-11 September**

The Minister Francesco Saverio Romano will open the 23rd edition of SANA which will have a completely new format.

30.000 m<sup>2</sup> of exhibition space, 5 halls, 532 businesses in attendance.

**Food & nutrition and Health & Well-being** are the two sectors present at this edition dedicated entirely to **certified organic and natural products** geared towards the **sectors professionals** and a **specialist public**.

A project which has been fine-tuned together with an **Organizing Committee** made up of representatives of the main producer associations (FederBio, Confederazione italiana agricoltori, Confagricoltura, Federimpresa Erbe, Unipro, Assorbe, Siste, Fippo).

The President of BolognaFiere, Duccio Campagnoli says, *"For professionals in the field wanting to arrive prepared at Expo 2015 the road map starts at SANA 2011. Organic food is surely one of the important answers to the many questions the Expo, who's slogan is Feed the Planet, will be raising. Our opening conference, organized in cooperation with Region Emilia-Romagna, at which the Minister Francesco Saverio Romano will be speaking, in looking at the question of organic agriculture as a tool for sustainable development takes an important step in this direction"*.

This edition's guidelines - quality, professionalism and internationalization - can be seen in the **level of excellence** of the **exhibitors**, amongst whom worthy of note the return of big distribution that together with the specialist channels are the authors of the success of the organic trade in Italy; in the **conference themes**, both the official conferences and those organized directly by businesses and universities; in the **presence of buyers** from important target markets for organic producers. Over the course of the four days the dedicated lounge in Hall 34 will in fact see professionals from France, Germany, Belgium, Holland, Greece, Hungary, Lithuania, Brazil, the USA and Canada.

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